

The Periodontal Advocate Advertising Contract  
 California Society of Periodontists ❖ P.O. Box 7875 ❖ Norco, CA 92860  
 Phone 951-371-4321 ❖ Fax 951-371-7055 ❖ Email – [laura@calperio.org](mailto:laura@calperio.org)

The Periodontal Advocate newsletter is the authoritative written voice of the California Society of Periodontists providing dialogue between its members and all other periodontists in California. The editorial content is unlimited in its scope and relevance to periodontics and dentistry offering a forum and high-exposure advertising for reputable companies like yours to promote business effectively and economically.

Distribution: The Periodontal Advocate is published three times per year. Its circulation is over 400, which includes our members (periodontists) in California. **ALL ADS MUST BE PRE-PAID.** Advertisers will be placed on the mailing list and will receive every issue of the newsletter in which their ad appears. Digital Information: All artwork should be provided by E-mail. Files should be hi-resolution – 300 dpi (PDF or JPEG). Please include all fonts used in your files and an accurate color proof of the artwork that you are submitting. Advertiser must supply camera-ready artwork. CSP will not be responsible for errors in artwork submitted. Deadline: Please review current newsletter production schedule. Payment: check or credit card (must be paid prior to ad deadline).

AD DIMENSIONS & RATES: Check the ad size and boxes that apply below. Please Note The Rates Listed Below Are For One Issue Only			
Select	Ad Size	Width x Height	4 Color/B&W
	Full Page	7 1/2" w x 10" h	\$500.00
	1/2 Page Vertical	3 5/8 "w x 10" h	\$275.00
	1/2 Page Horizontal	7 1/2 "w x 4 7/8" h	\$275.00
	1/4 Page	3 5/8" w x 4 7/8" h	\$120.00
	1/8 Page	3/58" w x 2 5/16" h	\$75.00
	Inside Front Cover	7 1/2" w x 10" h	\$700.00
A 20% Discount is available for a one-year, 3 issue, prepaid ad (either classified or display)			

CLASSIFIED ADS - Fax or E-mail. Ads will not be accepted over the phone. Maximum length – 60 words per issue. Rates listed are for one issue only.	
CSP Member rate: \$20.00 up to 60 words maximum	Non-CSP Member rate: \$40.00 up to 60 words maximum

Advertising Policy: The editor is constantly on the alert for misrepresentation in classifieds and advertisements, but does not investigate the offers made and reserves the right to decline, withdraw and modify advertisements at our discretion. Please review CSP Periodontal Advocate Advertising Standards. If space is reserved and artwork is not received, the advertiser will be charged for the allocated space.

I understand and agree to the above terms. Signature \_\_\_\_\_ Date \_\_\_\_\_

Please run my ad from \_\_\_\_\_ to \_\_\_\_\_ (# of issues).

Please make check payable to California Society of Periodontists Amount Enclosed: \$ \_\_\_\_\_

If paying by credit card, please complete the credit card authorization form and return it with this form to:  
 California Society of Periodontists, P.O. Box 7875, Norco, CA 92860  
 Fax: 951-371-7055 Email: [laura@calperio.org](mailto:laura@calperio.org)

Contact: Laura Purcell at telephone number (951) 371-4321 if you have questions. Thank you.

## Credit Card Payment Authorization Form

Sign and complete this form to authorize **California Society of Periodontists** to make a debit to your credit card listed below.

By signing this form you give us permission to debit your account for the amount indicated on or after the indicated date. This is permission for a single transaction only, and does not provide authorization for any additional unrelated debits or credits to your account.

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Complete all information requested below:

Credit Card Type: VISA \_\_\_\_ | MASTERCARD \_\_\_\_ | AMEX \_\_\_\_ | DISCOVER \_\_\_\_

Account Type: Personal \_\_\_\_ | Business \_\_\_\_

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

### CREDIT CARD INFORMATION

Account Number \_\_\_\_\_ Exp Date \_\_\_\_\_

Billing Address \_\_\_\_\_ CVV# \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

### AUTHORIZED USER OF CREDIT CARD INFORMATION

Name \_\_\_\_\_

Company \_\_\_\_\_

Telephone number \_\_\_\_\_

Email address \_\_\_\_\_

Relationship to cardholder \_\_\_\_\_

Payment for \_\_\_\_\_

Amount authorized \_\_\_\_\_

Date of charges \_\_\_\_\_

### AUTHORIZATION OF CARD USE

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

I authorize the above named business to charge the credit card indicated in this authorization form according to the terms outlined above. This payment authorization is for the goods/services described above, for the amount indicated above only, and is valid for one time use only. I certify that I am an authorized user of this credit card and that I will not dispute the payment with my credit card company; so long as the transaction corresponds to the terms indicated in this form.

