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.
Advertisement Dimensions:

- **Full Page**: 9.5” W x 15.63” H
- **1/2 Page Vertical**: 7.08” W x 10.38” H
- **1/4 Page Vertical**: 4.67” W x 7.78” H
- **1/8 Page Vertical**: 4.67” W x 3.86” H
- **1/16 Page Vertical**: 4.67” W x 1.91” H

**Advertisement Rates:**

- **Full-Color Ads (CMYK)**
  - 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)**
  - 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)**
  - 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

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

**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

**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.)

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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.
2021 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.

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

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 2021 ☐ February 2021 ☐ March 2021 ☐ April 2021 ☐ May 2021 ☐ June 2021*

☐ July 2021 ☐ August 2021 ☐ September 2021 ☐ October 2021 ☐ November 2021 ☐ December 2021

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Step 3
Email your artwork to amy@oda.org.
THE ODA TODAY IS THE OHIO DENTAL ASSOCIATION’S MONTHLY PUBLICATION AND IS THE MOST EFFECTIVE WAY TO REACH DENTAL OFFICES IN OHIO!

Advertise in The ODA Today! 2021 Media Kit