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Mississippi Dental Association

2024-2025 ADVERTISING RATES PRINT & DIGITAL

The Best Way to Reach Mississippi Dentists

www.ms dental.org

Advertising
Opportunities
Inside

AN INVITATION FROM THE MDA:

Communication is one of the most important services MDA provides to our members. Advertisers make it possible for us to provide valuable resources and to effectively communicate information to our dental community. We sincerely hope you are able to continue your financial support of our association as we all work to move forward this coming year.

Advertisers can be confident in knowing that Mississippi dentists see, note, and are informed of those companies that financially support their profession (in addition to providing quality services and products). Our association promotes these companies to our dentist members and their office teams. We encourage dentists to support those companies who support the MDA. Advertisements that are provided in our MDA directory and electronic newsletter are featured in a high quality and professionally produced manner.

The MDA invites you to advertise with our association. The following information details our communication, distribution times, audience, advertising options and rates. Advertising is sold by annual contract. Companies can select to advertise in our annual resource guide/directory, quarterly electronic newsletter or both.

Please review the information provided and let us know if you have any additional questions. As an extended member of our MDA family, we hope you and your families are staying healthy. We look forward to working with you and promoting your company to our Mississippi dental community.



Pia Chatterjee Kirk, D.D.S.
MDA Editor



Stephen Stanford, DD.S.
MDA Council on Communications Chair

WHO ARE WE?

The Mississippi Dental Association (MDA) is a statewide, tripartite dentist professional member organization representing over 60% of Mississippi's licensed dentists. Members of the MDA are also members of the American Dental Association and their local community dental district. The mission of the Mississippi Dental Association is:

- ❖ to encourage the improvement of the oral health of the public;
- ❖ to enhance members' ability to provide care to the public through education, training and service; and
- ❖ to promote the science of dentistry.



Mississippi DENTAL ASSOCIATION

Our members continually source new products and services to achieve excellence and efficiencies in:

- Equipment
- Instruments
- Cameras
- x-ray machines
- Computer and Software
- Supplies
- Laboratories
- Insurance
- Financial Services
- Many More

Targeted Audience:

Member Status

| | |
|------------|-------|
| Practicing | 78.1% |
| Retired | 21.8% |

Dental Specialty

| | |
|----------------------|-------|
| General Practice | 60.8% |
| Dental Public Health | 20.0% |
| Endodontics | 79.2% |
| Oral Surgery | 84.8% |
| Orthodontics | 71.6% |
| Pediatric Dentistry | 78.5% |
| Periodontics | 76.2% |
| Prosthodontics | 66.7% |

Resource Guide & Membership Directory Advertising



This publication is printed annually and distributed to over one thousand dentist professionals in Mississippi. The *MDA Resource Guide and Membership Directory* is utilized in dental offices throughout the year for resource references and also provides colleague to colleague contacts. This publication is 8.5" by 11" in size and printed in full color throughout. It offers an excellent advertising venue for your company that will be viewed over and over throughout the year.

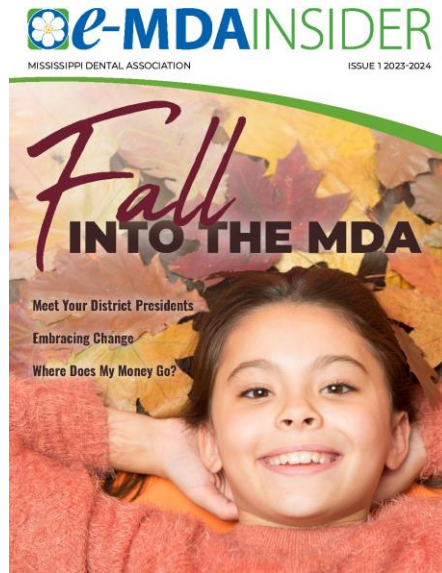
PUBLICATIONS AD SIZES AND RATES:

Rates listed are for the one printed issue. *MDA Resource Guide and Membership Directory* will be printed in full color. Ad copy deadline for this publication is July 15, 2024.

| <u>PLACEMENT/PAGE SIZE</u> | <u>COST</u> | <u>WIDTH</u> | <u>HEIGHT</u> |
|-------------------------------|-------------|--------------|------------------|
| BACK COVER (FULL PAGE) | \$1,525 | 8.5" | 11" + .125"BLEED |
| INSIDE FRONT PAGE (FULL PAGE) | \$1,275 | 8.5" | 11" + .125"BLEED |
| INSIDE BACK PAGE (FULL PAGE) | \$1,275 | 8.5" | 11" + .125"BLEED |
| FULL PAGE | \$1,025 | 8.5" | 11" + .125"BLEED |
| HALF PAGE HORIZONTAL | \$ 775 | 8" | 5" |
| HALF PAGE VERTICAL | \$ 775 | 3.861" | 10.25" |

****Publication date - July/August 2024**

e-MDA Insider Advertising



Our electronic newsletter is emailed to our entire membership in four quarterly editions. This electronic communication is professionally designed and distributed in a full color, flipbook format that is easy to download. The newsletter contains timely dental news, announcements and resource information related to our association and the dental profession in our state. The quarterly newsletter is also archived on our MDA website for easy member access 24/7. Advertising is included at a charge based on the ad size selection.

