



TODAY

2024 MEDIAKIT



OHIO DENTAL ASSOCIATION

ADVOCATE. INFORM. SERVE.

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!**













Reach all dental specialties and students in Ohio

1 in 3 readers report responding to ODA Today advertisements

Reach almost 75% of Ohio dentists

96% of ODA members say they read the ODA Today

EDITORIAL CONTENT

-  Legal and Legislative Updates
-  ODA Annual Session
-  Dental Industry News
-  Community Involvement Opportunities
-  Continuing Education
-  Special Events
-  Dental Insurance & Medicaid
-  ODA Membership Benefits
-  Opinion & Editorial
-  Ohio State Dental Board Updates
-  Regulatory Compliance
-  ODA Services Corp. Endorsed Products & Discounts

Visit www.oda.org/jobs-ads to submit your order online!



ADVERTISING DIMENSIONS

Full page

9.5" W x 15.63" H

1/2 page vertical

7.08" W x 10.38" H

1/2 page horizontal

9.5" W x 7.78" H

1/4 page vertical

4.67" W x 7.78" H

1/4 page horizontal

7.08" W x 5.17" H

1/8 page

4.67" W x 3.86" H

ADVERTISING RATES

AD SIZE	1-3X RATE	4-11X RATE	12X RATE	JUNE RATE*
Full Page	\$1,495.00	\$1,420.25	\$1,270.75	\$1,794.00
1/2 Page	\$1,095.00	\$1,040.75	\$930.75	\$1,314.00
1/4 Page	\$695.00	\$660.25	\$590.75	\$834.00
1/8 Page	\$410.00	\$389.50	\$348.50	\$492.00

*June rates do not apply for 12x ad placements.

REACH NEARLY 7,000 DENTISTS IN JUNE!

THE JUNE ISSUE IS MAILED TO ALL LICENSED DENTISTS IN OHIO!

PURCHASE 4 MONTHS AND SAVE 5% | PURCHASE 12 MONTHS AND SAVE 15%

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.

DEADLINE:

Insertion orders, payment and artwork for all ads must be received by the 1st of the month prior to publication. (Example: Insertion orders, artwork and payment for ads running in July should be received 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 \$1,695 for one month and \$2,034 for the month of June.

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

2024 DISPLAY AD INSERTION ORDER

STEP 1

Complete the form below or visit www.oda.org/jobs-ads 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 #:

Exp. Date:

CVC #:

Name on Card:

Billing Address:

City:

State:

Zip:

☐ Billing address is the same as above

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:

Amy Szmania, Advertising Manager

Fax: (614) 486-0381

Email: amy@oda.org

Mail: ODA Publications Department, 1370 Dublin Rd, Columbus, OH 43215

PAYING BY CHECK?

PLEASE INCLUDE YOUR INVOICE NUMBER AND MAIL TO:

Ohio Dental Association, PO Box 834508, Chicago, IL 60673-4508

**Payment for all ads must be received by the 1st of the month prior to publication.*

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)
- ☐ Postcard Insert

AD FREQUENCY:

- ☐ 1-3 Times
- ☐ 4-11 Times
- ☐ 12 Times

ISSUES DESIRED:

- ☐ January 2024
- ☐ February 2024
- ☐ March 2024
- ☐ April 2024
- ☐ May 2024
- ☐ June 2024*
- ☐ July 2024
- ☐ August 2024
- ☐ September 2024
- ☐ October 2024
- ☐ November 2024
- ☐ December 2024

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

STEP 3

Email your artwork to amy@oda.org.



Visit www.oda.org/jobs-ads to submit your order online!

Ohio Dental Association
1370 Dublin Rd
Columbus, OH 43215

**ADVERTISE
IN THE**



TODAY

2024 MEDIA KIT

**CIRCULATION: NEARLY
5,000 DENTISTS AND
THEIR STAFF!**

**FREQUENCY:
12X A
YEAR!**

