



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

95% 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](http://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.
- All display advertisements must include the company's name or logo.
- 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.

### 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

# 2026 DISPLAY AD INSERTION ORDER

## STEP 1

Complete the form below or visit [www.oda.org/jobs-ads](http://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](mailto: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)

### AD FREQUENCY:

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

### ISSUES DESIRED:

- ☐ January 2026
- ☐ February 2026
- ☐ March 2026
- ☐ April 2026
- ☐ May 2026
- ☐ June 2026\*
- ☐ July 2026
- ☐ August 2026
- ☐ September 2026
- ☐ October 2026
- ☐ November 2026
- ☐ December 2026

*\*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](mailto:amy@oda.org).

Visit [www.oda.org/jobs-ads](http://www.oda.org/jobs-ads) to submit your order online!



 **TODAY**

**2026**MEDIAKIT

# ADVERTISE IN THE ODA TODAY!

**More than 1 in 3 readers**  
report responding to ODA Today advertisements

**CIRCULATION:** Nearly 5,000 dentists

**FREQUENCY:** 12 times a year