

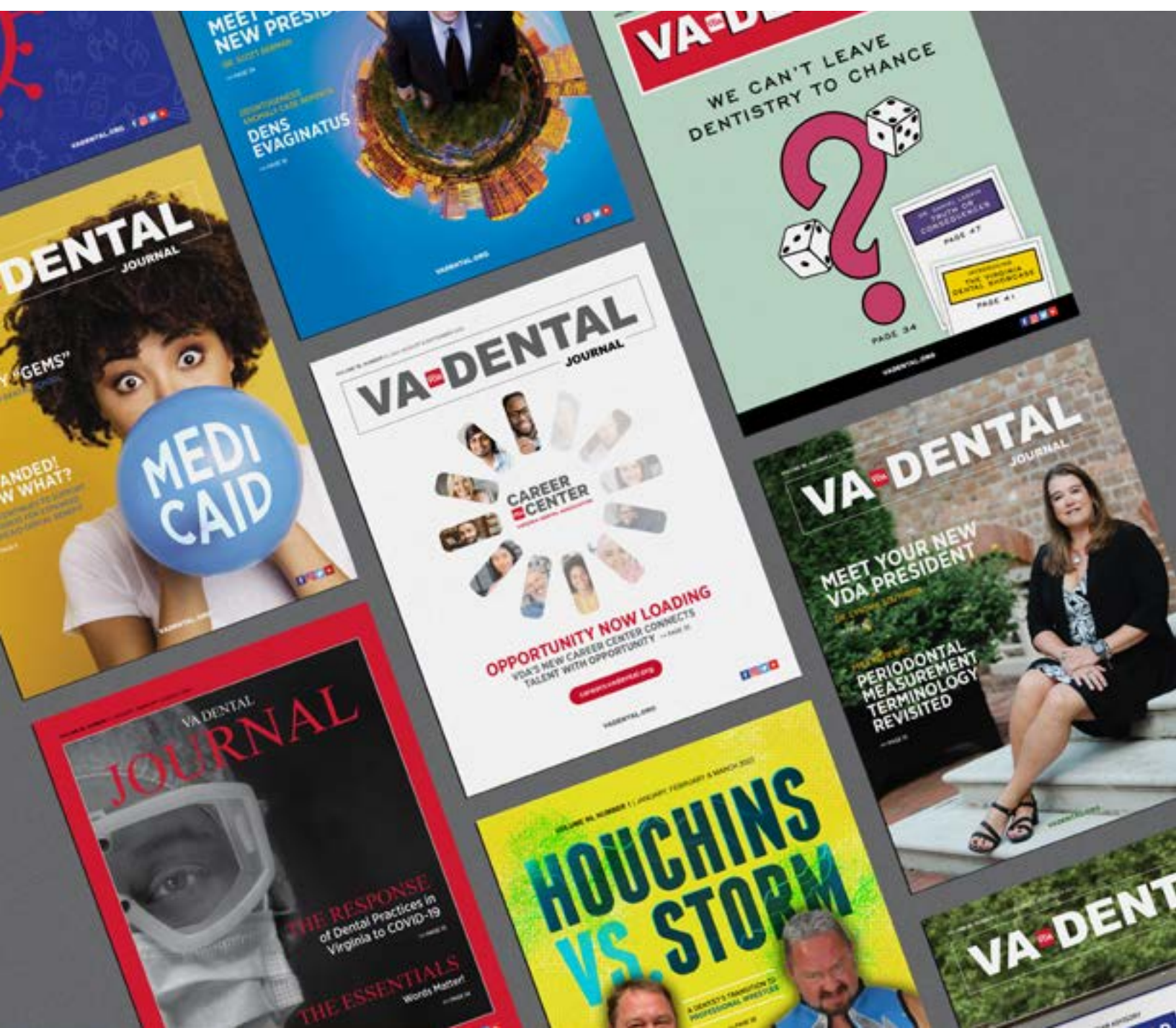
Publications

Marketing
Opportunities

Rates

Closing Dates

Specifications



Virginia Dental Journal

100+ years of excellence in dental publications



The *Virginia Dental Journal* is a quarterly digital publication of the Virginia Dental Association (VDA). Members receive the Journal 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.