PUBLICATION AD SIZES AND RATES:

Rates listed are calculated per newsletter issue and totaled for the year. *e-MDA Insider* ad copies will run in all quarterly electronic newsletters and will be formatted in color only. You have the option to change your ad each quarter. Ad copy deadlines are August 15th, November 15th, February 15th and May 15th.

| <u>SIZE</u> | <u>COST</u> | <u>WIDTH</u> | <u>HEIGHT</u> |
|---------------------------|-------------------------------|--------------|---------------|
| FULL PAGE AND E-GRAM LOGO | \$525 / QUARTERLY (\$2100/YR) | 8.75" | 11.75" |
| HALF PAGE HORIZONTAL | \$275 / QUARTERLY (\$1100/YR) | 8" | 5.328" |
| HALF PAGE VERTICAL | \$275 / QUARTERLY (\$1100/YR) | 3.861" | 10.25" |
| QUARTER PAGE | \$175/ QUARTERLY (\$700/YR) | 3.89" | 5.328" |

****Publication dates - September 2024, December 2024, March 2025, and June 2025**

General Advertising Information

Advertising Bonus with Full Page Ad in the eMDA Insider

Advertisers who choose full page ad space in our *e-MDA Insider* will have their company logo and link to their website promoted on a rotating monthly basis on the Mississippi Dental Association's weekly e-GRAM throughout the year. All logos and website links should be emailed to tasha@msdental.org.



Reserved Advertising Space

The MDA reserves the right to accept contracts and assign advertising space on a "first-come, first-served" basis to accommodate the advertiser's selection, design and layout based on the space available in the printed resource guide/directory or electronic newsletter.

Ad Copy for Printed and Electronic Communications

Ad copy will be accepted electronically by email. Ads must be Mac/PC formatted in Adobe Illustrator and/or Adobe PDF. Email all ad copy items to: tasha@msdental.org

Payment Policy

All advertising packages are reserved by annual contract agreements. Payment in full is required and can be submitted with the annual contract or you may elect to receive an invoice payable upon receipt. Payment should be issued by check payable to:

Mississippi Dental Association
439 B Katherine Drive
Flowood, MS 39232

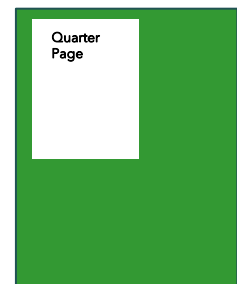
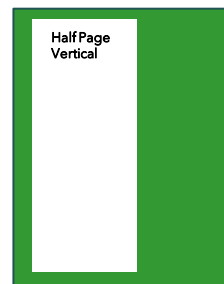
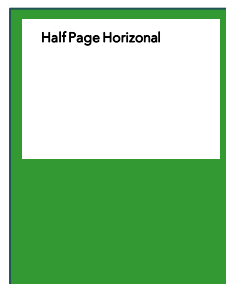
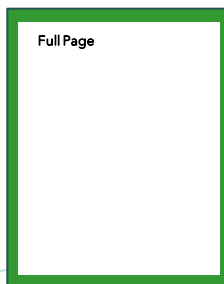
Cancellations

Any cancellation must be submitted in writing to the MDA office by mail or email - tasha@msdental.org. Cancellation of contracted advertising packages will result in a penalty equal to 50% of the balance of the contract.

Additional Information

Have questions or need assistance in selecting an advertising option? Please note that separate contracts need to be submitted for the MDA Resource Guide / Membership Directory and/or the e-MDA Insider - Quarterly Electronic Newsletter. Contact the MDA staff at (601) 664-9691 or tasha@msdental.org

Publication ad size examples:



** Please note: Payment in full is required at the time of reservation. It may be submitted along with a signed contract or you may request an invoice at the time of submission.

Advertising Contract
MDA Resource Guide/ Membership Directory
2024 - 2025

Company Name: _____

Contact: _____ Position: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Note: Ad space is contracted and reserved on an annual basis that runs current with the MDA fiscal year, July 1st – June 30th. Deadline to reserve space is July 15, 2024. Ads must be Mac/PC formatted in Adobe Illustrator and/or Adobe PDF.

Ad in MDA Resource Guide & Directory

Resource Guide/Directory Selection - check one

Back Cover (full page) \$1,525 _____

Inside Front Page (full page) \$1,275 _____

Inside Back Page (full page) \$1,275 _____

Full Page \$1,025 _____

Half Page \$ 775 _____

_____ **Total**

Check one:

Full Payment Enclosed: _____ **or** **Provide Invoice for Payment:** _____

We agree to abide by the above stated for contracting annual advertising space as listed.

Signature: _____ **Date:** _____

Please return **by mail:** Mississippi Dental Association **by FAX:** (601) 664-9796 **by email:** tasha@msdental.org
439 B Katherine Drive
Flowood, MS 39232

Advertising Contract
e-MDA Insider – Quarterly Electronic Newsletter
2024 - 2025

Company Name: _____

Contact: _____ Position: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Note: Ad space is contracted and reserved on an annual basis that runs current with the MDA fiscal year, July 1st – June 30th. Deadline to reserve space is July 15, 2024. Ads must be Mac/PC formatted in Adobe Illustrator and/or Adobe PDF.

e-MDA Insider – Quarterly Electronic Newsletter Selection – check one

Full Page with E-Gram Logo \$525 per quarter (\$2,100 / year) _____

Half Page \$275 per quarter (\$1,100 / year) _____

Quarter Page \$175 per quarter (\$700 / year) _____

Total _____

Check one:

Full Payment Enclosed: _____ **or** **Provide Invoice for Payment:** _____

We agree to abide by the above stated for contracting annual advertising space as listed.

Signature: _____ **Date:** _____

Please return **by mail:** Mississippi Dental Association **by FAX:** (601) 664-9796 **by email:** tasha@msdental.org
439 B Katherine Drive
Flowood, MS 39232