

TRODENT

ADVERTISING



MISSION STATEMENT

TroDent is the official publication of the Herman Ostrow School of Dentistry of USC. The magazine, which publishes twice a year, helps foster a sense of pride and community among Ostrow's various constituencies—our alumni, faculty, donors and friends. Each issue has an average impression of 30,000 readers, many of whom are dental professionals running their own private dental practices across the globe.

The publication, first founded as the *Alumni Clinic*, has been in print since 1908. In the early 2000s, the magazine, now known as *TroDent*, took a decade-long hiatus, returning to print in November 2011.

TroDent's mission is to entertain and inform its readership. As the veritable information clearinghouse for all things Ostrow, the *TroDent* features alumni profiles, school-related news and features to keep our alumni community plugged in to the institution that helped launch them into successful dental careers.

Herman Ostrow School of Dentistry of **USC**

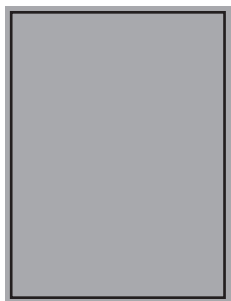
ABOUT THE HERMAN OSTROW SCHOOL OF DENTISTRY OF USC

- The Herman Ostrow School of Dentistry of USC is the second-largest of 65 accredited dental schools in the United States.
- Nearly 1 out of every 18 professionally-active dentists is an Ostrow alumnus.
- The Herman Ostrow School of Dentistry of USC has alumni living in all 50 states as well as 40 countries around the globe, increasing an advertisement's potential reach.
- On average, dentists earn nearly \$200,000 annually, according to the *2010 Survey of Dental Practice*.

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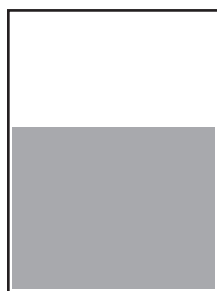
STANDARD AD UNIT AND SIZES



FULL PAGE-BLEED

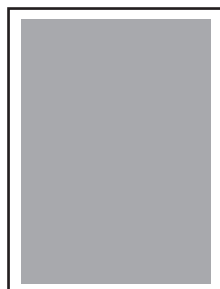
Trim size: 8.5" W x 11" H
(Add .125" around trim for bleed)

*Keep live matter at least .4 inches from trim.



BACK COVER-NON BLEED

Ad size: 7.5" W X 5.5" H



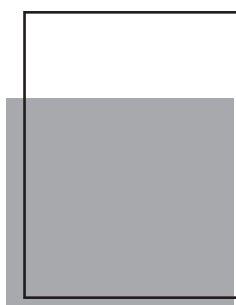
FULL PAGE NON-BLEED

Ad size: 7.5" W X 10" H



HALF HORIZONTAL

Ad size: 7.5" W X 4.9" H



BACK COVER-BLEED

Positioned below mailing indicia
Trim size: 8.5" W X 6.25" H
(Add .125" on left and bottom for bleed.)

*Keep live matter at least .4 inches from trim.



HALF VERTICAL

Ad size: 3.65" W X 10" H

DEADLINES

2020 — ISSUE 1

AD/COPY FILES: May 1, 2020
ISSUE MAIL DATE: June 2020

2020 — ISSUE 2

AD/COPY FILES: October 1, 2020
ISSUE MAIL DATE: November 2020

2021 — ISSUE 1

AD/COPY FILES: May 1, 2021
ISSUE MAIL DATE: June 2021

2021 — ISSUE 2

AD/COPY FILES: October 1, 2021
ISSUE MAIL DATE: November 2021

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INTERNAL RATES (USC ENTITIES)

AD SIZE	1X	2X
FULL PAGE	\$1,500	\$2,500
SPREAD	\$2,500	\$4,000
INSIDE FRONT COVER	\$2,000	\$3,500
INSIDE BACK COVER	\$1,750	\$3,000
BACK COVER	\$2,000	\$3,500
HALF PAGE	\$1,000	\$1,500

NOTES

- Ad materials will be retained by the publisher for one year unless other arrangements are specifically requested.
- Mechanical production charges incurred on behalf of the advertiser or its agency in the preparation of advertising material will be rebilled at cost.

