



## 2017-2018 Advertising Rates for Companies

### Editorial Content

The *WFO Gazette* is an official publication of the World Federation of Orthodontists (WFO). The *WFO Gazette* informs the membership of WFO services and programs, and reports on the activities of individual orthodontists and the activities of more than 100 WFO affiliate organizations.

**Beginning in 2017, the *WFO Gazette* will feature a new design and page trim size. Please see Mechanical Specifications for more details.**

### Editor

Jessica Kassel

### Issuance

2 times per year – Spring and Fall

### Circulation

9,500 paid, WFO member benefit. The majority of the WFO membership is international.

### Closing Dates

ISSUE	RESERVATION DUE	MATERIAL SUBMISSION
Issue I, 2017	March 3, 2017	March 10, 2017
Issue II, 2017	October 2, 2017	October 9, 2017
Issue I, 2018	March 5, 2018	March 12, 2018
Issue II, 2018	October 1, 2018	October 8, 2018

### Advertising Policy

Advertised products must conform to the official standards of the WFO. The WFO reserves the right to reject advertisements that do not conform to those standards. Copy for new advertisements or new products must be submitted for review prior to the materials closing deadline. A copy of the advertising guidelines is enclosed.

### Mechanical Specifications

Actual page trim size is 8.5" x 11" (21.59 cm x 27.94 cm).

### Ad Size

FULL PAGE*	1/2 PAGE	1/4 PAGE
8.5" x 11"	7.5" x 4.63"	3.56" x 4.63"
21.59 cm x 27.94 cm	19.05 cm x 11.75 cm	9.05 cm x 11.75 cm

*Measurements are width x height.*

### 4-Color Print Rates

FULL PAGE	1/2 PAGE	1/4 PAGE
\$2,100	\$1,680	\$1,260

*Back Cover Position: Add \$500 to the above insertion rates.*

### Delivery

Submit high-resolution, printer-quality PDFs (preferred). Other acceptable formats include Illustrator (fonts converted to paths), Photoshop (300 dpi with layers merged), InDesign (package with fronts and linked files). Please be sure all files and linked images are cmyk (4 color).

***\*All full page ads must have with .13" (.32 cm) bleed and crop marks.***

Send ad files to: [kasselcommunications@gmail.com](mailto:kasselcommunications@gmail.com)

### Questions?

Jessica Kassel

Phone: 314-910-2884

e-mail: [kasselcommunications@gmail.com](mailto:kasselcommunications@gmail.com)



## 2017-2018 Advertising Contract

### Ad Information

**PLEASE CHECK THE WFO GAZETTE ISSUES IN WHICH YOU WISH TO ADVERTISE:**

- Issue I, 2017       Issue II, 2017       Issue I, 2018       Issue II, 2018

Ad Size

Rate Per Insertion

### Advertiser Information

Name Position

Company/Association

Address

City State Zip Code

Country

Phone Fax

### Contract Terms

I have read the World Federation of Orthodontists *Guidelines for Acceptance of Advertising*, and the advertising to be placed complies with the *Guidelines*. Cancellation of advertising will not be accepted after the space reservation deadline. Contracts will be short rated to the actual rate earned on the basis of the WFO rates in effect at the time the contract took effect, which shall not be deemed liquidated damages. Payment of advertising is due upon receipt of invoice and is considered delinquent after 30 days from invoice date. First-time advertisers must prepay until credit is established. Advertising rates are subject to change without notice. See rate card for additional contract terms. Advertiser agrees to indemnify and hold the World Federation of Orthodontists harmless from all damages, including attorneys' fees, arising from any breach of this Agreement by the advertiser.

### Signature

Advertiser Representative Date

WFO Representative Date

### Submit Contract

**E-MAIL** [wfo@wfo.org](mailto:wfo@wfo.org)      **FAX** 314-985-1036

### Questions?

Jessica Kassel  
Phone: 314-910-2884      e-mail: [kasselcommunications@gmail.com](mailto:kasselcommunications@gmail.com)

# 2017-2018 Guidelines for Acceptance of Advertising

All advertisements for products or services submitted to the World Federation of Orthodontists (WFO) are subject to review in accordance with these guidelines. All advertisers agree to be bound by these guidelines upon submission of an advertisement. The WFO reserves the right to accept or reject advertising in its sole discretion for any reason.

The WFO believes that advertisements concerning products or services relevant to the practice of orthodontics are necessary to keep the members of the World Federation of Orthodontists fully apprised of developments in the practice of orthodontics, and that these guidelines will ensure that any such advertisements are truthful and beneficial to all concerned. The WFO's Advertising Review Committee will make every effort to review the copy and layout within five working days. It is the advertiser's responsibility to submit advertisements to the WFO publication as soon as possible before the published closing dates to ensure adequate time for review.

