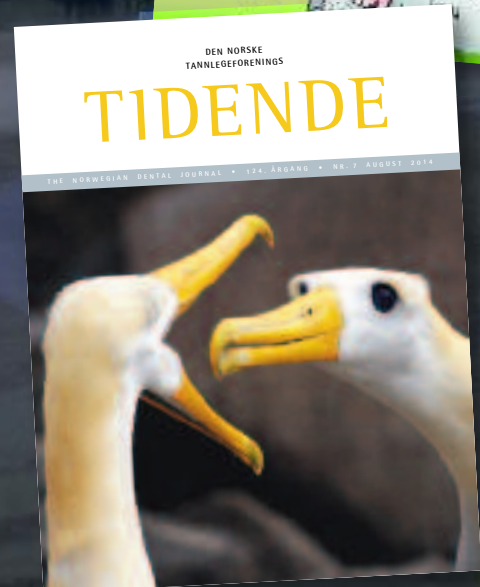
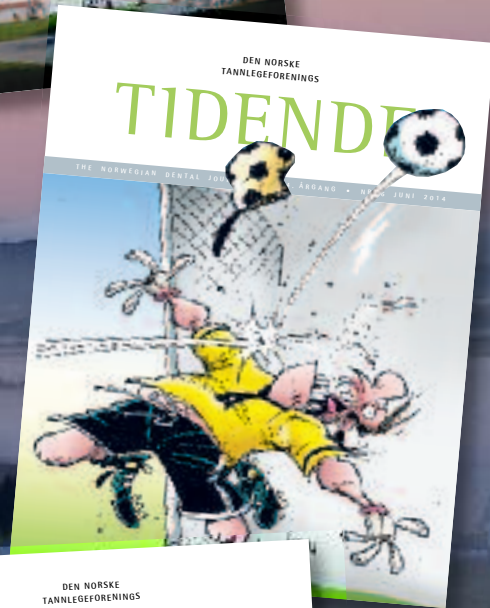
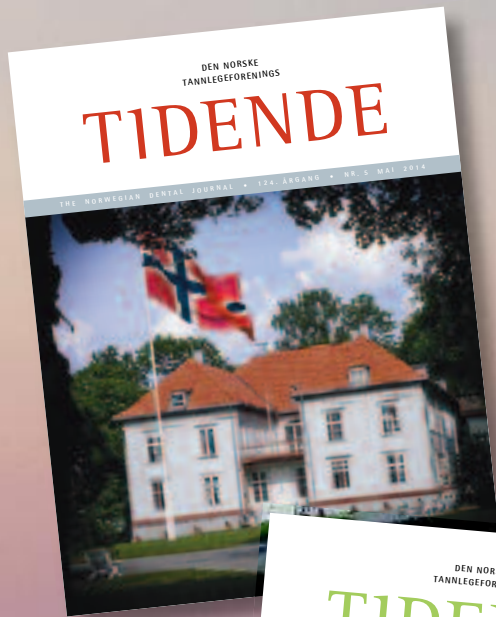


JOURNAL

Publication and deadlines
2015



Publication and deadlines in 2015

Issue	Deadline	Publication
1	8. December '14	15. January
2	14. January	12. February
3	11. February	12. March
4	5. March	16. April
5	13. April	13. May
6	19. May	18. June
7	11. June	13. August
8	19. August	17. September
9	16. September	15. October
10	14. October	12. November
11	11. November	10. December

All claims are invalid if the deadline is not met by the client. Claims, corrections and retractions must be made in writing.

Target group

Norwegian dentists and students, members of The Norwegian Dental Association as well as non members. Dentists in the Nordic countries, university libraries, odontological institutes, institutions and advertisers at home and abroad.

Circulation

	Norway	Abroad	Total
NDA member subscription	5 418	123	5 541
Other paid subscriptions	121	24	145
Free subscriptions	153	66	219
Total distribution	5 692	242	5 905

Circulation ratified by The Norwegian Specialist Literature Association.

