



## DETROIT DENTAL BULLETIN DISPLAY ADVERTISING AGREEMENT

**Advertiser Name:** \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Advertising Agency Name:** \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Send Invoice to:**       Advertiser       Agency

### Publication Requirements:

Type of AD:       4-Color       Black & White

Size of AD:       Full       1/2 Page

1/4 Page       1/8 Page

### Special Position

**Ad Placement:**  Inside Front Cover       Inside Back Cover       Back Cover

**Number of Insertions:**       1 Time       4 Times       6 Times

**Effective Date** \_\_\_\_\_      **Expiration Date** \_\_\_\_\_

**Issues:**       Jan/Feb       Mar/Apr       May/June

July/Aug       Sept/Oct       Nov/Dec

**Signature:** \_\_\_\_\_      **Date:** \_\_\_\_\_

*The terms on the reverse are an integral part of this agreement*

Advertising Office: MICHIGAN DENTAL ASSOCIATION, 3657 Okemos Rd., Suite 200, Okemos, MI 48864-3927. Telephone 517-346-9421; fax 517-372-0008; e-mail: dfoe@michigandental.org

## **DETROIT DENTAL BULLETIN DISPLAY ADVERTISING TERMS**

- New ad copy must be received at Detroit Dental Bulletin publication office by the dates listed. Send to: Detroit Dental Bulletin, Michigan Dental Association, 3657 Okemos Rd., Suite 200, Okemos, MI 48864. Advertisements may be e-mailed to Managing Editor David Foe at [dfoe@michigandental.org](mailto:dfoe@michigandental.org).
- Advertisements will be distributed throughout the publication unless special positions are indicated on the advertising agreement.
- This contract may be terminated by either the Detroit District Dental Society or the advertiser by written notice 30 days prior to deadline. If advertiser cancels, payment for special position ads must be made for the balance of the remaining issues.
- Ads may be cancelled immediately by DDDS if the account is not paid in 45 days.
- Insertion orders should accompany all ads. A signed advertising agreement may serve as an insertion order.
- The Detroit District Dental Society reserves the right to reject any advertisers or advertising copy. The current Detroit Dental Bulletin standards are available upon request.
- The sole remedy for printing or other errors in ads caused by DDDS shall be a rebate of the amount paid to DDDS for that ad. Any other damages, consequential or otherwise, are specifically excluded.
- The advertiser agrees to indemnify and hold DDDS, its officers, trustees, members, employees and agents, harmless from any liability, including costs and attorney fees, arising out of or relating to the content of any ad.