

Journal de l'Ordre des dentistes du Québec

The *Journal de l'Ordre des dentistes du Québec* (*Journal*) is the official publication of the Ordre des dentistes du Québec (ODQ). It is published in a digital version for an audience of mainly dentists who practice general or specialty dentistry in private practice, hospitals and the public health system, as well as students at faculties of dentistry.

**YOUR DIRECT SOURCE
FOR ALL INFORMATION
ABOUT THE PROFESSION**




Journal de l'Ordre des dentistes du Québec

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 **Ordre des dentistes
du Québec**

TWO EDITIONS

2025	RESERVE SPACE	RECEIVE ADVERTISING MATERIAL
SPRING/SUMMER	March 28, 2025	April 17, 2025
FALL/WINTER	September 19, 2025	November 11, 2025

RATES PER EDITION (GST and QST not included)

FORMAT	
C2 (Inside front cover)	\$3,860
Full page	\$3,270
Half-page (horizontal)	\$2,785

PREFERRED PLACEMENT	+15%
AGENCY COMMISSION	-15%
DISCOUNT FOR EXHIBITORS RESERVING A JDIQ BOOTH IN 2025	-50%

Additional fees may apply for any additions or corrections to provided material. All advertising is subject to approval by the Journal. For more information, please refer to the current advertising policy.

AVAILABLE FORMATS



C2
W. 8.5 in x H. 11 in



Full page
W. 8.5 in x H. 11 in



1/2 page
HW. 7.5 in x H. 4.75 in

TECHNICAL REQUIREMENTS

- Advertisements must be in colour.
- Accepted formats: PDF (high resolution), EPS or JPEG.
- IMPORTANT: Fonts must be included in the PDF or outlined (vectorized) for EPS.
- The document must be in final format (no crop marks or registration marks outside).
- Hyperlinks, if applicable, must be provided.

1. The *Journal* provides advertising spaces to suppliers of products and services intended for dentists. Advertisements must be written in French and may not include any mention of the price of the advertised product or service, regardless of whether a regular price or a special offer applies.

EDITORIAL FREEDOM

2. Advertisements are published subject to the editorial freedom of the *Journal*.
3. The editorial team may refuse to publish an advertisement at any time and for whatever reason it feels is justified. It may or may not disclose the reason for this decision. In exercising its discretion, it considers, among other things, the image and mission of the Order, laws and regulations, as well as the ethical rules governing the profession.
4. Accordingly, all advertisements must receive prior approval from the editorial team, which may nevertheless withdraw its approval even after the advertisement has begun to be published. In such cases, the advertiser may not claim a refund of the advertising fee from the ODQ. An approval granted for the publication of an advertisement does not in any way imply an endorsement or guarantee by the ODQ.
5. The editorial team rejects, among other things, certain categories of advertisements. This includes advertorials, promotional service offers for dentists, including marketing and website design services, as well as professional dental service offers intended for the clients of dentists, unless the advertiser holds a specialist certificate from the ODQ. This also applies to any other category of advertisement that, in the opinion of the editorial team, may affect the legal or moral responsibility of the ODQ due to the expertise that readers may attribute to it.
6. Thus, any advertising aimed at recruiting dentists is rejected. This is done to prevent the publication of calls for applications for a practice that does not comply with the regulations or ethical standards of the ODQ. Nevertheless, calls for applications from organizations in the health, education and other sectors are accepted.
7. In all cases, the editorial team may enter into a publication agreement with an advertiser at its full discretion and may refuse advertisements if it deems them inappropriate for the *Journal*.

URL ADDRESS

8. Advertisers or, where applicable, their agencies may include, if necessary, a URL address in their advertisement. Two URL addresses are allowed per advertisement.

TRAINING ACTIVITIES

9. The *Journal* does not publish any advertisements related to training courses offered by dentists, promoters or other parties, regardless of whether the training they advertise concerns a product, treatment approach or technique.
10. The editorial team also reserves the right to publish general information in the *Journal* regarding national and international conferences, such as the location and dates of these events and links to their websites.

UNDERTAKINGS OF ADVERTISERS

11. Advertisers and, where applicable, their agencies are jointly and severally liable for the full payment of their advertisement.
12. Advertisers must pay for the advertisement when they reserve the space. If the advertisement is not published for a reason stated in this policy, the Order will refund the payment.
13. Advertisers or, where applicable, their agencies may not terminate the advertising agreement after the deadline for reserving the space. In the event that advertisers fail to fulfill their undertakings, they must, as appropriate, reimburse any discounts granted for the purchase of multiple publications.
14. Advertisers or, where applicable, their agencies must ensure that the ODQ receives its advertising material by the deadline for receiving this material. No delays are accepted.
15. Unless otherwise agreed, the editorial team has full discretion as regards the placement of advertisements. The placement of an advertisement in one issue does not guarantee advertisers priority placement in a subsequent issue.
16. The ODQ will not be liable to advertisers and, where applicable, their agencies for any errors made during the publication of their advertisements. Advertisers and, where applicable, their agencies waive all claims and remedies regarding such errors against the ODQ, its directors, officers and employees.
17. Advertisers and, where applicable, their agencies are responsible for the content of their advertisements. They must jointly and severally hold the ODQ, its directors, officers and employees harmless from any claims or judgments resulting from the publication of their advertisements.

ADVERTISING AGREEMENT

ADVERTISER'S NAME

Address	City	Postal code
Contact person	Phone number	
Email		
Signature	Date	
<input type="checkbox"/> Send all invoices to the email address indicated above, or specify: _____		

AGENCY'S NAME (where applicable)

Address	City	Postal code
Contact person	Phone number	
Email		
Signature	Date	
<input type="checkbox"/> Send all invoices to the email address indicated above, or specify: _____		

RATES – CHECK THE APPROPRIATE BOXES

Editions

☐ Spring/Summer 2025 ☐ Fall/Winter 2025

	NUMBER OF PAGES	NUMBER OF EDITIONS	AGENCY COMMISSION	PREFERRED PLACEMENT	JDIQ EXHIBITOR DISCOUNT	SPECIFY	TOTAL (\$)
COVER 2		Spring <input type="checkbox"/> \$3,860	1 <input type="checkbox"/> -15%		1 <input type="checkbox"/> -50%		
		Fall <input type="checkbox"/> \$3,860					
FULL PAGE		Spring <input type="checkbox"/> \$3,270	1 <input type="checkbox"/> -15%	1 <input type="checkbox"/> +15%	1 <input type="checkbox"/> -50%		
		Fall <input type="checkbox"/> \$3,270					
HALF PAGE Hor.		Spring <input type="checkbox"/> \$2,785	1 <input type="checkbox"/> -15%	1 <input type="checkbox"/> +15%	1 <input type="checkbox"/> -50%		
		Fall <input type="checkbox"/> \$2,785					

SUBTOTAL

(before GST and QST)

GST 5% 107803017 - QST 9.975% 1006163293

PAYMENT METHOD

☐ Visa ☐ Mastercard

<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
CARD NUMBER	EXPIRY DATE	CVD	CARDHOLDER

TERMS

- The Journal's advertising policy is an integral part of this agreement.
- Cancellations are not accepted after the deadline for reserving space.