



2018

Advertising Kit



Advertising Kit

Connect with member dentists and their staff through the multiple advertising platforms offered by the ODA. When you advertise with the ODA, you will reach nearly 80 percent of Oklahoma dentists.

The ODA offers a number of advertising opportunities, allowing you to find the best fit for your organization. Maximize your advertising dollars by choosing from digital and print options.

**More than
1,800
members**

**2,700 +
website
visits per
month**

**35 %
average
monthly
email open
rate**

317 NE 13th Street, Oklahoma City, OK 73104
Phone: (405) 848.8873 Fax: (405) 848.8875
www.okda.org

journal

of the Oklahoma Dental Association

The *Oklahoma Dental Association Journal* is absolutely the best way to reach Oklahoma dentists and their staff. The ODA market share is nearly 80 percent of Oklahoma dentists, and more than 1,800 members receive the Journal. Published six times a year, content includes official business of the ODA, member spotlights, practice management, clinical and ethical articles and legislative issues affecting Oklahoma dentists.

Benefits of Advertising:

1. **Quality Layout, Design & Content:** The Journal provides a professional and modern advertising environment. We consistently strive to improve the layout, design, and content.
2. **Listing in the Journal:** Advertisers will be listed in the Advertiser Index that appears in each issue in the Table of Contents.
3. **Web Link:** 3-time and more advertisers will receive a free link to their website on the ODA Journal webpage.
4. **Subscription:** Receive a complimentary copy of each Journal your advertisement appears.



Editorial Contact Information

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okda.org/oda-journal

journal

of the Oklahoma Dental Association

2018 Display Advertising

Advertising Rates

	<u>1-2 issues</u>	<u>3-5 issues</u>	<u>6 issues</u>
Full page	\$969	\$729	\$589
Half page	\$476	\$408	\$339
Quarter page	\$386	\$311	\$228

Rates are listed per issue and is the same for full color and black/white ads. Black and white ads are accepted, but not recommended. Rates are effective through December 2018.

Premium Placements

Space sold for a one-year no cancellation contract for six issues.

Back Cover (Full page): \$1,542/issue

Inside Front Cover (Full page): \$1,319/issue

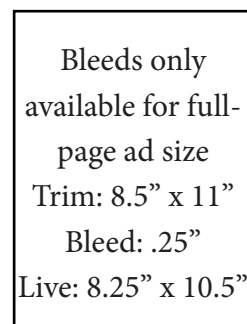
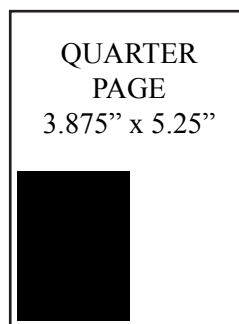
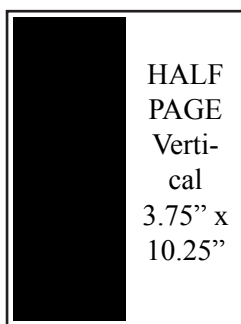
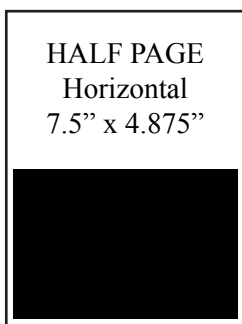
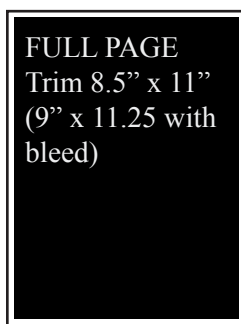
Inside Back Cover (Full page): \$1,319/issue

First right of refusal is given to the current occupant of each premium space. No agency discounts are given.

Ad Specifications & Deadlines

Advertisers must provide high-resolution PDF, JPEG or EPS file. Please set color space for CMYK and create outlines for any fonts that cannot be embedded. Please remit your file to advertising@okda.org.

Final Journal size is 8.5" x 11", printed on 67.6 lb. white gloss book, four-color process.



