



Connecticut State Dental Association

CSDA Advertising Standards

General Requirements:

The Connecticut State Dental Association (CSDA) welcomes advertising as an important means of keeping the dentist informed about new and better products and services for the practice of dentistry. Such advertising must be factual, dignified, tasteful, and intended to provide useful product and service information.

The publication of an advertisement is not to be construed as an endorsement or approval by the CSDA of the product or service being offered in the advertisement unless the advertisement specifically includes an authorized statement that such approval or endorsement has been granted.

As a matter of policy, the CSDA will sell advertising space when the inclusion of advertising material does not interfere with the purpose of the publication. The CSDA reserves the right to accept or reject advertising, at its sole discretion, for any product or service submitted for publication.

Advertising Standards:

1. All advertisements submitted for display in the CSDA's newsletter are subject to review by staff and its advisors.
2. Advertisements must not be deceptive or misleading. The advertiser and the product or service being offered should be clearly identified in the advertisement.
3. Products or services eligible for advertising in the CSDA newsletter must be germane to and effective and useful in the practice of dentistry. Products and services offered by responsible advertisers that are not related to dentistry but are of interest to dentists are eligible for advertising in The CSDA newsletter.
4. Advertisements will not be accepted if they conflict with or appear to violate CSDA policy, the CSDA Code of Ethics or its Constitution and Bylaws, or if the advertisements are deemed offensive in either text or artwork, or contain attacks of a personal, racial or religious nature.
5. Alcoholic beverages and tobacco products are not eligible for advertising.
6. Books related to the practice of dentistry are eligible for advertising. Appropriate books of interest to dentists and their families as consumers are eligible for advertising in the CSDA newsletter.
7. The CSDA reserves the right to decline advertising for any educational course that involves the teaching or use of a product or technique that conflicts with CSDA 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 auspices of an organization or commercial venture other than the American Dental Association (national), CSDA (state) or a CSDA Component Society (local) will be determined on a case-by-case basis. Acceptance of advertisements for courses and educational 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. Miscellaneous products and services not specified in these standards may be eligible to advertise on a case-by-case basis.

Advertising Specs

The Communicator

- All ads are 4-color process; no bleeds
- Inside Front Cover: 7.5" x 10"
- Inside Back Cover: 7.5" x 10"
- Full Page: 7.5" x 10"
- Half Page: 7.5" x 4.91"
- Quarter Page: 3.66" x 4.91"

File Submission:

Ad art files should be provided in a high resolution (300 dpi) PDF, TIFF or JPG

CSDA.com Web Banners

- Small: 234 pixels x 80 pixels
- Medium: 234 pixels x 200 pixels
- Large: 234 pixels x 360 pixels

File Submission:

- File size for all web and E-Communicator banners should not exceed 20 KB.
- Banners can also be provided as an animated gif.
- Please include the URL so banners can be clickable.

E-Communicator Banner

- Small (single): 234 pixels x 80 pixels
- Large (exclusive): 603 pixels x 80 pixels

File Submission:

- File size for all E-Communicator banners should not exceed 20 KB.
- Banners can also be provided as an animated gif.
- Please include the URL so banners can be clickable.