## **A. GENERAL REQUIREMENTS.** Advertisements for products or services may be considered for acceptance if they:

1. Are relevant to and effective and useful in the practice of orthodontics. Products or services that are of interest to orthodontists or the dental profession may be considered for acceptance.
2. Are truthful and provide substantiated information to the reader, and are not deceptive or misleading;
3. Are within the spirit, intent, and letter of all applicable legal requirements;
4. Do not make false, unwarranted or exaggerated claims:
  - a. The advertiser and the product or service must be clearly identified in the advertisement;
  - b. The advertiser must support any statement made within the advertisement with complete scientific and technical data, and may be required to cite references supporting claims within the advertisement; and
  - c. The advertisement may include the use of a competitor's name, product or competitive price if the comparison is supported by acceptable references from dental, scientific or professional literature; does not contain any unwarranted disparagements or unfair comparisons; and is done in a professional and dignified manner, as solely determined by the WFO's advertising review committee, in its discretion.
5. Are not ambiguous and misleading:
  - a. The presentation of the advertisement (illustrations and copy) must be easily recognized as such (in some cases, the word(s) "advertisement" or "paid advertisement" may be required to appear in the advertisement);
  - b. Advertisements including testimonials must be supported by data provided to the WFO (fictitious names associated with testimonials will be considered misleading); and
  - c. Advertisers should avoid the use of copy that is not substantiated by acceptable research or scientific literature.
6. Do not conflict with or violate, or appear to conflict with or violate, the WFO's Bylaws, applicable laws or any other standards of the WFO.

## **B. EDUCATION COURSES.** Advertisements for Dental Education Courses are also subject to the following requirements:

1. A WFO publication will accept advertisements from an accredited university or college-affiliated dental education course, either on a graduate level or on a continuing-education level, or by a national certifying board or specialty society as determined by the Executive Committee of the WFO. Advertisements for commercially (non-academic, for profit) sponsored courses or for courses and educational materials directed to the income of an orthodontist or the commercial aspects of orthodontic practice are prohibited, except as may be specifically approved by the WFO Executive Committee.
2. The advertisement must clearly state the course sponsor and credit hours if applicable.

## **C. PHARMACEUTICAL PRODUCTS.** Advertisements for pharmaceutical products will be considered for acceptance only after new product approval has been issued by the Food and Drug Administration, and must be supported by full disclosure of information, including each active ingredient.

## **D. NO IMPLIED ENDORSEMENT.** No advertisement for products or services in any WFO publications shall constitute an endorsement by, or approval of, the WFO for such product or service, unless such endorsement or approval is authorized by the WFO in writing, and the fact that such advertisement appears in the WFO publications shall not be referred to in any collateral advertising.

## **E. WARRANTY OF COMPLIANCE.** By submitting the advertisement, the advertiser certifies and warrants to the WFO that the advertisement, and the product or service referenced therein, are in complete compliance with all applicable governmental rules and regulations, and the WFO's acceptance of such advertisement shall not be construed as a guarantee of such compliance.

## **F. GUARANTEES.** Any "guarantees" must be truthful, capable of substantiation, and fully disclose all conditions or limitations (or, if time and space restrictions prevent such disclosures, the advertisement must clearly state that the full text of the guarantee can be examined prior to purchase).

## **G. SPECIFIC QUOTATIONS.** No advertisement may quote the names, statements or writings of an individual, public official, governmental agency, testing group or other organization without the express written consent of such individual, entity or agency.

## **H. DECLINATION.** The World Federation of Orthodontists, in its sole discretion, reserves the right to decline advertising for any product or service:

1. That is in conflict with these guidelines or procedures or practices supported by the WFO;
2. That is in litigation in the private or public domain regarding advertising claims or product attributes;
3. That is the subject of any governmental agency challenge or any unfavorable or cautionary report by any governmental agency or the WFO; or
4. That is not in the best interest of the WFO or its members.

## **I. PROCEDURES.**

1. All advertisements must be submitted to the Editor or the Advertising Manager. The advertisements will then be reviewed by the WFO Advertising Review Committee. If an advertisement appears to meet the guidelines, but is questioned by a member of the advertising review committee or related staff on the basis that the advertisement does not meet the WFO's standards for professional appearance or has questionable interest to orthodontists or the dental profession, the advertising review committee and the editor will confer and render a decision by conference and vote.
2. If the advertising review committee is unable to agree on the acceptance of an advertisement, then a decision to accept or reject an advertisement may be deferred to the Executive Committee of the World Federation of Orthodontists for further review at its next regularly scheduled meeting. A decision by the advertising review committee is final, or, if referred by the advertising review committee to the Executive Committee, a decision by the Executive Committee is final.