<u>2018 ISSUE</u>	<u>FEATURE</u>	<u>CONTENT DEADLINE</u>	<u>ARTWORK DEADLINE</u>
January/February	Oklahoma Mission of Mercy	November 24, 2017	December 1, 2017
March/April	Annual Meeting / Wrap-up OK Mission of Mercy	January 25, 2018	February 1, 2018
May/June	New ODA President / Annual Meeting Wrap-up	March 25, 2018	April 1, 2018
July/August	OU College of Dentistry	May 25, 2018	June 1, 2018
September/October	ODA Rewards Partners Catalog	July 25, 2018	August 1, 2018
November/December	Benefits of Membership	September 24, 2018	October 1, 2018

A signed contract, order form and artwork must be received by the deadline. If new artwork is desired, it must be received by the artwork deadline, otherwise, the previous issue's advertisement will be published.



Classified Advertising 2018

Placing an ad with the ODA allows you to target your ad to a specific audience. Unlike other classified ad sources (local newspaper, other online classified sites, etc.), a listing with the ODA gives you exposure to the people who would be most interested in your ad. The online version of *The Oklahoma Dental Association Journal* contains active hyperlinks within the advertisement, ensuring you get maximum exposure for your ad.

All members of the ODA receive the *The Oklahoma Dental Association Journal*, which they often display in their offices for the benefit of other employees and patients. The ODA Classified webpage, www.okda.org/classifieds, was one of the most visited webpages on our site in 2017, making it the perfect place for you to target your listing for the most appropriate audience.

ODA Members

Online: **FREE***

Journal (per issue)

50 words or less: \$40

Each Additional word: \$0.15

Addition of a photo: \$40

*Online listings are FREE for ODA members for two months at a time. A listing may be extended for two months at a time with a written request to advertising@okda.org. Otherwise, your ad will automatically be removed.

Non-ODA Members

Online Only (per month)

50 words or less: \$83

Each Additional word: \$0.32

Addition of a photo: \$58

Journal Only (per issue)

50 words or less \$83

Each Additional word: \$0.32

Addition of a photo: \$58

Bundle (online and Journal)

Priced per Journal issue

50 words or less \$149

Each Additional word: \$0.32

Addition of a photo: \$58

Extra Options

Highlight your classified listing
- place a black box around it!

(Available in the Journal only)

ODA Member

\$5 per issue

Non-ODA Member

\$27 per issue

Non-ODA Member Discounts

(Online Only)

Receive a 10% discount for an
online listing for 6-11 months.

Receive a 20% discount for an
online listing for 12 months.

Classified Terms & Agreements

- All ads must be submitted via an online form found at www.okda.org/classifieds. Please submit one ad per form.
- All listings are considered pending until an approval email has been received from the ODA that includes the invoice. All ads must be paid before published online or in print. Online only ads may be submitted anytime and will be posted within 24 hours (one business day) of the ODA receiving payment.
- Submit advertising copy and payment to the ODA by the first of the month prior to the Journal publication month. Ads not received by the deadline for a specific month's ODA Journal is not guaranteed placement.
- The ODA expressly reserves the right to refuse publication of any advertisement and is subject to the ODA Editorial Board's approval.
- Submission of payment and/or advertising artwork does not guarantee placement.
- Ads are non-refundable but may be canceled at any time.
- When an ad expires or is near expiring, a request for an extension may be made by emailing advertising@okda.org. Resubmission can be done at any time, and the ad will begin running when the current ad expires **and** payment has been received.

More Advertising Opportunities



**35 %
average
email open
rate**

E-Newsletter Advertising

Email updates are sent to each member of the Oklahoma Dental Association monthly. This means your ad could reach more than 1,800 people every month! Ads are placed at the bottom of the email and on the Members Only website for one month.

Only one advertiser per email, so secure your spot today! Ad content is due the first of each month and subject to approval.

Size: 380 x 120 Pixels
Price: \$350 per month

Website Advertising

The Oklahoma Dental Association website. www.okda.org receives more than 2700 visitors per month. Advertisers may choose from a variety of ad sizes and link their ad to designated URL.

