

# 2021 INSERTION ORDER

## Ad Dimensions

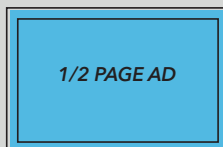
### FULL PAGE

- No-bleed finished size: 7.5" x 10"
- Trim size: 8.5" x 11"
- Bleed size: 8.75" x 11.25"
- Live Area: 8" x 10.5"



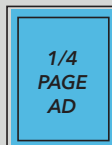
### 1/2 PAGE

- No-bleed finished size: 7.5" x 4.875"
- Trim size: 8.5" x 5.375"
- Bleed size: 8.75" x 5.5"
- Live Area: 8" x 5.125"



### 1/4 PAGE

- No-bleed finished size: 4" x 5.25"
- Trim size: 4.25" x 5.5"
- Bleed size: 4.375" x 5.625"
- Live Area: 4" x 5.25"



## The OBSERVER Magazine/AADOM Conference Directory Print Advertising Specifications\*

### File Requirements

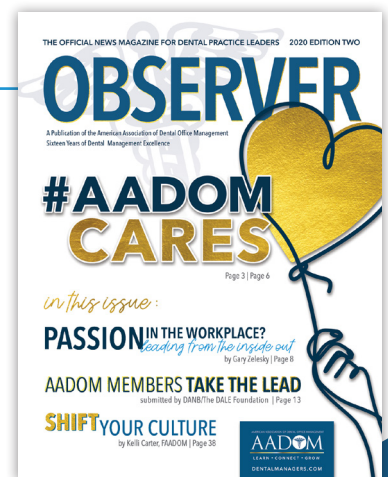
- Preferred file formats: pdf, tiff, psd, jpeg, eps, ai.
- Please provide all image files at 300 ppi, finished size, saved in CMYK color mode with bleed. Results cannot be guaranteed for any files below 300 ppi resolution.
- Include all font files or change text to outlines.
- No Word, Publisher or PowerPoint documents.

### Ad Submission Deadlines

- February Edition - Drop Date February 10  
Deadline December 1
- June Edition - Drop Date June 10  
Deadline April 15
- November Edition - Drop Date November 10  
Deadline Sept. 15
- Conference Directory  
Deadline June 1

## The OBSERVER Article & Author Bio Specifications

Article must be based on any aspect relating to dental practice management. Clinical articles are not accepted. Submission requests must be completed at <http://bit.ly/articles18>.



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[www.dentalmanagers.com](http://www.dentalmanagers.com)