COPY & CONTRACT

- Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of advertiser, contact person and email address, size of advertisement, plus any special instructions such as placement, bleed, color, etc. See “Advertising Application Form” on last page of ad kit for more information.
- Cancellations or changes in orders may not be made by the advertiser or its agency after close of insertion order dates. Covers and preferred position placements are non-cancelable.
- All advertising is subject to publisher’s approval. The publisher reserves the right to reject advertising.
- Positioning of advertisements is at the discretion of the publisher. Requests for specific positions are given consideration, but no guarantee is made.

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EXTERNAL RATES (NON-USC ENTITIES)

AD SIZE	1X	2X
FULL PAGE	\$2,000	\$3,500
SPREAD	\$3,000	\$4,500
INSIDE FRONT COVER	\$2,500	\$4,000
INSIDE BACK COVER	\$2,250	\$3,375
BACK COVER	\$2,500	\$4,500
HALF PAGE	\$1,500	\$2,500

NOTES

- Ad materials will be retained by the publisher for one year unless other arrangements are specifically requested.
- Mechanical production charges incurred on behalf of the advertiser or its agency in the preparation of advertising material will be rebilled at cost.

COPY & CONTRACT

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DIGITAL SPECIFICATIONS

SUBMITTING YOUR FILES

Provide the following:

—Press-ready PDF file (compatibility—Acrobat 5, PDF 1.4)

Media accepted: Electronic preferred. CD-ROM or DVD-R also acceptable.

PREPARING YOUR FILES

- **Preflight** your press-ready PDF file.
- **Process colors only (CMYK)**—No PMS, RGB, LAB or embedded color profiles (such as ICC profiles)
- **Images should be high resolution:** Images sampled to 300 dpi; Line art sampled to 1,200 dpi.
- **Embed all fonts.**
- **Flatten all layers** and transparencies before distilling PDF.
- **Four-color solid area** should not exceed 300 percent total screen density. We suggest a rich black be constructed of 60 percent cyan and 100 percent black (a total screen density of 160 percent).
- **If using USC colors (cardinal and gold)**, they should be set up as follows:
 - USC Cardinal Red:** C 7, M 100, Y 65, K 32
 - USC Gold:** C 0, M 27, Y 100, K 0
- **Document sizes** in the page layout files should be created to the size of the advertisement. Bleeds should not extend beyond .125 inches of the edge of the page within the application. Full-page ads should be created to the trim size of the magazine (7.5 inches wide by 10.5 inches height), with bleeds running over each side by .125 inches.
- **Leave settings on auto trapping**, if possible.
- **Clipping paths** in complex graphics should have a flatness of at least 2.
- **All advertising artwork is subject to design and editorial quality inspection by the Office of Communications at the Herman Ostrow School of Dentistry of USC. All USC-branded advertising is expected to meet graphic identity guidelines. For more information, visit identity.usc.edu.**



CONTACT/DELIVERY INFORMATION

John Hobbs

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john.hobbs@usc.edu



TRADEMARKS AND LICENSING

Non-university departments featuring the USC name, logo or licensed product in the advertisement must receive approval from the USC Trademark & Licensing Office prior to reserving space in the magazine. For more information, visit trademarks.usc.edu or e-mail trademarks@usc.edu

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Fill out and return to the Herman Ostrow School of Dentistry of USC, Office of External Relations, Attention: John Hobbs. Send it via email to john.hobbs@usc.edu. After advertising application form is approved, payments can be made via check or credit card.

ADVERTISING APPLICATION FORM

Date: _____

Contact Name: _____

Advertiser/Company: _____

Address: _____

E-mail: _____

Phone: _____

Fax: _____

Contact/Designer: _____

Email: _____

Phone: _____

AD //////////////////////////////////////

Ad size: ☐ Full-Page Bleed ☐ Full-Page Non-Bleed ☐ Back Cover Bleed
☐ Back Cover Non-Bleed ☐ Half-Page Horizontal ☐ Half-Page Vertical

Special Placement: ☐ Inside Front Cover ☐ Inside Back Cover ☐ Back Cover

Position: ☐ Top ☐ Bottom ☐ Right ☐ Left (position not guaranteed)

Frequency: 1X 2X

Issue:  2020 — ISSUE 1  2020 — ISSUE 2

Rate: \$ _____ **PER ISSUE**

Total: \$

****Advertisements pulled after the date of submission will be subject to the full amount of the rate.****

Approval:

CLIENT SIGNATURE

DATE _____