There are three options on the website for potential advertisers: a banner ad on the homepage, a banner ad in the website footer, and a vertical banner ad on the sidebar within the section of your choice. (Ex. About, Public.) Placement is sold at one-month increments.

Acceptable File Formats
GIF, JPG and PNG
Files should be no larger than 100 KB

Large Banner
75 x 250 pixels
\$100/month

Footer (Placed on every webpage)
720 x 90 pixels \$200/month

Homepage Middle
720 x 90 pixels \$150/month

Small Banner
175 x 80 pixels
\$75/month



More Advertising Opportunities

Annual Meeting Program

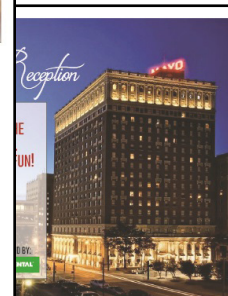
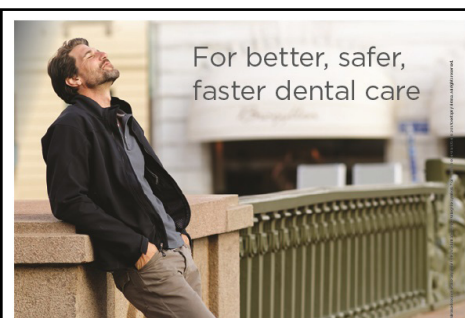
The ODA Annual Meeting Program is provided to every one of the approximate 1,000 Annual Meeting attendees and includes all the information they need to navigate the meeting. Your ad has the potential to be seen multiple times by all members of the dental team.

Ad content is due February 15, 2018.

Prices:

- Full Page: \$729
- Half Page: \$408
- Quarter Page: \$311

**47 % of
attendees
are dentists**



2018 ODA Journal Subscription

Secure a subscription to the *ODA Journal* and receive six issues.

**Domestic
\$56**

**International
\$105**

**Single issue
\$18**

Please contact advertising@okda.org or 800.876.8890 to begin your subscription.

2018 ODA Advertising Order Form

Company:

Contact:

Title:

Phone:

Address:

City/State/Zip:

E-mail:

Fax:

AGENCY (if applicable):

Contact:

Title:

Phone:

Address:

City/State/Zip:

E-mail:

Fax:

ODA JOURNAL ADVERTISING

Size: ☐ Full Page ☐ Half Page: Horizontal ☐ Half Page: Vertical ☐ Quarter Page

Premium Placement (Full Page Only): ☐ Back Cover ☐ Inside Front Cover ☐ Inside Back Cover

Frequency: ☐ 1-2 issues ☐ 3-5 issues ☐ 6 issues

Placement: Please check each issue in which your ad will be published:

☐ January/February☐ May/June☐ September/October☐ March/April☐ July/August☐ November/December

ANNUAL MEETING PROGRAM ADVERTISING

Size: ☐ Full Page ☐ Half Page: Horizontal ☐ Half Page: Vertical ☐ Quarter Page

Placement: The 2018 ODA Annual Meeting will take place April 19 - 21, 2018

Submission Deadline: February 15, 2018

2018 ODA Advertising Order Form

E-NEWSLETTER ADVERTISING

Size: ☐ 380 x 120 Pixels (one size)

Ad Link: *Would you like your ad to be linked?* ☐ No ☐ Yes URL: _____

Placement: Please check each issue in which your ad will be published:*

☐ January	☐ May	☐ September
☐ February	☐ June	☐ October
☐ March	☐ July	☐ November
☐ April	☐ August	☐ December

Month will be granted on a first-come, first-served basis

Submission Deadline: The 1st of each month.

