

2020 ODA ADVERTISING ORDER FORM

Company:

Title:

Address:

E-mail:

Contact:

Phone:

City/State/Zip:

Fax:

AGENCY (if applicable):

Title:

Address:

E-mail:

Contact:

Phone:

City/State/Zip:

Fax:

ODA JOURNAL ADVERTISING

Size: Full Page Half Page: Horizontal Half Page: Vertical Quarter Page

Premium Placement (Full Page Only): Back Cover Inside Front Cover Inside Back Cover

Frequency: 1-2 issues 3-5 issues 6 issues

Placement: Please check each issue in which your ad will be published in 2020:

 January/February May/June September/October March/April July/August November/December

2020 ODA ANNUAL MEETING PROGRAM ADVERTISING

Size: Full Page Half Page: Horizontal Half Page: Vertical Quarter Page

Placement: The 2020 ODA Annual Meeting and OU College of Dentistry Scientific Day will take place in OKC, OK, April 16-18, 2020

OTHER ADVERTISING AND MARKETING OPPORTUNITIES

Please indicate which event you are interested in supporting:

 Senior Signing Day Match Event ODA Annual Meeting Mentorship Program Summer Kick-Off Party New Dentist Happy Hours ADA Success Seminars Student Fall Festival Women in Dentistry Event Leadership Academy Kickoff

An ODA representative will contact you with more details once this contract is submitted.

2020 ODA ADVERTISING ORDER FORM

E-NEWSLETTER ADVERTISING

Size: 380 x 120 Pixels (one size)

Ad Link: Would you like your ad to be linked? No Yes URL: _____

Placement: Please check each issue in which your ad will be published in 2020:*

- | | | |
|-----------------------------------|---------------------------------|------------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> May | <input type="checkbox"/> September |
| <input type="checkbox"/> February | <input type="checkbox"/> June | <input type="checkbox"/> October |
| <input type="checkbox"/> March | <input type="checkbox"/> July | <input type="checkbox"/> November |
| <input type="checkbox"/> April | <input type="checkbox"/> August | <input type="checkbox"/> December |

Month will be granted on a first-come, first-served basis

WEBSITE ADVERTISING

Size: Footer (*Placed on every page*) 720 x 90 Pixels \$200

Ad Link: Would you like your ad to be linked? No Yes URL: _____

Placement: Please check each issue in which your ad will be published in 2020:*

- | | | |
|-----------------------------------|---------------------------------|------------------------------------|
| <input type="checkbox"/> January | <input type="checkbox"/> May | <input type="checkbox"/> September |
| <input type="checkbox"/> February | <input type="checkbox"/> June | <input type="checkbox"/> October |
| <input type="checkbox"/> March | <input type="checkbox"/> July | <input type="checkbox"/> November |
| <input type="checkbox"/> April | <input type="checkbox"/> August | <input type="checkbox"/> December |

Month will be granted on a first-come, first-served basis

Submission Deadline: The 1st of each month

CLASSIFIEDS

Submit all Classified Advertising requests online at okda.org/classifieds

BILLING INFORMATION

Bill to: Advertiser Agency

Send invoice: Monthly Once per contract

AGREEMENT

SIGNATURE

Please sign and return the **ODA Advertising Contract** and **Order Form**.

Fax
405.848.8875

Mail
ODA Advertising
Oklahoma Dental Association
317 NE 13th Street
Oklahoma City, OK 73104

Email
advertising@okda.org

2020 ODA ADVERTISING CONTRACT

Inclusion of an advertisement in any Oklahoma Dental Association publication does not mean endorsement of the Advertiser, product or service by the ODA. **The Oklahoma Dental Association reserves the right to accept or reject, at its sole discretion, any advertisement submitted to the Oklahoma Dental Association.**

THE FOLLOWING STANDARDS APPLY TO ADVERTISEMENTS WITH THE OKLAHOMA DENTAL ASSOCIATION:

1. All content submitted for Oklahoma Dental Association advertising including, but not limited to, articles, news and advertisements, must comply with any and all applicable legal requirements imposed by state or federal law. The submission will not be accepted if it conflicts with any American Dental Association or Oklahoma Dental Association policy or ethical principles.
2. The Oklahoma Dental Association Journal Editorial Board reviews, and has sole discretion to accept or reject, all submissions for inclusion in the *Oklahoma Dental Association Journal* and all other outlets. Decisions of the Oklahoma Dental Association Journal Editorial Board may be appealed to the Oklahoma Dental Association Board of Trustees. The ruling of the Oklahoma Dental Association Board of Trustees shall constitute a final, non-appealable decision.
3. The Oklahoma Dental Association does not allow comparative advertising for any outlets.
4. All advertisements must meet the technical and aesthetic quality standard as is set by the most recent issue of the *Oklahoma Dental Association Journal*, Annual Meeting Program, e-newsletter, website or any other publication.
5. No advertisement may include claims that are not subject to independent verification or that are false, misleading or deceptive.
6. No advertisement may use the name of the American Dental Association, the Oklahoma Dental Association, or any Council, Committee, Component Society or House of Delegates, thereof, without prior written consent from the appropriate Association.
7. In the event of any error or omission of all or any part of any advertising, the parties agree that the Publisher's liability shall be limited to a refund of the charges payable for such advertising. In no event shall the Publisher be liable for any loss of Advertiser's business, revenues, or profits, the cost Advertiser of other forms of advertising, or special consequential, indirect, or punitive damages of any nature. Any other damages, consequential or otherwise, are specifically excluded. The Advertiser specifically waives any rights to any claim for loss or damage.
8. The Advertiser contract may be terminated by the ODA or Advertiser by a written notice thirty (30) days prior to the listed artwork deadline for the subsequent issue. In the event that the Advertiser has a premium placement ad, the Advertiser is responsible for the balance of the 2020 contract.
9. All advertisements must include a signed Advertising Contract and Order Form annually. To be considered for publication, Advertisers must submit the ad for review prior to the listed artwork deadline.
10. The Advertiser agrees to indemnify and holds the ODA, 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.
11. Invoices not paid in full for more than thirty (30) days will result in the Advertiser being excluded from subsequent issues of the *Oklahoma Dental Association Journal*. The Advertiser remains financially responsible for the remainder of the Advertising Contract and will be reported to a collection agency.

I _____ agree to these standards set forth in the 2020 Oklahoma Dental Association Advertising Contract.
(Print Name)

(Signature)

(Company Name)

(Date)

(Email Address)