



Canadian Academy of Pediatric Dentistry  
Académie Canadienne de Dentisterie Pédiatrique

## CAPD/ACDP ADVERTISING GUIDELINES

January, 2024

### Advertising Classifications

- Office Space
- Positions
- Products
- General interest
- Other

Acceptance of all ads is subject to approval by the CAPD/ACDP.

### Section One: For CAPD/ACDP Members in Good Standing

#### **CAPD/ACDP MEMBERS**



Positions, Practices and Classified Ads on  
Website [www.capd-acdp.org/](http://www.capd-acdp.org/)

- Free for one month
- You may submit the same ad only once in a fiscal year at no charge
- Afterward the cost for 100 words or less is \$150.00 + HST\* for one 2-month insertion, includes box around ad and live link to URL Font size is 11
- Additional words: \$1.00 per (+ HST\*)



Positions, Practices and Classified Ads in The  
Mirror, CAPD/ACDP's Newsletter  
[www.capd-acdp.org/Mirror](http://www.capd-acdp.org/Mirror)

- Ads should be submitted in **Word** Format with any logo or graphic attached in jpg format.

Ads for the Mirror are only available in 8 ½ X 11 format at a cost of \$250.00 + HST\* in **PDF** format.  
The Mirror is published on or about May 30<sup>th</sup> and November 30<sup>th</sup>.

## **NON-MEMBERS AND SUPPLIERS**

### **Positions, Practices and Classified Ads on Website**

[www.capd-acdp.org/positions](http://www.capd-acdp.org/positions)

- 100 words or less: \$500.00 + HST\* each, for 1-3 consecutive monthly ads, includes box around ad and live link to URL. Font size is 11
- Additional words: \$1.00 per (Plus HST\*)
- Ad text should be submitted in **word** format. Any logo or graphic should be submitted in **jpg** format
- Discount for consecutive multiple ads: 4-6 ads - \$475.00 + HST for each ad; 7-9 ads - \$450.00 + HST for each ad; 10-12 ads - \$425.00 + HST for each ad.

### **Positions, Practices and Classified Ads in the CAPD/ACDP Newsletter, Mirror**

[www.capd-acdp.org/Mirror](http://www.capd-acdp.org/Mirror)

- Ads for the Mirror newsletter are only available in 8 ½ X 11 format at a cost of \$1200.00 + HST\* in **PDF** format. The Mirror is published on or about May 30<sup>th</sup> and November 30<sup>th</sup>.

### **Banner Ads on the CAPD/ACDP website**

*Banner Ad pricing depends on the size of the banner and whether it's static or dynamic.*

*Pricing starts at \$1000.00 + HST per month. Please contact Steve Gillick to discuss your needs--*

[steve@capd-acdp.org](mailto:steve@capd-acdp.org)

**Eblasts to the Membership.** Customized single advertiser eblasts are available.

For a static eblast CAPD/ACDP requires the camera ready eblast in jpg format –no bleeds—which will be directly inserted into the CAPD/ACDP email template. (\$750.00 + HST)

For an html eblast, CAPD/ACDP requires a copy of the eblast, accompanied by an attachment containing the Rich Text Version of the HTML (\$1000.00 + HST).

## **GENERAL INFORMATION**

- CAPD/ACDP does not provide graphic design services.
- From time to time, CAPD/ACDP will send eblasts to the membership to showcase the Classifieds page on the website. General reference will be made to Classified ads currently listed on the site.

**13% HST is applicable on all advertising fees.**

**Canadian Academy of Pediatric Dentistry/  
Académie Canadienne de Dentisterie Pédiatrique:**

**HST # 83217 5970 RT0001**

## Advertising Agreement Insertion Form

*Please note that HST is additional to all prices.*

### **PART A CAPD/ACDP Members Only**

I am a CAPD/ACDP Member and would like to start with my one-month free ad. I have filled out Part C of this form but have left the payment section blank

RUN AD:  for an additional two months (3 months in total)  for an additional four months (5 months in total). For ads that run beyond the one month free period, please complete the payment information in Part C, below.

### **PART B This section should be completed by Non-Members and Suppliers.**

CLASSIFIED on the Website (1month duration) \$500.00 per 100-word insertion (\$1.00 for each additional word).

RUN AD:  1 time  2 times  3 times  4 times  5 times  6 times (Please complete the payment information in Part C, below)

#### **Classified Category**

- Office Space
- Positions
- Products and Services
- General Interest
- Other \_\_\_\_\_

Location Heading (E.G. TORONTO-ONTARIO)

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#### **Eblasts**

Static Eblast should be submitted as a jpg. This format allows for one link only (\$750.00 + HST)

HTML Eblast must be submitted as a graphic with the html code in RTF as an attachment. This format allows for multiple links (\$1000.00 + HST)

Web Banner. Please contact <mailto:steve@capd-acdp.org> for details.

