Expand your marketing program with publications specifically for Virginia dentists.
VDA ADVERTISING STANDARDS

OVERVIEW

The Virginia Dental Association (VDA) routinely features advertisements in the quarterly publication of the Virginia Dental Journal, our e-newsletter The Chatter and our website www.vadental.org. The VDA welcomes advertisers as a means of keeping its members informed of products and services available to them. Written standards are a means of assuring that such promotions are professional, useful, timely, factual, and will not involve the Association and its component societies in litigation or unnecessary controversy. The appearance of an advertisement in any VDA publication or online does not constitute an endorsement by the VDA or its components, except where such endorsement is specifically authorized and approved. The VDA unconditionally reserves the right to decline or edit any advertisement submitted.

REQUIREMENTS:

• All advertising submitted is subject to review, and where needed, editing.
• Advertising must not be deceptive or misleading. Further information may be requested of advertisers.
• Advertising deemed to be in conflict with the ADA Principles of Ethics and Professional Code (http://goo.gl/effAfU) of conduct will not be accepted; also, advertisements found to be offensive, discriminatory, promoting bigotry, or engaging in personal attacks will be refused. Any product, service or company involved in regulatory proceedings or litigation may be declined.
• Advertisers must guarantee that all products meet applicable state of Virginia and Federal regulatory requirements. Appearance in VDA publications or online does not imply that these products and services, do, in fact, meet these requirements. It is the advertiser’s responsibility to comply with state and Federal regulations.
• Advertisements may reference scientific literature if such references are truthful and accurate. The VDA may request further documentation if needed.
• Opportunities for employment, sale of practice, associateships, and sale of equipment may be posted as classified advertising on VDA Classifieds at www.vdaclassifieds.org and in our Journal.

GUIDELINES FOR AUTHORS

SCIENTIFIC/PEER-REVIEWED SUBMISSIONS

EDITOR’S POLICY: Previously published manuscripts and manuscripts under consideration at other publishers will not be accepted, except at the discretion of the editor. Opinions and statements of fact are the sole responsibility of the author, and not the editor or staff of the VDA. Manuscripts may be submitted to one or more editorial reviewers prior to publication. The identity of authors will be disclosed to reviewers when manuscripts are considered for publication. Reviewers will remain anonymous to authors, except upon written request of the reviewer.

MANUSCRIPT SUBMISSION: Original manuscripts of 1000 to 2500 words, or no more than five pages, will be considered for publication. This does not include space required for abstracts, illustrations, and references. An abstract of 75-100 words must be included. Text is subject to editing for grammar, spelling, style, and space limitations. The author’s name, title, degrees awarded, address, phone number, and e-mail address must be included. Authors are encouraged to consult references such as the fifteenth edition of The Chicago Manual of Style (Chicago, University of Chicago Press, 2003) to assist in preparation of text and references. All manuscripts must be in Microsoft Word format, and be submitted Shannon Jacobs jacobs@vadental.org. Authors are strongly encouraged to include only illustrations in digital format, such as JPEGs/PDF. Prints and slides will be considered, but conversion to another format may preclude their use. The top of all illustrations must be clearly indicated, and each should be numbered and referenced in the text.

REFERENCES: All references must be numbered and keyed to the text. Authors must supply the following: name of author(s), title, name of periodical, volume, number, page numbers, and date. More than three authors should be followed by et al. Books referenced should include author, title, name of publisher and location. Personal communications are acceptable only if a signed and dated copy is made available to the VDA.

COPYRIGHTS AND DISCLOSURES: The VDA will retain copyright ownership for all manuscripts accepted for publication. The author(s) agree to forgo copyrights and ownership of such manuscripts. The Journal reserves the right to edit both the title and the text of manuscripts accepted. Authors must disclose any financial considerations, professional interests, or organizational affiliations that may influence content of the manuscript or the opinion of the author. Every attempt will be made to notify authors of manuscript acceptance prior to publication. Illustrations and CDs submitted for consideration cannot be returned; it is the responsibility of the author to retain copies prior to submission. Please allow up to twelve months after receipt for editorial review.
The Virginia Dental Journal seeks to publish articles that improve the lives of its dental professional readers, both in the form of peer-reviewed scientific abstracts, and articles that seek to inform and stimulate professional discussion. We offer guidelines for the latter in this document to help authors create content that supports the mission of VDA publications. Authors are advised to consider these guidelines in manuscript preparation, with the knowledge that articles may be referenced in online databases.

**WORD COUNT** - Consider the length and word count of their proposed article. One printed page can accommodate approximately 500-600 words. Readers may fail to read beyond the first page of an article, and every effort should be made to condense the text to fit on one page.

**HEADLINES** - Headlines need to be limited to 25 characters. A subhead can be included in order to help convey the message of the article.

