

the bridge



The Voice of BC Dentists

Issues & Closing Dates 2022*

Issue	Space	Material & Payment	Inserts	Publication
Winter 2022	Sep 27, 2021	Oct 25, 2021	Nov 29, 2021	Jan 10, 2022
Spring 2022	Jan 10, 2022	Feb 10, 2022	Mar 28, 2022	May 2, 2022
Fall 2022	Jul 25, 2022	Aug 22, 2022	Sep 22, 2022	Oct 17, 2022

**Subject to change*

2022 Ad Rates & Dimensions - All Ads Are 4 Colour (CMYK)

Inserts	1x	3x
1 Pg single or double-sided	\$1880	\$1598

Must fit inside a 9" x 12" envelope.

Interested in Advertising?

Cindria Riches
 criches@bcdental.org | 604-736-7202

Non-Bleed Ads	Dimensions (W x H)	1x	3x
1/2 Pg Vertical	3.625" x 9.8744"	\$1795	\$1526
1/2 Pg Horizontal	7.50" x 4.8125"	1795	1526
1/3 Pg Vertical	6.495" x 3.625"	1286	1093
1/3 Pg Horizontal	7.50" x 3.1272"	1286	1093
1/4 Pg Vertical	3.625" x 4.8125"	1067	907
1/4 Pg Horizontal	7.50" x 2.2825"	1067	907

Full-Bleed Ads	Dimensions (W x H)	1x	3x
Interior Full Page	8.50" x 11.0"	\$2765	\$2349
Outside Back Cover	8.50" x 11.0"	3175	2699
Inside Front Cover	8.50" x 11.0"	3008	2557
Inside Back Cover	8.50" x 11.0"	2886	2453

Include a 0.125" bleed and crop marks on full page ads.

Production Specifications:

- **Magazine Trim Size: 8.5" x 11"**
- **Resolution:** High-resolution PDF file preferred (flattened, 300 dpi).
 - Other acceptable formats are EPS or AI.
- **Colour:** Must be full colour CMYK colour space. Do not include spot, RGB or Pantone colours.
- **Size:** Please make sure your ad is sized to the correct dimensions; refer to table.
- **Border:** If your ad has a white or light coloured background, the BCDA may add a border to provide visual separation from surrounding content.

BCDA Image Guidelines for Health Professionals in Dental Offices:

Clinical and non-clinical photos are welcome. However, if portraying a dental professional or dental office setting, the image should depict proper infection control, and all regulatory guidelines that apply should be followed, including but not limited to:

- **Gloves**
- **Masks** on all health care workers
- **Goggles or glasses** on both health care workers and patients
- **No watches**
- **No dangling earrings**
- **Long sleeves preferred**

BCDA Member Support is available to assist you when choosing an image.

FULL TERMS & CONDITIONS OUTLINED IN CONTRACT

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