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

Virginia Dental Journal – Rate Card

AD TYPE	1 ISSUE	4 ISSUES (Pre-Paid)
Full Page Trim Size: 8.5in x 11in	\$1000	\$3200* (\$800 per issue)
Half Page Trim Size: 8.5in x 5.5in	\$700	\$2300* (\$575 per issue)
Full Page Inside Front Cover Trim Size: 8.5in x 11in	\$1500	\$4800* (\$1200 per issue)
Inside Back Cover Trim Size: 8.5in x 11in	\$1500	\$4800* (\$1200 per issue)

ARTWORK SPECIFICATIONS

Accepted File Types: PDF files ONLY

***Four issue rate requires payment in full for all four issues at this time of reservation.**



CIRCULATION: 4,300 per issue

FREQUENCY: Quarterly

January-March, April-June, July-September, October-December

METHOD: Electronic

The VDA 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

JOURNAL AD ART REQUIREMENTS

File Type: PDF files only.

Full page

Trim Size: 8.5in x 11in

Half Page

Trim Size: 8.5in x 5.5in

VDA Website

vadental.org

Vadental.org offers exceptional ways to connect with the dental community. More dentists than ever rely on vadental.org for the 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 clickable link.

For sales inquiries please contact:

Shannon Jacobs

VDA Director of Communications

804-523-2186

jacobs@vadental.org

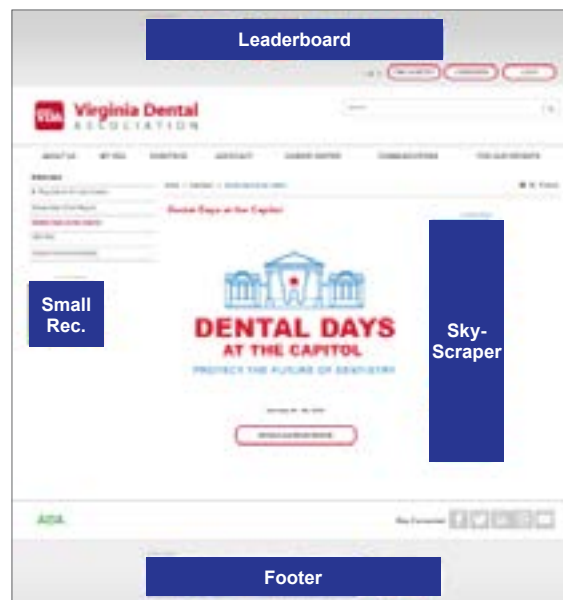
Rates

AD TYPE	Size (Pixels)	Visible on pages	Visible on devices	Cost/month	Max File Size/Format
Leaderboard	728x90	All site pages	Desktop/ Tablet	\$550	40KB/.png, .jpeg/RGB
Large Rectangle	300x250	Homepage	Desktop/ Tablet/Mobile	\$450	40KB/.png, .jpeg/RGB
Footer	728x90	All site pages	Desktop/ Tablet	\$450	40KB/.png, .jpeg/RGB
Small Rectangle	180x150	Internal Pages	Desktop/ Tablet/Mobile	\$350	40KB/.png, .jpeg/RGB
Skyscraper	160x600	Internal Pages	Desktop/ Tablet/Mobile	\$450	40KB

Homepage



Internal Page



VDA Advertisement Placement Agreement

STEP ONE: Contact Information

Your Name _____

Company Name _____

Address _____

Phone _____ Email _____

STEP TWO: Ad Specifics

JOURNAL

Issue: (Check at least one; indicate year)

- ☐ Jan-March 20____
- ☐ April-June 20____
- ☐ July-Sept 20____
- ☐ Oct-Dec 20____

Size: (Check one)

- ☐ Full Page
- ☐ Half Page
- ☐ Full Page Inside Front Cover
- ☐ Full Page Inside Back Cover

VADENTAL.ORG

Size: (Check one)

- ☐ Leaderboard
- ☐ Large Rectangle
- ☐ Footer
- ☐ Small Rectangle
- ☐ Skyscraper

Proposed Start Date: _____

Proposed End Date: _____

Ad link URL: _____

DIGEST

Issue Date: _____

Ad link URL: _____

STEP THREE: Payment (due with placement agreement)

TOTAL TO BE PAID: \$ _____

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

Credit Card _____ Expiration Date _____ / _____

All major credit card types accepted

Name and Address on Credit Account: _____

Payment and ad placement authorized by (please sign):

Signature _____ 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 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.

