

# 2022 ODA ADVERTISING ORDER FORM

**Company:**

Contact:

Title:

Phone:

Address:

City/State/Zip:

E-mail:

Fax:

**AGENCY (if applicable):**

Contact:

Title:

Phone:

Address:

City/State/Zip:

E-mail:

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 2022: January/February March/April May/June July/August September/October November/December

## 2022 ODA ANNUAL MEETING PROGRAM ADVERTISING

**Size:**  Full Page  Half Page: Horizontal  Half Page: Vertical  Quarter Page**Submission Deadline:** January 15, 2022

## OTHER ADVERTISING AND MARKETING OPPORTUNITIES

Contact the ODA Membership team for information on events and other marketing opportunities. See page 8 for examples of membership events.

ODA Director of Membership: Kylie Faherty ([kfaherty@okda.org](mailto:kfaherty@okda.org))ODA Membership Manager: Madison Bolton ([mbolton@okda.org](mailto:mbolton@okda.org))

*\*If an event is cancelled or postponed an ODA representative will contact you with other opportunities or provide refund.*

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## E-NEWSLETTER ADVERTISING

Banner Advertisement

**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 2022:\*

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

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

Sponsored Content

**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 2022:\*

January  May  September  
 February  June  October  
 March  July  November  
 April  August  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 2022:\*

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

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

**Submission Deadline:** The 1<sup>st</sup> of each month

## CLASSIFIEDS

Submit all Classified Advertising requests online at [okda.org/classifieds](http://okda.org/classifieds)

*By submitting an ad through our online portal you are confirming that you have read and agree to the ODA classified information, pricing, terms and agreements.*

## 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 13<sup>th</sup> Street  
Oklahoma City, OK 73104

Email  
[advertising@okda.org](mailto:advertising@okda.org)

# 2022 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 2022 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 2022 Oklahoma Dental Association Advertising Contract.  
(Print Name)

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Company Name)

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Email Address)