

California Dental Association

Publications Media Kit



CDA Publications

Reach nearly 24,000 of dentistry's best and brightest

The most highly educated and well-respected dental professionals in the world trust CDA Publications for accurate and relevant information. And advertisers? They know these award-winning magazines are the ideal vehicles to reach that coveted dental professional demographic, which is why they choose to advertise in the *CDA Journal* and *Update* again and again.



CDA Journal

Winner of the prestigious Western Publications Association Maggie Award as well as the Association Media Publishing Gold Award for Scholarly Journals, the *Journal* boasts a circulation of 22,000 readers, including dentists in 50 states and 25 countries.

Stylish and sophisticated, this four-color scientific monthly wins rave reviews for its content, which features cutting-edge scientific developments in dental technology and techniques as well as peer-reviewed articles on topics pertinent to the art and science of dentistry.



Magazine format with three 14 pica columns per page.
Printed on 60# satin coated stock, 4-color.

Unit	Width	Depth
Trim size	8 ³ / ₈ "	10 ⁷ / ₈ "
Full page w/bleeds	8 ⁵ / ₈ "	11 ¹ / ₈ " (1/8" bleed)
2/3 page	4 ³ / ₄ "	9 ¹ / ₂ "
1/2 island	4 ³ / ₄ "	7 ¹ / ₂ "
1/2 horizontal	7 ³ / ₈ "	4 ³ / ₄ "
1/3 vertical	2 ¹ / ₄ "	9 ¹ / ₂ "
1/3 horizontal	7 ³ / ₈ "	3 ¹ / ₈ "
1/3 square	4 ³ / ₄ "	4 ³ / ₄ "
1/6 vertical	2 ¹ / ₄ "	4 ³ / ₄ "
1/6 horizontal	4 ³ / ₄ "	2 ³ / ₈ "

*The 7³/₈" x 10" junior full page *Update* ad format will fit into the *CDA Journal* as a full page.
A *CDA Journal* full page ad can fit into an *Update* junior full page at 88% of its original size.

Update

While the *Journal* focuses on scientific content, the *Update* is all about the latest news affecting the dental profession. The publication covers dentistry-specific political happenings and legislation nationwide as well as insurance programs, association activities and more. It truly has its proverbial finger on the pulse of dentistry.

In addition to the regular readership of 24,000, the *Update* delivers an additional 9,000 bonus distribution three times a year that reaches every dentist in California.



Tabloid format with four 13½ pica columns per page. Printed on 60# stock, 4-color.

Unit	Width	Depth
Trim size	11"	15½"
Full page w/bleeds	11¼"	15¾" (⅛" bleed)
¾ page	7⅞"	13¾"
Jr. full page	7⅞"	10"
½ vertical	4¾"	13¾"
½ horizontal	10"	6⅞"
¼ vertical	2¼"	13¾"
¼ horizontal	10"	3¼"
¼ square	4¾"	6⅞"
⅛ vertical	2¼"	6⅞"
⅛ horizontal	4¾"	3¼"

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On-Site Show Guide

Each year, CDA hosts two of the largest and most successful dental conventions in the nation. Combined, they reach more than 33,000 dental professionals, which could be why nearly 1,000 companies ensure they are there to exhibit. And the only publication available on-site at both shows is the *On-Site Show Guide*.

With class schedules, an alphabetical listing of trade show exhibitors, helpful maps and a daily schedule of events, the *On-Site Show Guide* is indispensable to attendees and the ideal vehicle to drive traffic to your booth. It's featured prominently at the shows in both Anaheim and San Francisco and is available to every attendee.



Run-of-book ads are available in full pages only. 4-color.

Unit	Width	Depth	
Trim size	5"	11"	
Full page w/bleeds	5½"	11½"	(⅛" bleed)
Live area	4½"	11"	

For art specifications, please see back panel.

**California Dental
Association Publications**
1201 K Street, 16th Floor
Sacramento, CA 95814

Advertising Contact
Corey Gerhard
916.554.5304
corey.gerhard@cda.org



Artwork Specifications

File Formats

The preferred file format for all submissions is a press-quality PDF file with all fonts embedded. Also accepted are Adobe Creative Suite files (InDesign, Illustrator, Photoshop) that have been packaged with a complete set of fonts and linked images. Adobe Creative Suite submissions must be accompanied by a PDF proof. CDA does not accept: QuarkXPress files, Windows files, MS Word or Publisher files, or Adobe Creative Suite files without a complete set of linked images and fonts.

Color

Final files and images linked to or embedded in your final files must be in the CMYK or grayscale color modes. Files in the RGB, Lab color or other non-CMYK color modes are not acceptable. Total 4-color ink density should not exceed 320%. To optimize readability, we recommend that smaller type and body copy not be specified with a 4-color build.

Image Resolution

Photographic (raster) image resolution must be at least 300 pixels per inch at 100% size.

Mechanicals

Files should be sized according to the ad sizes listed in this media kit. Files that bleed must include crop marks and an additional $\frac{1}{8}$ " of bleed area on all four edges. Copy and other important information should be placed $\frac{1}{4}$ " inside the edge of the ad — the area inside of this $\frac{1}{4}$ " margin is considered the live area. Copy should be sized at 6 points or greater, to ensure readability. CDA reserves the right to place a thin border around all non-full page ads that do not contain a border.

Incorrect Files

Digital files that are not in compliance with the above specifications may be rejected or corrected by CDA staff. If files are corrected, a graphic production fee may be charged.



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