VDA Hub Digest

The VDA Hub Digest is an e-news publication of the Virginia Dental Association. It features quick links to important news items, events, and member news featured on our website.

CIRCULATION: Delivered directly to inboxes of nearly 4300 VDA members and leaders.

FREQUENCY: Biweekly on Tuesdays

RATE PER ISSUE: \$750

PLANNED DATES FOR Q4 2024:

October 8
October 29
November 12
December 3
December 17

PLANNED DATES FOR 2025:*

January 7
January 28
February 11
February 25
March 11
March 25
April 8
April 29
May 13
May 27
June 24
July 22
August 5
August 19
September 2
September 16
October 7
October 21
November 4
November 18
December 2
December 16

* Dates are subject to change.

DEADLINES: Artwork and payment should be submitted at least 5 business days in advance of the publication date.

RATE PER ISSUE: \$750

SIZE AND AVAILABILITY:

Leaderboard ad size only – 728 x 90 with a clickable link

Please note that we only accept two ads per issue. Dates will fill up quickly. Contact Shannon Jacobs at jacobs@vadental.org to confirm availability.

METHOD: Electronic

Leaderboard

VDA HUBDigest

News

Virginia Implant Excellence Week (VIEW) Symposium
Friday, September 13, 2024
The Greenbrier Resort, VA 22834
Reserve your spot today!
VDA Member Discount for Virginia Implant Excellence Week (VIEW) Symposium

AI: The Future of Dentistry
Sept. 13-14, 2024
The Greenbrier
Presidential Suite, 100
Save the Date so you don't miss the 2024 Virginia Dental Showcase at The Greenbrier - September 13-14, 2024

VDA Advertising Standards

The Virginia Dental Association (VDA) routinely features advertisements in the quarterly publication of the *Virginia Dental Journal*, our e-newsletter *VDA Hub Digest* and our website at 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 from advertisers.

- Advertising deemed to be in conflict with the ADA Principles of Ethics and Professional Code (<https://www.ada.org/about/principles/code-of-ethics>) 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.
- Paid political advertisements for candidates for public office will not be accepted. This is not intended, in any way, to prohibit or discourage individuals from seeking office in their local government, ADA, VDA, or component societies.
- Advertisements for tobacco products and alcoholic beverages will not be accepted.
- Educational courses may be advertised if the requirements of the ADA Continuing Education Recognition Program (CERP) are met. Also, courses sponsored by state or component dental societies meeting the requirements of the Academy of General Dentistry for recognition may be advertised. Courses sponsored by commercial entities will be considered for publication on an individual basis.
- The words "Paid Advertisement" must appear in any advertising simulating editorial content.
- Testimonial advertising and quotes must be truthful, accurate, and placed only with the written consent of the individual, agency, or organization quoted.

CONTRIBUTE TO THE JOURNAL

GUIDELINES FOR AUTHORS

The *Virginia Dental Journal* relies heavily on contributions from our member dentists, content area experts, and research teams, sharing their clinical and practice management experiences. We are always looking to highlight new perspectives that help our members.

We are currently accepting submissions of both scientific and non-scientific articles. Email Shannon Jacobs (jacobs@vadental.org) to submit a story idea or article for consideration after review the guidelines for submission at <https://www.vadental.org/virginia-dental-journal/CONTRIBUTE>

Contact the VDA

Address:

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

Phone: 804-523-2186

Fax: 804-288-1880

Email: jacobs@vadental.org

Website: www.vadental.org



Virginia Dental
ASSOCIATION