

HELLO

*Instructions
for use...*

Oral Healthcare Can't Wait™

Local Newspaper Ad

Review this ad carefully to note indicated areas that require your practice's unique information. Type in this information where noted, so that any instructional copy is omitted and only relevant practice details are included. Double check that your practice name and all other info is spelled correctly; you may ask a colleague to review. Once you have filled in these details, determine the local newspaper you wish to have this ad appear in.

Choose a newspaper:

Usually, the most widely-read newspaper that covers happenings in your area is an ideal choice. It will get your message out to area residents who fall within your geographic range.

Pull up that newspaper on the Internet to obtain the name of the newspaper's advertising representative. More specifically, if you know of a particular section you wish to appear in, try to obtain that person's name. This is typically indicated in an "advertise with us" or "contact us" section of a newspaper's site.

Make contact:

Call the contact, tell them you have an ad that is (select: 3/15 page vertical, 3/10 page vertical or 9/20 page), and inquire about rates. Stress that you have the materials completely prepared and ready. NOTE: Typically, the more times you run an ad (frequency) entitles you to a frequency discount. You may want to inquire about this as well, as it increases the number of times your ad runs and your practice details are seen.

Send the ad to the contact, following their instructions according to your conversation. Be sure to narrow down the dates your ad should be appearing, and then check the ad to ensure its accuracy. NOTE: Should your ad not appear as you sent it (ink streaks, wording cut off, etc.), you are entitled to a "make-good," whereby the media corrects their error, running the ad again with the corrections at no fee to you. At the very least, the correction should be indicated in the "corrections" section of the newspaper, which appears in most newspapers to publicly acknowledge an error and indicate the correction.