**ORGANIZATION** - Every article should have an opening and closing statement, with the final paragraph linked to the first, if possible. Help readers more effectively scan and identify the most important messages, please consider the use section headlines to help organize your article into distinct sections and emphasize important points.

**CONSIDER YOUR AUDIENCE** - Authors should make every attempt to include information that will interest and benefit the readers of the Journal, most of whom are members of the Virginia Dental Association. The author should not only address and explain the topic of the article, but also state why it is important to dentists, and when possible, provide accompanying VDA or ADA resources to help combat this issue. Addressing topics from a problem-solution format may help authors relate to peers facing similar challenges.

**PROOFREADING** - Perhaps most important, authors should carefully proofread for correct grammar and spelling, as well as accuracy of references. Authors are encouraged to have trusted advisers review documents for errors prior to submission.

**EDITING** - The Journal may, at the discretion of the Editor, make changes in the following without the permission of the author:
- Length (word count)
- Style
- Grammar
- Spelling

**REFERENCES** - Authors are encouraged to consult references on writing and composition such as The Elements of Style (William Strunk, Jr. and E.B. White, 2005; Penguin Press, New York), The Associated Press Stylebook (AP Editors, 2015; Basic Books, New York) and On Writing Well (William K. Zinsser, 2006; Harper Collins, New York).

**HOW TO SUBMIT YOUR ARTICLE** - All manuscripts are to be submitted in Microsoft Word® format, and all photographs should arrive in JPEG/PNG formats. Do not insert photographs into Word® documents. To stimulate reader interest, we encourage authors to include a photo with their submission. Please allow up to twelve months for publication in print format after submission. All documents are to be submitted to Shannon Jacobs, Managing Editor at Jacobs@vadental.org.

**PLEASE NOTE** - Failure to consider this important feature may result in the manuscript being declined for publication. Thank you for your attention to these Journal publication guidelines.

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**CONTACT THE VDA:**

Virginia Dental Association  
Attn: Shannon Jacobs  
3460 Mayland Ct, Ste 110  
Henrico, VA 23233  

Phone: 804-523-2186  
Fax: 804-288-1880  

Email: jacobs@vadental.org  
Website: www.vadental.org
Vadental.org offers exceptional ways to connect with the dental community. More dentists than ever rely on vadental.org for resources they need to succeed. Reserve your ad space today to take advantage of this direct link to this exclusive audience.

All ads will be active with a click-able link.

Place your ad by submitting the placement agreement on page 9.

For sales inquires please contact: Shannon Jacobs VDA Director of Communications 804-523-2186 jacobs@vadental.org
## Rates

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size (Pixels)</th>
<th>Visible on pages</th>
<th>Visible on devices</th>
<th>Cost/ month</th>
<th>Max File Size/ Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>All site pages</td>
<td>Desktop/Tablet</td>
<td>$600</td>
<td>40KB/.png, .jpeg/RGB</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>300x250</td>
<td>Homepage</td>
<td>Desktop/Tablet/Mobile</td>
<td>$450</td>
<td>40KB/.png, .jpeg/RGB</td>
</tr>
<tr>
<td>Footer</td>
<td>728x90</td>
<td>All site pages</td>
<td>Desktop/Tablet</td>
<td>$450</td>
<td>40KB/.png, .jpeg/RGB</td>
</tr>
<tr>
<td>Small Rectangle</td>
<td>180x150</td>
<td>Internal Pages</td>
<td>Desktop/Tablet/Mobile</td>
<td>$350</td>
<td>40KB/.png, .jpeg/RGB</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160x600</td>
<td>Internal Pages</td>
<td>Desktop/Tablet/Mobile</td>
<td>$450</td>
<td>40KB</td>
</tr>
</tbody>
</table>

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## Internal Pages

**2020 Virginia General Assembly Session:**

How can you help with the VDA’s Initiative?

What is on the VDA’s agenda this year? At our request, a bill is being introduced that would define teleodontology (bill number TBD). We are asking legislators to support marketplace innovation, better access and, most importantly, ensure patient privacy and safety.

The VDA Board of Directors approved the Council on Government Affairs’ recommendation to pursue legislation to be introduced in the 2020 VA General Assembly that will address the fact that Virginia currently has no statutory definition of teleodontology.

The Virginia Board of Dentistry (BOD) uses its definition of teleodontology to regulate the delivery of dental services. A definition of teleodontology, however, includes the use of electronic technology or media, including interactive audio or video for the purpose of diagnosing or treating a patient or consulting with other healthcare providers regarding a patient’s diagnosis or treatment (Virginia BOD guidelines document 60.23 adopted 12/11/2018). The legislation that we are recommending treats the definition of teleodontology – VA Code 30.2-314.

