

NORTH TEXAS Dentistry

Ad	1X	3X	6X
Two page	\$2420		
Full page	\$1690	\$1530	\$1360
1/2 page V	\$1130	\$1045	\$960
1/2 page H	\$1030	\$950	\$875
1/3 page	\$775	\$720	\$665
1/4 page	\$605	\$560	\$525
1/6 page	\$325	\$310	\$300

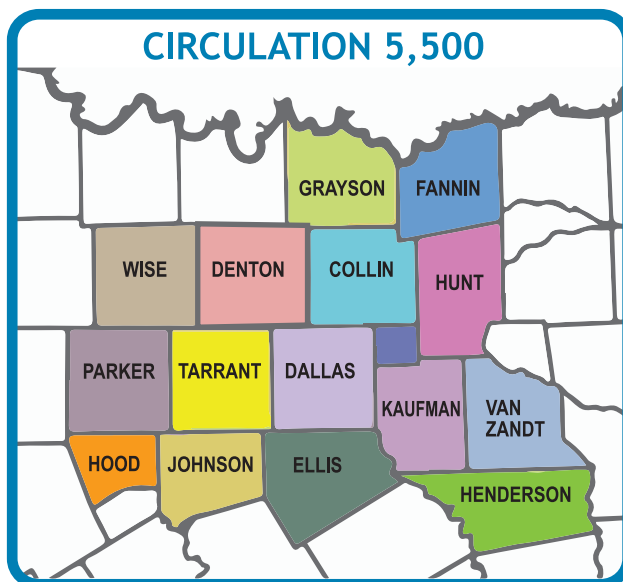
Covers

Inside Front	\$1980	\$1780	\$1585
Inside Back	\$1890	\$1705	\$1520
Outside Back	\$2310	\$2080	\$1850

AD DIMENSIONS

(W x H)

Full (with bleed)	8.375" x 11"
Live area is 7.125 x 9.75". Area outside live area should not contain any text. Please use bleed dimensions of .125" on all four sides. Trim size is 8.125 x 10.75"	
Full (non-bleed)	7.125" x 9.75"
1/2 Horizontal	7.125" x 4.65"
1/2 Vertical long	3.45" x 9.5"
1/3 Square	4.65" x 4.65"
1/4 Vertical	3.45" x 4.65"
1/4 Horizontal	4.65" x 3.5"
1/6 Vertical	2.2" x 4.65"
1/6 Horizontal	4.65" x 2.25"



16 counties: Collin, Dallas, Denton, Ellis, Fannin, Grayson, Henderson, Hood, Hunt, Johnson, Kaufman, Parker, Rockwall, Tarrant, Van Zandt, Wise

ADVERTISING GUIDELINES

Preferred File Format: Please submit artwork as a flattened pdf file.

File Transfer: Large files may be uploaded via WeTransfer.

Color: All images must be supplied in CMYK format.

Graphics: Raster images must be 300 dpi and supplied in a TIFF, JPEG or EPS format. Upsampling low resolution images to 300dpi will result in poor print quality. Do not embed images in your source file without including those images separately (unless providing a PDF/X-1a file). Remove embedded color profiles prior to saving.

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