## **CSP Advertising Standards**

Advertising in the CSP newsletter must be factually accurate, dignified, and aimed at contributing to the advancement of the discipline of Periodontology. CSP reserves the right to accept or reject advertising, at its discretion, for any product or service submitted for publication. Acceptance of advertising by CSP does not in any way constitute endorsement or approval by CSP of the advertised service or product, and advertisers may not make such claims in any way.

### **General Requirements**

1. All advertisements submitted for display in any CSP publication are subject to review by staff and its advisors. Advertisers must submit ads by ad materials deadlines in order for materials to be reviewed by CSP staff. Every effort will be made to review artwork in a timely manner.
2. Advertisements must not be deceptive or misleading. Advertisements must clearly identify the advertiser and the product or service being advertised. All claims of fact must be fully supported and meaningful in terms of performance or any other benefit. CSP may require a sample or copy of any advertised product or a full description of any advertised service, and proof of the efficacy or reliability of any products.
3. Products and services must be germane to and effective and useful in the practice of dentistry, or of interest to dentists and their families. Products and services and their indicated uses must conform to principles of acceptable dental practice and of dental ethics. Alcoholic beverages and tobacco products are not eligible for advertising.
4. Advertisers must comply with all laws and regulations applicable to the manufacture, distribution, and sale of a product or service. If it is CSP's belief that an advertiser has not complied then it shall be sufficient grounds for rejection of an advertisement.
5. Advertisements will not be accepted if they conflict with or appear to violate CSP policy, the CDA or ADA Code of Ethics or the CSP Bylaws, or if the advertisements are deemed offensive or contain attacks of a personal, racial, or religious nature.
6. Advertising for dental education courses designed to directly enhance the knowledge, skill or competence of the dentist will be eligible for publication only if the course sponsor has received "registered provider" status from the California Board of Dental Examiners under Title 16, California Code of Regulations, Section 1016.
7. CSP reserves the right to decline advertising for any educational course that involves the teaching or use of a product or technique that conflicts with CSP policy, or is the subject of an unfavorable or cautionary report by a recognized dental agency. The eligibility of an advertisement for a course conducted by or under the auspice of an organization or commercial venture other than the American Dental Association, CDA or a CDA component will be determined on a case-by-case basis. Acceptance of advertisements for courses and education materials offered by commercial ventures and directed to the income of a dentist or to the commercial aspects of a dental practice will be reviewed for attractiveness, accuracy and dignity to determine eligibility.
8. CSP will not accept advertising for seminars, consultants or other educational programs that suggest, imply, promise or guarantee increased revenue (in dollar amounts) or specific numbers of new patients to a dental practice, that will occur as a result of attending the advertised program or seminar. CSP will not accept advertising that, in general, implies that the volume of a practice, either in income or in numbers of patients, may be increased at the expense of proper patient care. CSP will also not accept advertising that seeks information for, or in any way pertains to, class-action lawsuits.
9. Comparative advertising of dental products and dental services is not allowed.
10. Advertisements on behalf of insurers not admitted in California must comply with all California Department of Insurance requirements, including, but not limited to, California Insurance Code Section 1764.1, by prominently affixing in boldface 16-point type along the bottom of the ad that: *"Insurance sold by this company is not regulated by the California Department of Insurance or the California Insurance Guarantee Association."* All insurance ads must meet California Insurance Code guidelines for advertising.
11. Placement of advertising with respect to employment, purchase or sale of a practice, or the like will be at the discretion of CSP and, if the editors so choose, may be limited to the classified section of the publication without any illustrations or graphics. Advertisements for employment must conform to all applicable federal and state laws and regulations and may not discriminate against any persons based on race, sex, age, national origin, religion, handicap, or country of dental education. In addition, CSP prohibits discrimination in advertisements on account of lawful political affiliation, marital status, handicap, sexual orientation, and country of training.
12. Advertisements that simulate editorial copy must be clearly identified as advertising. The word "advertisement" must be prominent in all advertorials. CSP reserves the right to place the word "advertisement" on advertorials not clearly labeled. Advertorial copy that purports to provide information in a specialized field must be reviewed by an in-house expert.
13. Advertisements must not quote the names, statements or writings of any individual, public official, government agency, testing group or other organization without their consent.
14. Advertising placements will not influence editorial copy. Editors have the final approval over content in CSP publications.
15. Advertisers agree to and are bound by conditions on CSP rate cards.