The push for innovation in the dental care profession has been around for the last several years and there is currently no teleodontology statute. This bill removes the 2018 teleodontology legislation in favor of encouraging technological innovation while protecting the welfare of patients.

This legislation is designed to establish patient protection. Some dentists working on a teleodontology platform have never seen their patients in person due to Virginia laws regulating teleodontology. This means:

- A patient never meets the dentist providing treatment in person and, therefore, a dentist-patient relationship is never established.
- The patient never receives an in-person cost exam, oral cancer screening or radiographs.
The *Virginia Dental Journal* is a quarterly publication of the Virginia Dental Association (VDA). Members receive the Journal by mail and electronically by email. It’s the publication members turn to when they need to learn about the latest developments in their profession. Since its premiere in 1923, the *Virginia Dental Journal* has been a trusted resource for dentists in Virginia.

**FEATURES:**
(each issue will have topics from some of the following groups)

- **Commentary**
  - Editorial
  - Guest Editorial
  - Letters to the Editor
  - American Dental Association 16th District Trustee

- **News, Membership Updates**
  - News
  - Upcoming Events
  - Appointments/Elections/Awards
  - New Members
  - Board of Directors Report

- **Research/Scientific**
  - Research Articles
  - Specialty Abstracts

- **Other topics**
  - Outreach
  - University Connections
  - Continuing Education
  - Special Endorsed Programs and Offers
  - Practice Management
  - Ethics Column
  - Practice Management Column

Circulation: 4,300 per issue

**FREQUENCY:** Quarterly: January-March, April-June, July-September, October-December

**METHOD:** Print/Electronic
The VDA also houses an electronic version of each issue on its website www.vadental.org. Non-Members can subscribe to the publication.

**DEADLINES:**
1st Q. - December 1
2nd Q. - March 1
3rd Q. - June 1
4th Q. - September 1
If a deadline falls on a holiday/weekend the deadline will be the following business day.

**TYPE OF ADVERTISING AVAILABLE:** Display, Tip-on

**JOURNAL AD ART REQUIREMENTS**

- **File Type:** PDF files only.
- **Bleed:** Please allow a .25in bleed on all artwork.

**Full page**
Trim Size-8.5in x 11in
Live Area-7.5in x 10in

**Half Page**
Trim Size-8.5in x 5.5in
Live Area-7.5in x 4.5in

All advertisements are subject to review and approval by the Journal Editor and Journal Business Manager. Advertisements will be interspersed with editorial materials. We can not accept positioning requests (far forward etc). The VDA reserves the right to reject any print advertisement for any reason.

Please review the VDA standards of advertising in this kit.
## VIRGINIA DENTAL JOURNAL RATE CARD

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>1x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FULL PAGE</strong></td>
<td>$850</td>
<td>$2800* ($700 per issue)</td>
</tr>
<tr>
<td>Trim Size-8.5in x 11in</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Live Area-7.5in x 10in</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>HALF PAGE</strong></td>
<td>$600</td>
<td>$2000* ($500 per issue)</td>
</tr>
<tr>
<td>Trim Size-8.5in x 5.5in</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Live Area-7.5in x 4.5in</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>FULL PAGE INSIDE FRONT COVER</strong></td>
<td>$1000</td>
<td>$3200* ($800 per issue)</td>
</tr>
<tr>
<td>Trim Size-8.5in x 11in</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Live Area-7.5in x 10in</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>INSIDE BACK COVER</strong></td>
<td>$1000</td>
<td>$3200* ($800 per issue)</td>
</tr>
<tr>
<td>Trim Size-8.5in x 11in</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Live Area-7.5in x 10in</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TIP-ON (CENTERFOLD)</strong></td>
<td></td>
<td>Call for pricing</td>
</tr>
<tr>
<td>A tip-on is an insert that is glued to a page. It can be easily removed and kept for future reference. Ideal for multiple pages of content or product samples.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## ARTWORK SPECIFICATIONS

Bleed (applies to all ad sizes): .25in

Accepted File Types: PDF files ONLY

*Four issue rate requires payment in full for all four issues at this time of reservation.*
THE CHATTER
The Chatter is the e-newsletter of the Virginia Dental Association (VDA). Members receive The Chatter electronically by email 19 times a year (see tentative schedule below).

FEATURES:
- News links from the VDA website
- Practice Management Articles
- Event announcements
- Association news

ACCEPTANCE OF ADVERTISING:
All advertisements are subject to review and approval by the Editor and VDA Business Manager. We cannot accept positioning requests. The VDA reserves the right to reject any advertisement for any reason. Please review the VDA standards of advertising in this kit.

