

## Program Book Advertising Rate Card and Specs

2025 Star of the North Meeting • April 24-26 • Saint Paul RiverCentre, MN

### PRELIMINARY PROGRAM

Distributed by the end of December, this program book includes information on Star of the North continuing education courses, exhibit hall information, and special events. Attendees will use this program as a guide during the pre-registration process.

**Circulation:** 10,000  
**Mailing Date:** December 2024      **Deadline for Submission:** October 19, 2024

<b>RATES:</b>		
<b>Ad Type</b>	<b>Cost</b>	<b>Size</b>
Full Page with Bleed	\$850	Trim Size 8.5" wide x 11" tall • Live Area 7.625" wide x 10.375" tall <i>(An 1/8" BLEED on all 4-sides of the ad must be ADDED to the Trim Size dimensions. Text and graphics not intended to be trimmed off must stay within the Live Area dimensions.)</i>
Full Page	\$850	7.625" wide x 10.375" tall <i>(This size allows for a white border around the ad.)</i>
Half Page	\$550	7.625" wide x 5" tall

*Note:* All ads created for the Preliminary Program must be submitted as 4-color.

### ONSITE GUIDE

The Onsite Guide is available to every dental professional who attends the meeting. Attendees will use this program as a resource to plan their activities throughout the meeting. This program book also includes an exhibit hall map, a directory of exhibitors, and information on special events held during the meeting. Divider Tabs between sections and days feature a schedule at-a-glance of all sessions on the front and your four-color ad on the back.

**Circulation:** Estimated 7,000      **Deadline for Space Reservation:** January 31, 2025  
**Distributed:** Onsite at Registration      **Deadline for Submission:** February 28, 2025

<b>RATES:</b>		
<b>Ad Type</b>	<b>Cost</b>	<b>Size</b>
Inside Front Cover	\$2,500	Trim Size 9" wide x 4.5" tall • Live Area 8.5" wide x 4" tall <i>(An 1/8" BLEED on all 4-sides of the ad must be ADDED to the Trim Size dimensions. So, final artwork size with bleeds measures 9.25" wide x 4.75" tall. All text and graphics not intended to be trimmed off must stay within the Live Area dimensions.)</i>
Inside Back Cover	\$2,000	
Back Cover	\$2,000	

Reminder artwork should be in CMYK with NO spot colors.

### FORMAT REQUIREMENTS

- Ads must be submitted as a Press Quality PDF (this format is preferred) or a 300dpi JPEG.
- Full page ads with bleed must be submitted with an 1/8" bleed and crop marks.
- All images and PMS colors must be converted to CMYK prior to processing pdf.
- All images contained in the ad must be at least 300 dpi at 100% of print size.

### SUBMISSION

Email your ads to [vcap@mndental.org](mailto:vcap@mndental.org). If you have any questions about submitting your ad, please call (612) 767-8400.