**PART C All advertisers, members, non-members, suppliers must complete this section**

**Name of Company**

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Mailing/Billing address: \_\_\_\_\_

City: \_\_\_\_\_ Province/State: \_\_\_\_\_

Postal Code/Zip: \_\_\_\_\_ Country: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**I have read CAPD/ACDP's advertising terms and conditions and agree to comply with them.**

Acceptance: \_\_\_\_\_ Date: \_\_\_\_\_

**Payment**

(Payment must be received in advance.) Credit card option is provided for your convenience.

Please remember to include 13% HST. CAPD/ACDP retains the right to adjust the amount on credit card payments if the HST is not included in the amount.

**Total Cost \$ \_\_\_\_\_ including 13% HST**

MasterCard  VISA  American Express  Cheque Payable to CAPD/ACDP

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVV \_\_\_\_\_

Cardholder's Name (please print name as it appears on card): \_\_\_\_\_

Signature (credit card payments only): \_\_\_\_\_

## Advertising Agreement Insertion Order

### Advertising Terms and Conditions

The CAPD/ACDP shall be the sole judge of the suitability of materials for advertising, and accepts advertising for the website and the newsletter, The Mirror, subject to the following conditions:

The appearance of advertising or marketing of any kind in any CAPD/ACDP website or publications is not an endorsement or guarantee of the product or service being advertised or of the claims made for the product or service by the advertiser.

**Announcements of educational programs, equipment, or other products and services must be related to the field of pediatric dentistry.**

Membership recruitment or related promotions for external organizations are only permitted with the CAPD/ACDP's prior written authorization.

Ads supplied to the CAPD/ACDP must be in camera-ready format (no bleeds). CAPD/ACDP does not have an Art Department.

Advertiser shall provide to the CAPD/ACDP the advertisement, including all necessary artwork, by the due date and in the format set forth in the Insertion Order. In the event that all necessary artwork is not received in time for the due date, the CAPD/ACDP may at its sole option elect to use artwork from previous Advertisements placed by Advertiser (if any).

Unless return is requested, original art and copy will be destroyed six months after publication.

All advertisements must be reviewed by the CAPD/ACDP for approval prior to publication. The CAPD/ACDP reserves the right to decline, withdraw, or edit any advertisements not in keeping with CAPD/ACDP's standards or purpose. The CAPD/ACDP may in its sole discretion, at any time and for any reason, cancel or refuse any advertisement, regardless of whether such advertisement was previously accepted by the CAPD/ACDP.

Every care is taken to avoid mistakes, but responsibility cannot be accepted by the CAPD/ACDP for clerical or printer errors.

All ads are strongly encouraged to be submitted electronically to [steve@capd-acdp.org](mailto:steve@capd-acdp.org). CAPD/ACDP will not be responsible for any errors or typos for ads that need to be rekeyed from a hard copy submission.

Advertisements may not use the CAPD/ACDP name or logo without prior written consent.

The CAPD/ACDP will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card.

The CAPD/ACDP shall not act as a broker through an advertisement for any product or service not manufactured or provided directly by the party named in the advertisement. Brokers placing advertisements on behalf of a client assume total responsibility for on-time payment to the CAPD/ACDP regardless of the client's payment standing with the broker.

Payment is due upon receipt.

Advertiser warrants to the CAPD/ACDP that the Advertisement is Advertiser's own original work; that Advertiser is the sole owner of the work and all of the rights herein granted; that the content of the Advertisement does not violate any copyright, trademark, proprietary or personal rights of others; and that the Advertisement is factually accurate and contains no matter defamatory or otherwise unlawful.

Advertiser agrees to indemnify the CAPD/ACDP and its affiliates, employees, officers, directors, and agents from and against all liability, including attorneys' fees, for any loss or damage or claims that arise from or are related to the use or publication of the Advertisement, including but not limited to claims for copyright or trademark infringement, unfair competition, defamation, breach of contract, Privacy Act violations, or breach of the representations and warranties provided herein.

Advertiser shall comply with any and all provincial and/or federal laws

governing solicitations and individual privacy information.

Advertiser shall indemnify and hold harmless the CAPD/ACDP, its officers, directors, affiliates, agents and employees for any third-party claims arising out of alleged violations of such laws including but not limited to damages, liabilities, losses, costs and attorneys fees and legal expenses.

Advertiser shall be liable for any and all amounts payable to the CAPD/ACDP under this Agreement. All amounts are due and payable on receipt.

**Ads are posted once full payment is received (including HST). No refunds, either full, partial or pro-rated will be made should the advertiser decide to cancel the ad or shorten the term of its appearance on the website, after the ad has been posted.**

**Advertisers or their representatives are required to acknowledge their understanding and agreement of CAPD/ACDP's Advertising Terms and Conditions, on the Advertising Agreement Insertion Form.**