TENTATIVE PUBLICATION DATES AND DEADLINES:

January 9 (Deadline - January 6) SOLD OUT
January 23 (Deadline - January 17) SOLD OUT
February 6 (Deadline - February 3) SOLD OUT
February 20 (Deadline - February 14) SOLD OUT
March 5 (Deadline - March 2)
March 19 (Deadline - March 16)
April 2 (Deadline - March 30)
April 23 (Deadline - April 20)
May 7 (Deadline - May 4)
May 21 (Deadline - May 18)
June 11 (Deadline - June 8)
July 9 (Deadline - July 6)
August 6 (Deadline - August 3)
August 20 (Deadline - August 17)
September 10 (Deadline - September 4)
October 8 (Deadline - October 5)
October 22 (Deadline - October 19)
November 12 (Deadline - November 9)
December 10 (Deadline - December 7)

CIRCULATION:
3,400 per issue

AVERAGE OPEN RATE:
40%

FREQUENCY:
19 times a year (see tentative schedule)

METHOD:
Electronic. The VDA also houses an archive of each issue on its website www.vadental.org (accessible to members only).

ART REQUIREMENTS:
- File Type: .png, .jpeg (RGB)
- Please be sure to include a url for the ad to link to.
- Sizing: Leaderboard (720 pixels by 90 pixels)

PRICING:
$300 per issue
VDA CLASSIFIEDS
VDA Classifieds is a cost-effective text based ad database featured on the VDA website. Our classified ad section is one of the most visited area of the VDA website.

AD CLASSIFICATIONS:
Jobs - Dentists
Jobs - Office Staff
Practice Transitions
Office Space For Sale/Lease
Products/Services

ACCEPTANCE OF ADVERTISING:
The VDA allows both members and non-members to post ads on VDA Classifieds. Non-members are charged a fee to place ads (see pricing).

Special Note: The VDA does NOT allow members to place ads for commercial companies (practice transitions, supply companies etc) they may work for or be affiliated.

The VDA reserves the right to decline ads for any reason.

When submitting your classified ad you will have the option to also feature that ad in the Virginia Dental Journal’s Classifieds section (fees may apply - see pricing). The Journal is published once a quarter (see dates and deadlines below).

January - March: Deadline for classified ads is January 2
April - June: Deadline for classified ads is April 1
July - September: Deadline for classified ads is July 1
October - December: Deadline for classified ads is October 1

WEBSITE AD PRICING:
VDA Members: FREE ads as a benefit of being a VDA member. Membership verification required.

Non-Members: $150 per month (per ad)

All ads can be run for a maximum of three months. Users can contact the VDA to renew ads.

VIRGINIA DENTAL JOURNAL CLASSIFIED PRICING:
VDA Members: FREE ads as a benefit of being a VDA member.

Non-Members: $300 per issue

PROCESSING:
Once you submit your ad (and make payment, if applicable) it will be sent to the VDA for approval. Please allow up to TWO business days for approval and posting to the site.

HOW TO PLACE AN AD:
Go to www.vdaclassifieds.org and click “Submit Your Ad”
STEP ONE - CONTACT INFORMATION

Your Name: _________________________________________________________________________________________________________

Company Name: ____________________________________________________________________________________________________

Address: ___________________________________________________________________________________________________________

___________________________________________________________________________________________________________________

Phone: ________________________________________  Email: _______________________________________________________________

STEP TWO - AD SPECIFICS (Please indicate specifics about your ad placement below.)

JOURNAL

Issue: (circle at least one; indicate year)

Jan-March 20___  April-June 20___  July-Sept 20___  Oct-Dec 20___

Size: (circle one)

Full Page

Half Page

Full Page Inside Front Cover

Full Page Inside Back Cover

Tip-on

THE CHATTER

Issue Publication Date: _________________________

Ad link URL: _________________________________

VADENTAL.ORG

Size: _________________________________

Duration of Ad (1 month +) _________________________

Ad link URL: _________________________________

STEP THREE - PAYMENT (due with placement agreement)

Check: Make checks payable to the "Virginia Dental Association".

Credit Card: ____________________________________________  Expiration Date: _________ / _________

All major card types accepted

Name and Address on Credit Account: ____________________________________________

______________________________________________

Payment and ad placement authorized by (please sign):

____________________________________________________________________________  Date: _________________

By signing this agreement I authorize the VDA to place this ad and am agreeing to the VDA Advertising Standards listed in this media kit. As a membership service, ads are restricted to VDA and ADA members unless employment, product, or continuing education related. The VDA reserves the right to edit copy or reject any ad and does not assume liability for the contents of advertising. If applicable, I am authorizing the VDA to bill the credit card listed above and an adherence to payment via the card issuer’s agreement.

Mail:  
Attn: Shannon Jacobs
Virginia Dental Association
3460 Mayland Ct, Ste 110
Henrico, VA 23233

Fax: 804-288-1880

Email: jacobs@vadental.org

Please retain a copy for your records