With a circulation of nearly 5,000, the Ohio Dental Association’s monthly publication, the “ODA Today,” is the most effective way to reach dentists, dental specialists and their staffs in Ohio. Dentists throughout the state look to the “ODA Today” for the latest news and information on current events affecting dentistry, dental insurance, policies, legal issues, practice management, announcements, tips and other important information.

**REACH NEARLY 5,000 DENTISTS plus their staff!**

1 in 3 READERS REPORT responding to ODA Today advertisements

Reach nearly **75%** of Ohio DENTISTS!

89% of ODA members say the ODA Today provides valuable information for their practice.
Display Ad Pricing and Specifications

ADVERTISEMENT DIMENSIONS:

**FULL PAGE**
9.5” W x 15.63” H

**1/2 PAGE HORIZONTAL**
7.08” W x 10.38” H

**1/4 PAGE HORIZONTAL**
7.08” W x 5.17” H

**1/4 PAGE VERTICAL**
4.67” W x 7.78” H

**1/8 PAGE**
4.67” W x 3.86” H

**1/16 PAGE**
4.67” W x 1.91” H

**FULL PAGE**
9.5” W x 15.63” H

**1/2 PAGE VERTICAL**
7.08” W x 10.38” H

**1/4 PAGE HORIZONTAL**
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4.67” W x 7.78” H

**1/8 PAGE**
4.67” W x 3.86” H

**1/16 PAGE**
4.67” W x 1.91” H

ADVERTISING RATES:

**FULL-COLOR ADS (CMYK)**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1-3x Rate</th>
<th>4-11x Rate</th>
<th>12x Rate</th>
<th>June Rate*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$1,465</td>
<td>$1,390</td>
<td>$1,245</td>
<td>$1,758</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,045</td>
<td>$990</td>
<td>$885</td>
<td>$1,254</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$625</td>
<td>$605</td>
<td>$550</td>
<td>$750</td>
</tr>
<tr>
<td>1/8 page</td>
<td>$370</td>
<td>$360</td>
<td>$335</td>
<td>$444</td>
</tr>
</tbody>
</table>

**2-COLOR ADS (BLACK, WHITE AND PMS 5545)**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1-3x Rate</th>
<th>4-11x Rate</th>
<th>12x Rate</th>
<th>June Rate*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$1,200</td>
<td>$1,150</td>
<td>$1,030</td>
<td>$1,440</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$755</td>
<td>$720</td>
<td>$645</td>
<td>$906</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$460</td>
<td>$440</td>
<td>$380</td>
<td>$552</td>
</tr>
<tr>
<td>1/8 page</td>
<td>$265</td>
<td>$255</td>
<td>$235</td>
<td>$318</td>
</tr>
<tr>
<td>1/16 page</td>
<td>$155</td>
<td>$150</td>
<td>$135</td>
<td>$186</td>
</tr>
</tbody>
</table>

**1-COLOR ADS (BLACK AND WHITE)**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>1-3x Rate</th>
<th>4-11x Rate</th>
<th>12x Rate</th>
<th>June Rate*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$1,170</td>
<td>$1,130</td>
<td>$945</td>
<td>$1,404</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$730</td>
<td>$690</td>
<td>$620</td>
<td>$876</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$435</td>
<td>$415</td>
<td>$365</td>
<td>$522</td>
</tr>
<tr>
<td>1/8 page</td>
<td>$240</td>
<td>$230</td>
<td>$205</td>
<td>$288</td>
</tr>
<tr>
<td>1/16 page</td>
<td>$145</td>
<td>$135</td>
<td>$125</td>
<td>$174</td>
</tr>
</tbody>
</table>

*The June issue of the ODA Today is mailed to all licensed dentists in Ohio. Reach nearly 7,000 dentists by advertising in June!

DEADLINE:

Insertion orders and artwork for all ads must be submitted by the 1st of the month prior to publication. (Example: Insertion orders for ads running in July should be submitted by June 1.)

GENERAL ADVERTISING INFORMATION:

- A completed display advertising insertion order is required at the time of ad submission to reserve space in “ODA Today.”
- Display ad cancellations must be received in writing by the 1st of the month prior to publication. (Example: A cancellation for an ad to run in July must be received by June 1).
- There is no guaranteed date on which “ODA Today” will be delivered to members. If an ad is time sensitive, please plan accordingly and place the ad the month prior to the date mentioned in the ad.
- A black border is automatically added to advertisements without a border.
- All advertisements will be accepted at the sole discretion of the Ohio Dental Association. Additional charges may apply if advertisements do not follow specifications.
- The ODA does not give agency discounts.
- Advertisement spacing is limited and is sold on a first-come, first-served basis.

POSTCARD INSERTS:

The ODA offers an alternative advertising option: postcard-sized inserts at $885 for one month or $800/month for three months or more. For more information, contact Amy Szmania, advertising manager at amy@oda.org or (614) 486-2700.

CONTACT US:

Amy Szmania, Advertising Manager
Phone: (614) 486-2700 or Fax: (614) 486-0381
Email: amy@oda.org
Ohio Dental Association Publications Department
1370 Dublin Road, Columbus, OH 43215

FILE FORMAT:

The following electronic files are accepted for display advertising:
- Adobe PDF (.pdf) - preferred format
- JPEG or PNG

All graphic files must be saved in CMYK color mode. All PDF files must have embedded fonts.
2020 Display Ad Insertion Order

Step 1
Complete the form below or visit www.oda.org/advertising to complete an online form.

CONTACT INFORMATION:

Advertiser Name: ___________________________ Agency Name: (if applicable) ___________________________

Address: ________________________________________________________________

City: ___________________ State: _______ Zip: ___________________

Phone: ___________________ Email: ___________________

PAYMENT INFORMATION:

Cost of advertisement: $ ___________________

☐ Check ☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

Please bill credit card in the amount of $ ___________________

Credit Card #: ___________________ CVC #: ___________ Exp. Date: ___________

Name on Card: ___________________

AGREEMENT OF TERMS AND CONDITIONS:

By signing this agreement you agree to abide by all terms and rules as published in this form and within the media kit.

Signature ___________________ Date ___________________

Send completed order forms to: Ohio Dental Association, 1370 Dublin Road, Columbus, OH 43215 or fax to (614) 486-0381. You may also send a completed form via email to amy@oda.org.

Step 2
Select your advertisement below.

AD SIZE:

☐ Full page (9.5”w x 15.63”h)
☐ Half-page Horizontal (9.5”w x 7.78”h)
☐ Half-page Vertical (7.08”w x 10.38”h)
☐ Quarter-page Horizontal (7.08”w x 5.17”h)
☐ Quarter-page Vertical (4.67”w x 7.78”h)
☐ Eighth-page (4.67”w x 3.86”h)
☐ Sixteenth-page (4.67”w x 1.91”h)
☐ Postcard Insert

AD COLOR:

☐ Full Color
☐ Two Color (black, white & PMS #5545
☐ Black and white

AD FREQUENCY:

☐ 1-3 Times
☐ 4-11 Times
☐ 12 Times

ISSUES DESIRED:

☐ January 2020 ☐ July 2020
☐ February 2020 ☐ August 2020
☐ March 2020 ☐ September 2020
☐ April 2020 ☐ October 2020
☐ May 2020 ☐ November 2020
☐ June 2020* ☐ December 2020

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Step 3
Email your artwork to amy@oda.org.

Visit www.oda.org/advertising to submit your order online!
Advertise in The ODA Today!

2020 Media Kit