WEBSITE ADVERTISING

Size:	☐ Homepage Center	175 x 250 Pixels	\$150
	☐ Footer (<i>Placed on every page</i>)	720 x 90 Pixels	\$200
	☐ Large Banner	175 x 250 Pixels	\$100
	☐ Small Banner	175 x 80 Pixels	\$75

Ad Link: *Would you like your ad to be linked?* ☐ No ☐ Yes URL: _____

Placement: Please check each issue in which your ad will be published:*

☐ January	☐ May	☐ September
☐ February	☐ June	☐ October
☐ March	☐ July	☐ November
☐ April	☐ August	☐ December

Month will be granted on a first-come, first-served basis

Submission Deadline: The 1st of each month.

BILLING INFORMATION

Bill to:	☐ Advertiser	☐ Agency
Send invoice:	☐ Monthly	☐ Once per contract

AGREEMENT

Signature: _____ Date: _____

Please sign and return the **ODA Advertising Contract** and **Order Form**.

Fax
405.848.8875

Mail
ODA Advertising
Oklahoma Dental Association
317 NE 13th Street
Oklahoma City, OK 73104

Email
advertising@okda.org

2018 ODA Advertising Contract

Inclusion of an advertisement in any Oklahoma Dental Association publication does not mean endorsement of the Advertiser, product or service by the ODA. **The Oklahoma Dental Association reserves the right to accept or reject, at its sole discretion, any advertisement submitted to the *Oklahoma Dental Association*.**

THE FOLLOWING STANDARDS APPLY TO ADVERTISEMENTS WITH *THE OKLAHOMA DENTAL ASSOCIATION*:

1. All content submitted for Oklahoma Dental Association advertising including, but not limited to, articles, news and advertisements, must comply with any and all applicable legal requirements imposed by state or federal law. The submission will not be accepted if it conflicts with any American Dental Association or Oklahoma Dental Association policy or ethical principles.
2. The Oklahoma Dental Association Journal Editorial Board reviews, and has sole discretion to accept or reject, all submissions for inclusion in the *Oklahoma Dental Association Journal* and all other outlets. Decisions of the Oklahoma Dental Association Journal Editorial Board may be appealed to the Oklahoma Dental Association Board of Trustees. The ruling of the Oklahoma Dental Association Board of Trustees shall constitute a final, non-appealable decision.
3. The Oklahoma Dental Association does not allow comparative advertising for any outlets.
4. All advertisements must meet the technical and aesthetic quality standard as is set by the most recent issue of the *Oklahoma Dental Association Journal*, Annual Meeting Program, e-newsletter, website or any other publication.
5. No advertisement may include claims that are not subject to independent verification or that are false, misleading or deceptive.
6. No advertisement may use the name of the American Dental Association, the Oklahoma Dental Association, or any Council, Committee, Component Society or House of Delegates, thereof, without prior written consent from the appropriate Association.
7. In the event of any error or omission of all or any part of any advertising, the parties agree that the Publisher's liability shall be limited to a refund of the charges payable for such advertising. In no event shall the Publisher be liable for any loss of Advertiser's business, revenues, or profits, the cost Advertiser of other forms of advertising, or special consequential, indirect, or punitive damages of any nature. Any other damages, consequential or otherwise, are specifically excluded. The Advertiser specifically waives any rights to any claim for loss or damage.
8. The Advertiser contract may be terminated by the ODA or Advertiser by a written notice thirty (30) days prior to the listed artwork deadline for the subsequent issue. In the event that the Advertiser has a premium placement ad, the Advertiser is responsible for the balance of the 2017 contract.
9. All advertisements must include a signed Advertising Contract and Order Form annually. To be considered for publication, Advertisers must submit the ad for review prior to the listed artwork deadline.
10. The Advertiser agrees to indemnify and holds the ODA, its officers, trustees, members, employees and agents harmless from any liability, including costs and attorney fees, arising out of or relating to the content of any ad.
11. Invoices not paid in full for more than thirty (30) days will result in the Advertiser being excluded from subsequent issues of the *Oklahoma Dental Association Journal*. The Advertiser remains financially responsible for the remainder of the Advertising Contract and will be reported to a collection agency.

I _____ agree to these standards set forth in the 2018 Oklahoma Dental Association Advertising Contract.
(Print Name)

(Signature)

(Company Name)

(Date)