From the readers survey in 2013

- The Journal is thoroughly read
- The Journal is often repeatedly read
- There is a high degree of saving and archiving
- The Journal's readers have a high degree of influence on purchases/investments in their practice/clinic
- High reader/user value
- The Journal's total score is excellent

Format	Kr
1/1 page	18 750
2/3 page	15 600
1/2 page	11 900
1/3 page	10 700
1/4 page	9 250
1/6 page	6 700
1/8 page	5 500
Centre spread	35 800

Special placement:

Inside front cover	20 500	all prices without VAT
Beside editorial column	20 500	
Beside The President's column	20 500	
Inside back cover	19 500	
Back cover	21 500	
1/8 page landscape format	6 600	

Supplements

Weight: 0-30 grams kr. 5,00 per copy
Weight: over 30 grams kr. 6,00 per copy

For special formats, please contact Head of Marketing.

Internett ads.

Top banner	kr. 5 500
«Hytte»	kr. 2 500 (180 x 54 pixels)
«Hus»	kr. 3 000 (180 x 280 pixels)
«Blok»	kr. 3 500 (180 x 500 pixels)

Prices are per month.

Single column ads.

Kr 42,00 per millimeter. Minimum kr 825.

All ads are published on Internett.

This price also applies to single column ads. on the nett.

Rebates

Quantity rebate with multiple insertions.
Contact Head of Marketing Eirik Andreassen

Agency commission

3,5 %

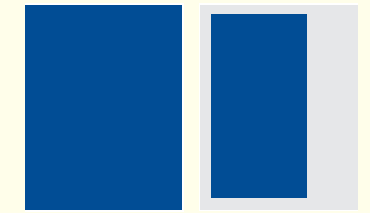
Technical

Format:	210 x 270 mm
Printed area	188 x 240 mm
Columns:	3
Column width:	54 mm
Bleed:	ja
Screen ruling:	60 lines per cm.
Annonsemateriell:	Digital on CD, e-mail or over Fileflow

Subscription

Non-members of NDA and others: kr 1 800

1/1 page
W: 210
H: 270



2/3 page
W: 120
H: 240

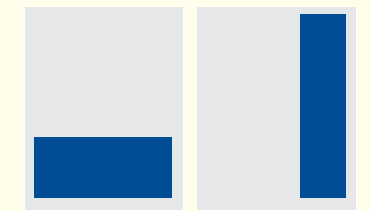
To allow for bleed on all edges
W: 220
H: 280

1/2 page
liggende
W: 188
H: 120



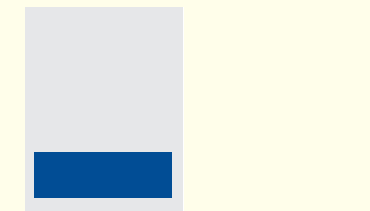
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H: 240

1/3 page
landscape
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H: 80

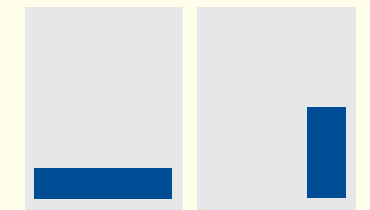


1/3 page
portrait
W: 60
H: 240

1/4 page
landscape
W: 188
H: 60

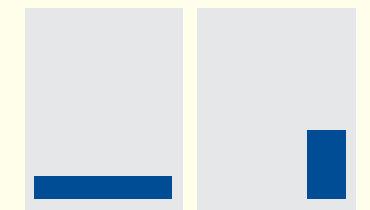


1/6 page
landscape
W: 188
H: 40



1/6 page
portrait
W: 54
H: 120

1/8 page
landscape
W: 188
H: 30



1/8 page
portrait
W: 54
H: 90

For advertising in NDA's Journal and the Nordental catalogue in 2015:
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