



## OUTLOOK NEWSLETTER ADVERTISING

The British Columbia Dental Hygienists' Association newsletter 'OUTLOOK' is published three times a year and is mailed, emailed and posted on our website. It includes information from the Board of Directors, editorials, educational articles, association news and updates.

This is your opportunity to reach over 2800 member dental hygienists in BC!

**OUTLOOK advertising** rates are as follows:

<b>1/8 page</b>	\$100	Full colour	Vertical 3.75" x 2.5" Horizontal 3.75" x 2.25"
<b>1/4 page</b>	\$175	Full colour	4.75" x 3.75"
<b>1/2 page</b>	\$325	Full colour	Vertical 9.5" x 3.75" Horizontal 4.75" x 8"
<b>FULL PAGE INSERT*</b>	\$399	1 or 2 sided single page	8½" x 11"

(Applicable taxes to be added to all rates)

*\*Advertiser must supply 2500 inserts for inclusion in the printed newsletter. Inserts may not be stapled, and cannot be heavy stock paper due to postage. Insert must include the words "Paid Advertisement" and must be pre-approved by BCDHA. There is a limit of 1 insert per month, on a first-come first-serve basis. Email a pdf of insert to BCDHA also, for inclusion in emailed newsletter.*

**SUBMISSIONS DEADLINES:** April 15, August 15, December 15

**DISCOUNTS:** Advertisers receive 25% discount when booking for 3 or more issues.

To place an advertisement, send camera-ready-art in high resolution pdf format, jpeg or gif formats with a minimum resolution of 300 dpi. Text only ads may be submitted in MS Word.

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