

BASIC MEDIA INSERTION INFORMATION

- a. You will want to begin by contacting publications under consideration. Finding the appropriate people to contact is easily done via the Internet. Search for the publication name, go to the publication's website, and click on the provided "Advertising" button. The website will likely provide a contact information form in which you will provide your name and contact information. An advertising representative will then contact you. In some cases you may find ready access to ad layout specifications and rates on the website but you will still want to discuss your options with an advertising representative.
- b. Inquire about the various ad sizes that the publication will accept and the prices of these. Compare the options to your budget.
- c. Publishers reduce the fee charged per ad when you run multiple "insertions" per year. Typically, they offer price breaks for running your ad 3x, 6x, 12x, etc. They will automatically provide you with this information. You can change ads during the course of the year and maintain the benefit of your multiple-insertion rate.
- d. Publishers publish base rates for black and white (grayscale) ads. Newspapers charge by the column inch and magazines by the full page, half page, quarter page, eighth page, etc. On top of the base rate, they apply additional charges for color and many times additionally for colors that "bleed off the page" (i.e., go all the way to the page edge).
- e. Advertising rates are quoted as "Gross" and "Net." The Gross fee is the one charged you. If you were working through an advertising agency, the publisher will charge the agency the "Net" fee, which is 85% of Gross. The agency will charge you the "Gross" fee and keep the 15% difference as compensation for the agency services rendered. This is industry standard.
- f. Oftentimes, rates are negotiable. Your contact at the publication is an advertising sales representative (Ad Rep). Remember you are speaking with a salesperson who typically has a very high level of service orientation, and this person may have leeway to grant fee reductions.
- g. You do not have to decide upfront how many times you will run the ad. Perhaps, you want to run the ad once and measure the response you receive before continuing to advertise. In this case, you will be charged for the single insertion, and if you continue to insert the ad more times, your rate will be "adjusted" downwards by the publisher for those subsequent insertions so at

the end of the year you will look back and have paid an average rate that is lower than when you started.

- h. Be aware that each publication has its own policies regarding the placement of ads within “the book” – lingo referring to the entire magazine. If you want a specific position in the publication, you need to discuss this and get agreement from your Ad Rep upfront. Magazine publishers charge a premium for certain pages such as the inside front cover, inside back cover, and back cover. Some magazine publishers charge a premium for placing your ad in the front pages. If possible, you want to run your ad on a right-hand page near the front of the magazine or, in the case of a newspaper, in a relevant section of the paper on the right-hand side. Clarify this with the Ad Rep while discussing the insertion rate that may apply to your ad.
- i. Remember that your Ad Rep wants to help you and develop a satisfied client. Your Ad Rep may attempt to befriend you and get to know you and your needs. This is a good thing. Your Ad Rep has information so take the time to explore and understand what’s possible.
- j. Many local media make it a practice of “profiling” advertisers in their publication. This means that once a year, they might do a story about you, and they are likely to publish short press releases from you. Take every opportunity to submit a press release such as the ones *pankeydentist.org* participants will receive from the Institute to your Ad Rep. Your Ad Rep will know whom to refer the press release to in order to get it published.
- k. Once you have decided on the publication, the size of the ad, and the month, week, or day to begin running your ad, you will notify your Ad Rep at the publication. Your Ad Rep will provide you with an “Insertion Order.” This is a formal agreement you sign and return prior to submitting the ad. This order form may be delivered via the Internet, fax or mail, according to your wishes. The insertion order states when the ad will appear, the size of the ad, and the fee you will be charged. If you have negotiated placement of the ad in a specific section or on a specific page, the insertion order should reflect this. It also should contain contact information for delivering the ad and the date by which it must be delivered. After you sign and return the insertion order to your Ad Rep, the space for your ad will be reserved in the publication.
- l. The person or agency that has customized your ad will upload the ad files to the publisher. Magazine publishers recommend that you provide a “color proof” of the ad. A color proof is a printed version of the ad provided by a

service bureau that guides the printer to ensure the colors that appear on your ad in the magazine are the colors you intended. Your graphic artist, full service printer, or ad agency can secure the color proof and ship it to the magazine for you.