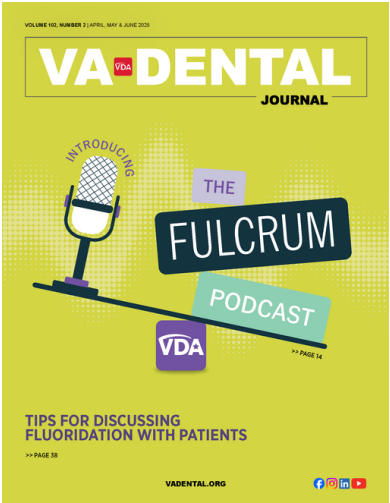


# Virginia Dental Journal

100+ years of excellence in dental publications

## AWARD WINNING PUBLICATION



**CIRCULATION:** 4,300/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](http://www.vadental.org). Non-Members can subscribe to the publication.

## DEADLINES:

Q1 December 1  
Q2 March 1  
Q3 June 1  
Q4 September 1

If a deadline falls on a holiday/weekend the deadline will be the following business day.

## TYPE OF ADVERTISING AVAILABLE:

Digital Display

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                                                                      | \$1200  | \$3840*<br>(\$960 per issue) |
| <b>NEW</b><br>Full Page Ad PLUS<br>Delivery Email Ad (Long Vertical Rectangle) | \$2000  | n/a                          |
| Third Page Vertical                                                            | \$750   | \$2400*<br>(\$600 per issue) |

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

## ARTWORK SPECIFICATIONS

### SIZING

Full Page: 8.5 x 11in  
Third Page Vertical: 2.25 x 10in  
Long Vertical Rectangle: 240 x 600px

### FILE TYPES

In Publication Ads: PDF Only (RGB)  
Delivery Email Ad: PNG (RGB)

### QR CODES

If you are using a QR code in your artwork, please ensure you include a text link under the QR Code.



[www.example.com](http://www.example.com)

# Virginia Dental Journal

## Ad Examples

### Delivery Email Ad

Every VDA member receives a publication alert in their email inbox. Feature your business in this communication.



### Display Ads

Full-page ads are featured within the content of the full issue. Full-page ads are also pulled out when articles are separated and archived.

#### Example of full issue:

<https://commons.ada.org/cgi/viewcontent.cgi?article=1241&context=vadentaljournal>

#### Example of ad within article:

<https://commons.ada.org/cgi/viewcontent.cgi?article=1244&context=vadentaljournal>

# 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](mailto:jacobs@vadental.org)

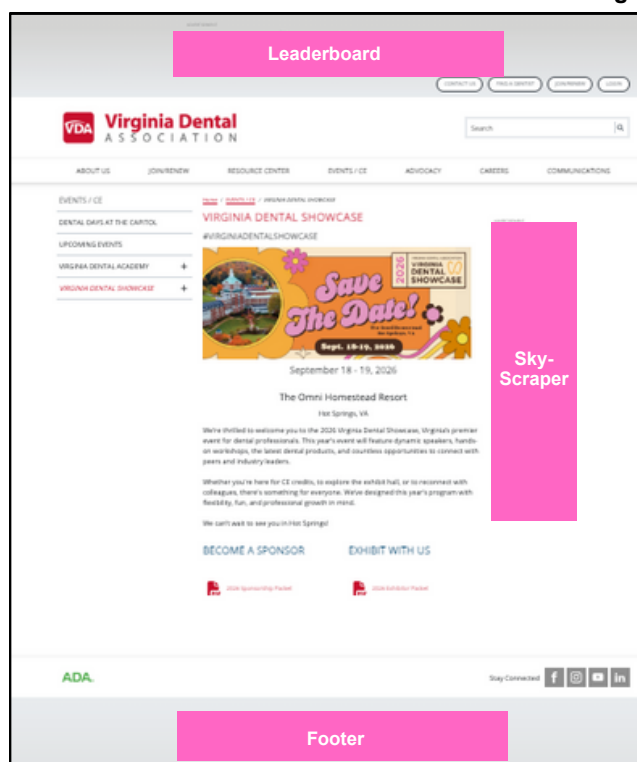
## Rates

| 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

☐ Third Page

☐ Full Page Ad plus Delivery Email Ad

### 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 agree 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  
4701 Cox Road, Ste 111  
Glen Allen, VA 23060

### Fax:

804-288-1880

### Email:

[jacobs@vadental.org](mailto:jacobs@vadental.org)

**Please retain a copy for your records.**

# VDA 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:\*

### 2026

January 6  
January 27  
February 10  
February 24  
March 10  
March 24  
April 14  
April 28  
May 12  
June 2  
June 23  
July 21  
August 4  
August 18  
September 1  
September 15  
October 6  
October 20  
November 3  
November 17  
December 1  
December 15

### 2027

January 5  
January 27  
February 9  
February 23  
March 9  
March 23  
April 13  
April 27  
May 11  
May 25  
June 15  
July 20  
August 3  
August 17  
September 7  
September 21  
October 5  
October 19  
November 2  
November 16  
December 7

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

## 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](mailto:jacobs@vadental.org) to confirm availability.

**METHOD:** Electronic

## Leaderboard

**VDA HUBDigest**

November 18, 2025

## News



**THREE VDA Town Hall Meetings:**  
Preview Our 2026 Legislative Agenda - November 18, December 9 and January 7



**Episode 17 - FROM DENTAL STUDENT TO MULTI-LOCATION PRACTICE OWNER**

**ADA News**

**FDA to restrict sale of fluoride supplements, halting previously promised ban**

\*Dates are subject to change.

# 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](http://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](mailto: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  
4701 Cox Rod, Ste 111  
Glen Allen, VA 23060

**Phone:** 804-523-2186  
**Fax:** 804-288-1880  
**Email:** [jacobs@vadental.org](mailto:jacobs@vadental.org)

**Website:** [www.vadental.org](http://www.vadental.org)

