

Virginia Dental Journal

100+ years of excellence in dental publications

AWARD WINNING PUBLICATION



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* (\$960 per issue)
NEW Full Page Ad <i>PLUS</i> Delivery Email Ad (Long Vertical Rectangle)	\$2000	n/a
Third Page Vertical	\$750	\$2400* (\$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)

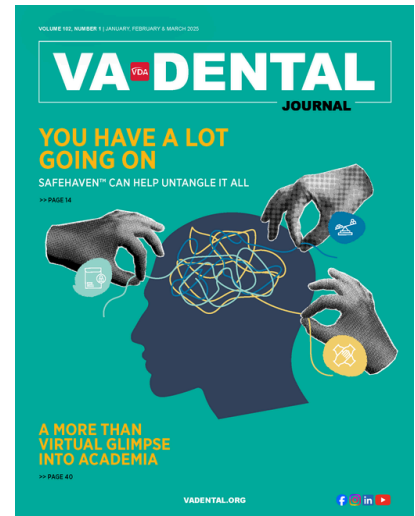
Delivery Email Ad: PNG (RGB)

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



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. 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

READY TO GET STARTED OR HAVE QUESTIONS?

CONTACT:

Shannon Jacobs
VDA Director of Communications
jacobs@vadental.org
804-523-2186

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>

NEW

The Fulcrum Podcast

Reach a highly specialized and professionally relevant audience with strong decision-making authority in dental practices.

ABOUT

The Fulcrum Podcast delivers conversations that equip, educate, and inspire the dental community in Virginia and beyond. Each episode features subject-matter experts, industry leaders, and real-world stories that help dental professionals thrive — whether they're practice owners, hygienists, assistants, educators, or students.

OUR MISSION

Provide the dental profession with accessible, practical, and engaging information that elevates patient care and strengthens dental practices.

AUDIENCE

General dentists, Specialists, Dental Hygienists, Dental Assistants, Office Managers, Dental Students

PODCAST STATS

- **Episodes published:** 19 (2025)
- **Episode Length:** 12-45 minutes
- **Downloads per episode:** 80-130 highly engaged members of the Virginia dental community. We're a new and growing podcast.



CHECK OUT THE PODCAST:

thefulcrumpodcast.com

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✉ jacobs@vadental.org
804-523-2186

ADVERTISING OPTIONS

DYNAMIC AD INSERTION (TIME-BASED CAMPAIGN)

PLACEMENT: Ability to run an ad across all current and back-catalog episodes, for a specific date range. (Episodes with title sponsors are excluded from this offering)

FLAT RATE PRICING: \$500

DURATION: 2 MONTHS

LENGTH OF AD: 60 SECONDS

EPISODE TITLE SPONSORSHIP

PLACEMENT: Pre-roll mention, mid-roll ad (30 secs), end-roll thank you, logo and link in show notes, tag in episode promotional posts

FLAT RATE PRICING: \$500

DURATION: 1 Episode

LENGTH OF AD: 30 SECONDS

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.

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

**READY TO GET STARTED
OR HAVE QUESTIONS?**

CONTACT:

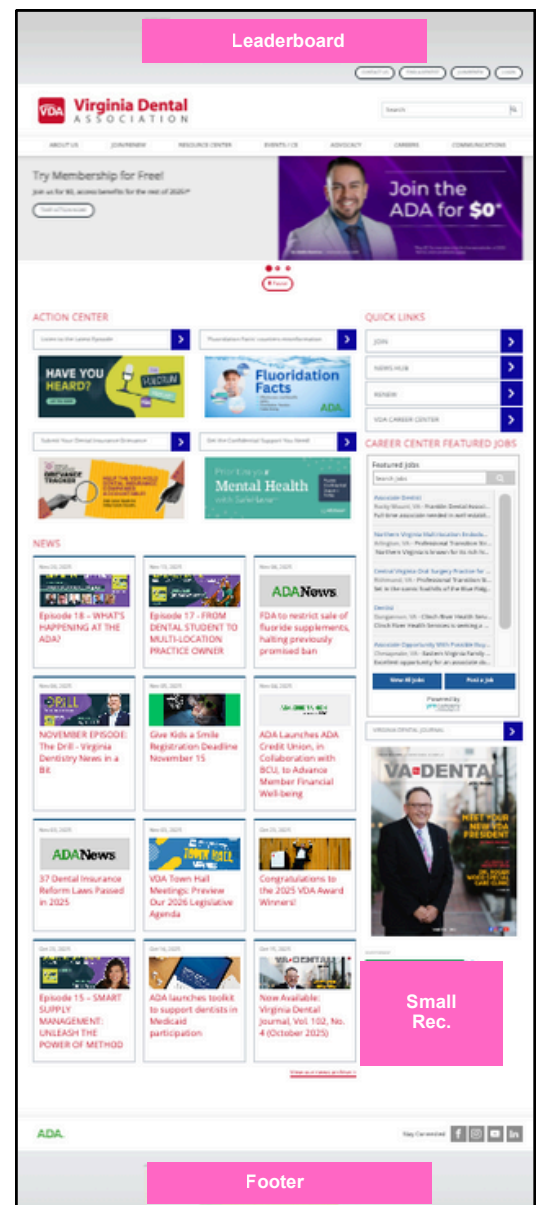
Shannon Jacobs

VDA Director of Communications

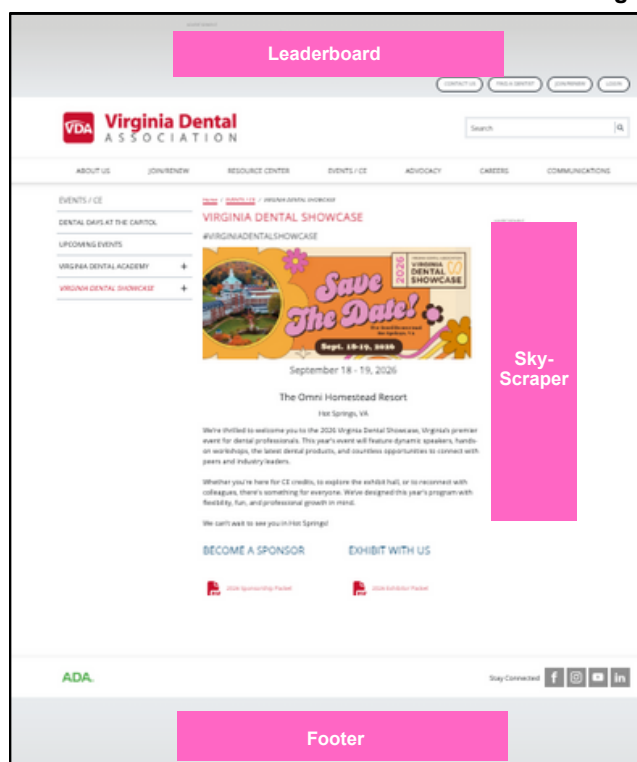
✉ jacobs@vadental.org

804-523-2186

Homepage



Internal Page



VDA Digest

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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 26
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 to confirm availability.

METHOD: Electronic

Leaderboard

VDA HUB Digest

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. 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

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