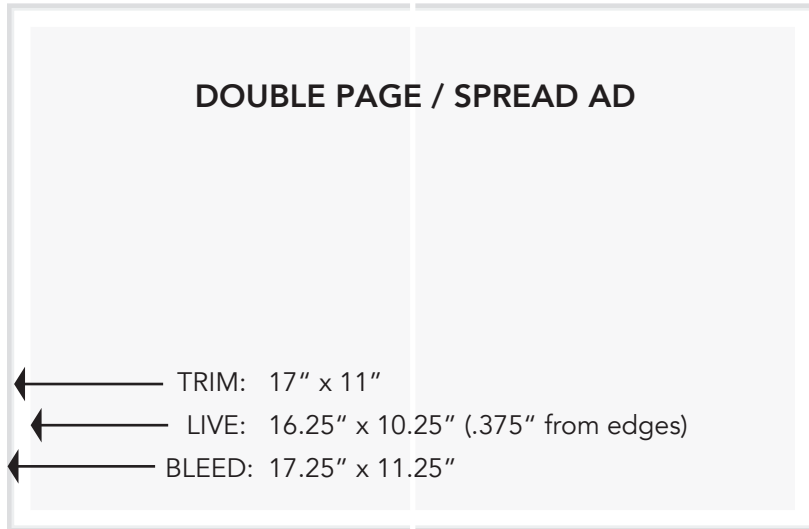


The **Program Guide** will contain course details and registration information for the 2024 Hinman Dental Meeting. It will be printed in full color, perfect bound and trimmed to **8.5" wide by 11" tall**. The guide will be mailed to 9,500 dental offices & available as a PDF at Hinman.org to download.



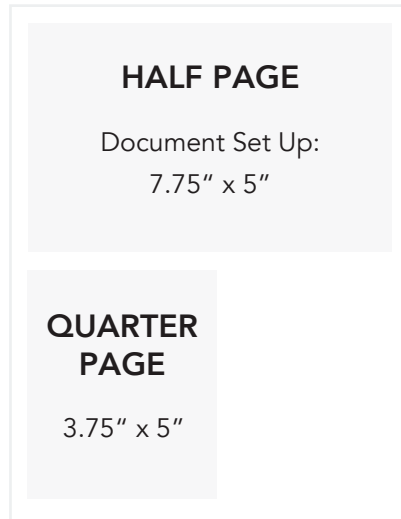
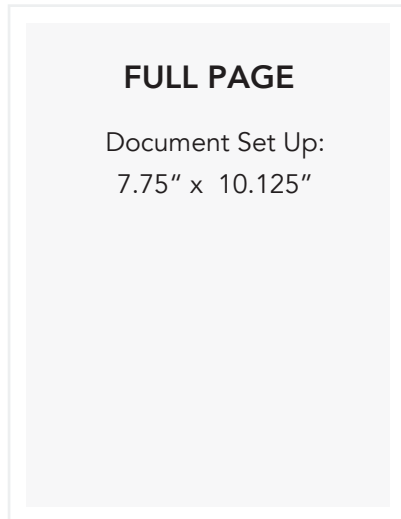
Size Specs

Double Page Spread will run through gutter and have maximum impact at the trim size of 17" wide x 11" tall, please add .125" bleed. Keep important art within 16.25" x 10.25" and be mindful of the center gutter.

Full Page 7.75" x 10.125"

Half Page 7.75" x 5"

Quarter Page 3.75" x 5"



Rates

Double Page Spread \$8,200

Full Page [Inside Front /Inside Back Cover] \$6,000

Full Page [Interior] \$4,800

Half Page [Back Cover] \$7,500

Half Page \$3,750

Quarter Page \$2,000

Artwork

Art must be CMYK - NO PMS/spot colors or RGB will be accepted. Convert all fonts to outlines and add bleed if applicable. Send artwork by email in the form of a **PRESS-READY PDF**. We also accept EPS, TIFF and JPEG files.

Resolution

When submitting artwork that contains photographs, or in the instance of TIFF and JPG ads, the resolution should be at least 300 dpi (dots per inch) at actual size.

Questions

If you should have any questions, please contact our Convention Manager, Stephanie Park at spark@hinman.org or call (404) 231-1663.