

REACH
ALL



dental
**SPECIALTIES
& STUDENTS**
in Ohio!

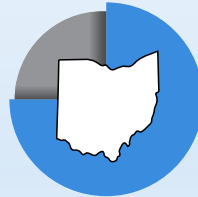
1 in 3

READERS REPORT



responding to
ODA Today
advertisements

Reach Almost
75%



of Ohio
DENTISTS!

96%

of ODA
members say



they read the
ODA Today.



ADVOCATE. INFORM. SERVE.

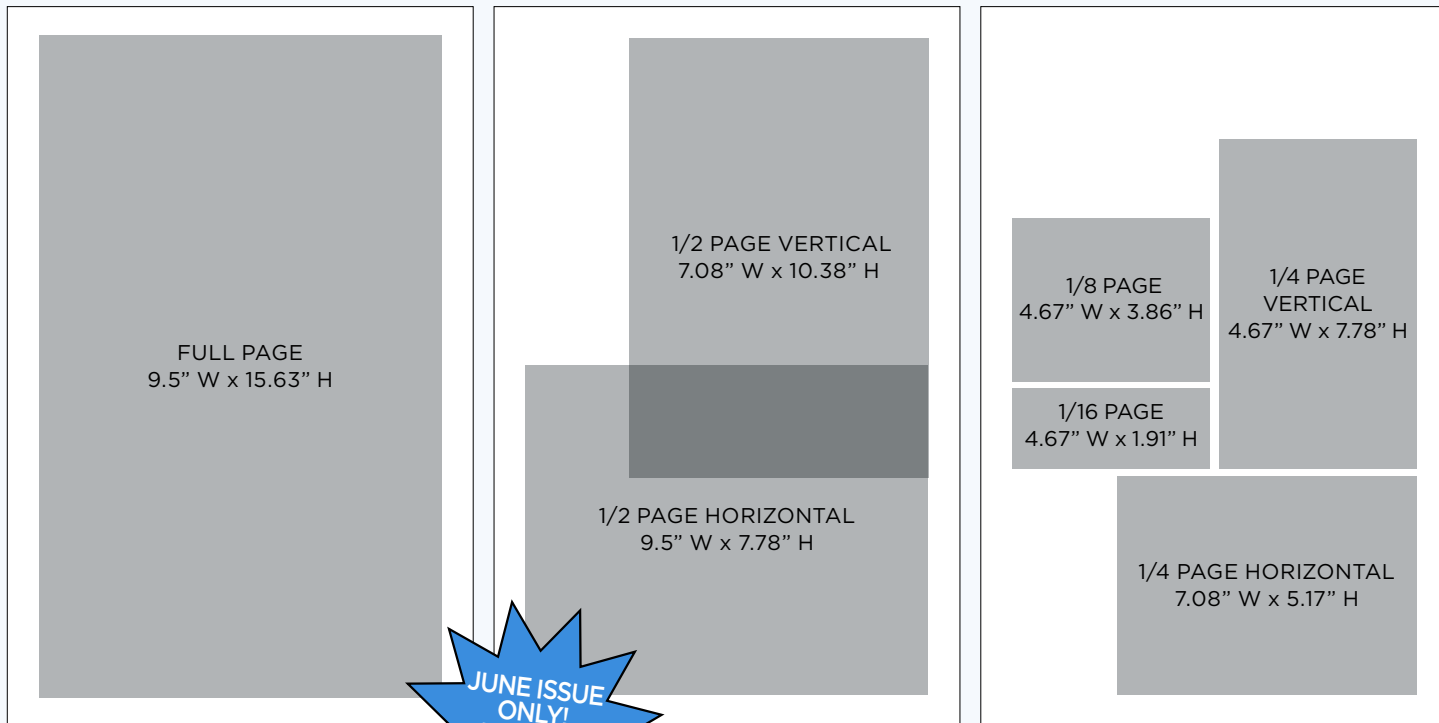
ODA TODAY

2022 Media Kit

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.

Display Ad Pricing and Specifications

ADVERTISEMENT DIMENSIONS:



ADVERTISING RATES:

FULL-COLOR ADS (CMYK)

Ad Size	1-3x Rate	4-11x Rate	12x Rate	June Rate*
Full page	\$1,465	\$1,390	\$1,245	\$1,758
1/2 page	\$1,045	\$990	\$885	\$1,254
1/4 page	\$625	\$605	\$550	\$750
1/8 page	\$370	\$360	\$335	\$444

2-COLOR ADS (BLACK, WHITE AND PMS 279)

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

1-COLOR ADS (BLACK AND WHITE)

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

**The June issue of the ODA Today is mailed to all licensed dentists in Ohio. Reach nearly 7,000 dentists by advertising in June! June rates do not apply for 12x ad placements.*

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 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

2022 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: _____

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 #279)
-  Black and white

AD FREQUENCY:

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

ISSUES DESIRED:

-  January 2022  July 2022
-  February 2022  August 2022
-  March 2022  September 2022
-  April 2022  October 2022
-  May 2022  November 2022
-  **June 2022***  December 2022

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Step 3

Email your artwork to amy@oda.org.

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



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Ohio Dental Association
1370 Dublin Rd
Columbus, OH 43215

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IS THE OHIO DENTAL
ASSOCIATION'S
MONTHLY PUBLICATION
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OFFICES IN OHIO!

REACH NEARLY
5,000



DENTISTS
plus their staff!

Advertise in
The ODA Today!
2022 Media Kit