



**SMCDS DISPLAY ADS: EXPANDED CIRCULATION**

December 2017

As a valued supporter of SMCDS, I am writing to let you know that we have increased interest and readership by completely revamping our quarterly member newsletter *The Mouthpiece* to be uniquely directed to SMCDS member dentist interests: with articles and news **by, for, and about members**, and **vendor advertising geared specifically toward their needs and interests**. It's not the same-old-same-old boring / annoying repeat of articles in every other journal to cross their desks. Member response to the new format and content directive has been both positive and vocal – hallelujah! We've even managed to perk up the ears of a few recalcitrant non-members

While we do not endorse our advertisers, we **do** encourage members to express their appreciation for the financial support advertisers provide by considering them as often as possible when in the market for products and services. As you can see by clicking on this link [Fall 2017](#), *The Mouthpiece* is a high quality full-color magazine-style newsletter. It is distributed quarterly **at no charge**, both electronically and in hardcopy via U S mail to ~675 members – ~76% of the dentists in San Mateo County – **and** as an enticement to ~155 San Mateo County non-member dentists. By adding non-member dentists to our mailing list, **we have extended our reach to virtually all (~780) dentists practicing in San Mateo County – and not incidentally – increased our advertisers' potential return on investment.**

Advertising space is currently available at the rates listed and detailed in the attached *Advertising Placement Order & Invoice form*. Should you elect to take advantage of the 15% discount for pre-paying ads in four issues, you will also be eligible for a \$50 discount on the regular \$250/year cost to include your organization's listing in the SMCDS website's *Professional Services Directory* viewable [www.smcnds.com](http://www.smcnds.com) in the [Vendor Programs section](#)

Regular advertising in *The Mouthpiece* assures that your business will be noticed by a select group of individuals: the member dentists of San Mateo County located in

Belmont	Colma	Foster City	Montara Moss Beach	Rockaway Beach	San Mateo
Brisbane	Daly City	Half Moon Bay	Princeton by the Sea	San Bruno	South San Francisco
Burlingame	El Granada	Millbrae	Redwood City	San Carlos	Woodside

To place your ad, please complete attached order and payment form and fax to 650.649.2980 or attach scan to your reply email. If you have questions or require assistance, please do not hesitate to call. In the meantime, be sure to visit our website at: [www.smcnds.com](http://www.smcnds.com)

P.S. Should you be interested in a broader marketing perspective, we offer **Business Memberships** that provide exposure across all venues and media at **50-60% cost savings**. The membership program is described at [www.smcnds.com](http://www.smcnds.com) in the Public / Vendor Programs pop-out section OR I'd be happy to speak with you in person at 650.637.1131

Sincerely,

Etta L. Kinney  
Executive Director



**2018 THE MOUTHPIECE NEWSLETTER**  
 Display Advertising Placement Renewal Order & Invoice

Quarterly Publication: 4 issues per year Circulation: ~675 Members ~155 Non-Members	All advertising subject to SMCDs Advertising Policies ~100% of dentists practicing in San Mateo County
--	---

PLEASE CHECK APPROPRIATE BOXES [ ] TO INDICATE DESIRED AD SIZE AND FREQUENCY

- 4 issues over 12 months pre-paid for a 15% discount  
 Spring issue deadline March 1       Fall issue deadline Sept 1  
 Summer issue deadline June 1       Winter issue deadline Dec 1

<input type="checkbox"/> <b>1/8 PAGE</b> 3.625 w x 2.3125 h OR 7.5 w x 1.156 h \$115 4 issues pre-paid @ \$98 = \$392		<input type="checkbox"/> <b>1/4 PAGE HORIZONTAL</b> 7.5 w x 2.3125 h \$230  4 issues pre-paid @ \$195 = \$780		
	<input type="checkbox"/> <b>3/8 PAGE</b> 3.625 w x 7.4375 h OR 7.5 w x 3.7187 h  \$287 4 issues pre-paid @ \$244 = \$976	<input type="checkbox"/> <b>FULL PAGE</b> 7.5 w x 10 h \$760 <b>15% DISCOUNT FOR</b> 4 issues pre-paid @ \$646 = \$2,584		<input type="checkbox"/> <b>1/2 PAGE VERTICAL</b> 3.625 w x 10 h \$345  4 issues pre-paid @ \$293 = \$1,172
<input type="checkbox"/> <b>1/4 PAGE VERTICAL</b> 3.625 w x 4.875 h \$230  4 issues pre-paid @ \$195 = \$780		<input type="checkbox"/> <b>1/2 PAGE HORIZONTAL</b> 7.5 w x 4.875 h \$345  4 issues pre-paid @ \$293 = \$1,172		

Please submit camera-ready art by email to: [jim@smcds.com](mailto:jim@smcds.com) in one of the following formats: high-quality pdf (300 dpi) or eps digital format. For technical questions, please contact our designer directly: [loyd@press-print.net](mailto:loyd@press-print.net)

2018 <b>prepaid</b> 4-issue display advertiser's discounted rate for Listing in SMCDs Website <b>Professional Services Directory</b> [ ] 12-mo....\$250
--

Calculate total due, complete, and return your order with payment info to: [jim@smcds.com](mailto:jim@smcds.com) or fax 650.649.2980

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City, ST Zip \_\_\_\_\_

Phone \_\_\_\_\_

email \_\_\_\_\_

Placement Authorized by: \_\_\_\_\_

Make payment to <b>San Mateo County Dental Society</b>	
<input type="checkbox"/> Check attached <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa    Amt \$ _____	
Card # _____	Exp Date _____
Name on Card _____	
Signature _____	
email receipt to _____	