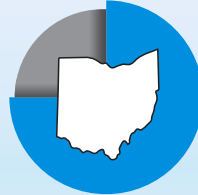


REACHING  
NEARLY  
**5,000**



**DENTISTS**  
plus their staff!

Reach Almost  
**75%**



of Ohio  
**DENTISTS!**

**1 in 3**  
READERS REPORT



responding to  
**ODA Today**  
advertisements

**89%**

of ODA members say the  
**ODA Today**  
provides valuable



information for their  
**practice.**



ADVOCATE. INFORM. SERVE.

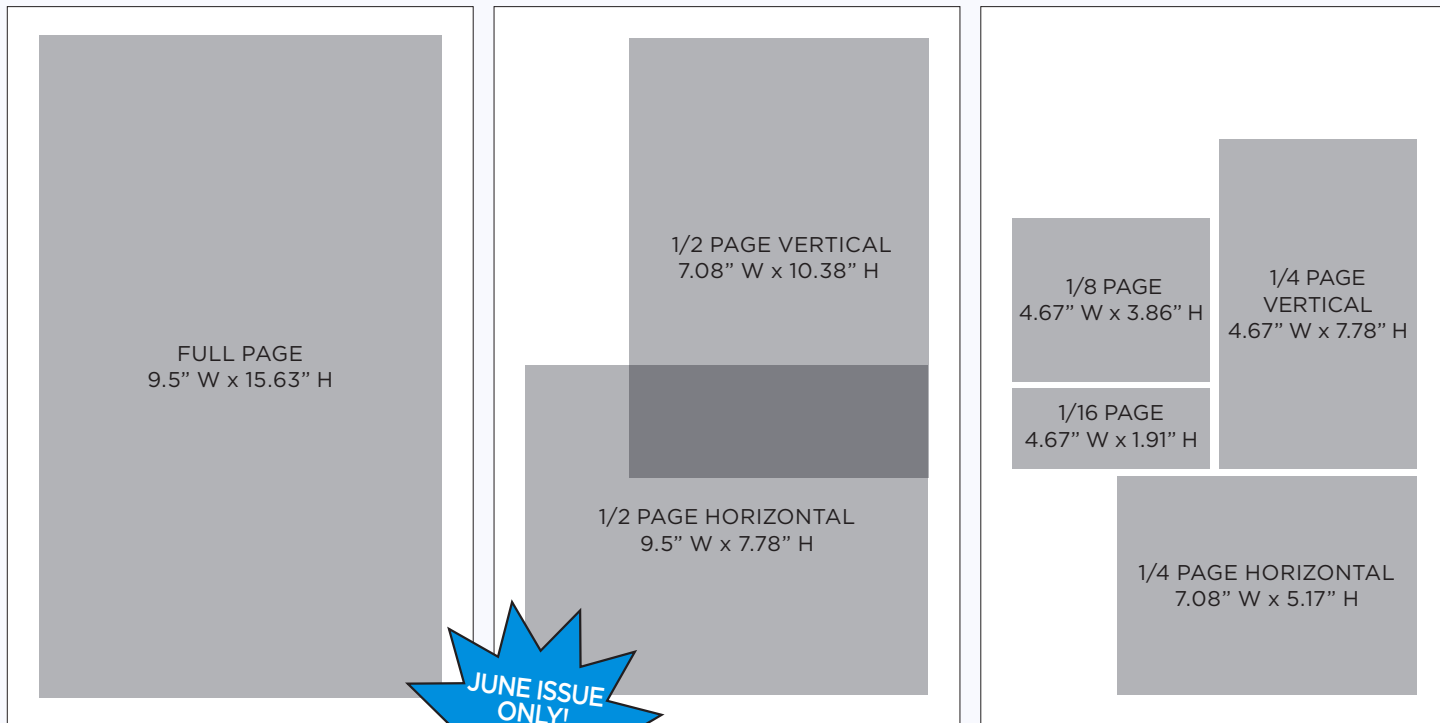
# ODA TODAY

## 2021 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:



**JUNE ISSUE ONLY!**  
Reach ALL licensed dentists in Ohio

## 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

# 2021 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: \_\_\_\_\_

### 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](mailto: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 2021  July 2021
- February 2021  August 2021
- March 2021  September 2021
- April 2021  October 2021
- May 2021  November 2021
- June 2021\***  December 2021

*\*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!**

THE ODA TODAY  
IS THE OHIO DENTAL  
ASSOCIATION'S  
MONTHLY PUBLICATION  
AND IS THE  
MOST EFFECTIVE WAY  
TO REACH DENTAL  
OFFICES IN OHIO!

REACH  
**100%**



dental  
**SPECIALTIES  
& STUDENTS**  
in Ohio!

**66%**

of ODA  
members say  
they read the



**ODA Today**  
cover to cover.

Advertise in  
**The ODA Today!**  
2021 Media Kit