Reach more dental professionals with CDA.

The California Dental Association serves over 27,000 well-educated, affluent and highly respected dentists in the profession. Our members represent 15% of the American Dental Association, which means one in every seven dentists in the nation is a CDA member. If you want to increase your reach, maximize your advertising dollar and align with the best in dentistry, you’ve found the right place.

Who our members are

1 out of every 7 dentists in the USA is a CDA member

72% of California dentists

27,000 strong

California is home to six dental schools and approximately 1,000 new graduates each year

What they’re reading

8 out of 10 dentists source the Journal, whereas 1 in 3 cite other publications

80%

33%

The majority of members spend 30 minutes or more reading the Journal

How they engage

Two-thirds of members who downloaded the CDA app featuring CDA Presents found it very or extremely helpful

How they spend

95% of those that purchased plan to use the information from the show to make another purchase

95% spend time in the exhibit hall, with 39% spending 3 or more hours

67%

22% 17%

3.5 hours 5+ hours

On average, cda.org experiences 530,000 monthly page views and users view 3+ pages each visit
Meetings & Sponsorships

Engage your target audience.

CDA Presents The Art and Science of Dentistry is a biannual convention that serves on average 20,000+ dentists, hygienists, lab techs, dental students, exhibitors, guests and media representatives. You can connect your brand to thousands of industry professionals in creative, memorable ways with CDA’s targeted tactics. These opportunities are exclusive to companies exhibiting at CDA’s conventions. For pricing options, call 916.554.4952 or email sue.gardner@cda.org.

Door Clings
For a unique way to create a first impression, share your message and logo right on the convention center doors.

Escalator Signage
Get in front of attendees as they travel between C.E. courses and the exhibit hall in this highly visible location.

Reserved Seating
Display your logo on chair covers, benefit from additional signage and distribute brochures and samples.

Banners
Be the first promotion attendees see as they enter the convention and put your brand front and center.

Column Wraps
Stand out in a big way when you wrap your banner around one of the massive columns at CDA Presents.

App Banners & Alerts
Get exposure via alerts, clickable banners and more through our event app.
Meetings & Sponsorships

**Overflow Room**
Have your messaging displayed on several big screens, in-room signage and distributed literature.

**CDA Presents Party**
Draw high-profile exposure at an event attended by CDA members, leaders, speakers and other VIPs.

**Hotel Room Keys**
Attendees look at their hotel room key at least 10 times a day. That’s 10 more times they’ll see your brand.

**Table Clinics**
Make an early impression with the future of the profession! Reach 1,500 new dentists and students each day.

**The Spot**
Attendees gather to learn and network. Present new or award-winning products and hold mini-presentations.

**On-Site Program**
Full-page color advertisements offer creative ways to drive traffic to your booth.

**Lanyards**
Provide attendees with badge lanyards and have them promote your brand everywhere they go.

**Cool Products**
Our Cool Products showcase is a great way to feature new products or share something cool.

**Attendee Badges**
Gain exclusive rights to advertise on the reverse side of attendee badges with additional benefits.
Meetings & Sponsorships

Tote Bags/Inserts
Have attendees carry your message with them all day long for maximum exposure.

C.E. Pavilion
Sponsorship of the C.E. Pavilion includes prominent signage in the exhibit hall and classrooms, giving you great visibility.

Shuttle Buses
Sponsor CDA Presents shuttle buses for exterior signage and onboard video messaging.

Digital Daily Agenda
Have your message illuminated among the lecture and workshop information at two featured locations. One monitor exclusive to sponsor’s message.

Corporate Forums
Host a speaker of your choosing, and CDA will promote your company’s educational program in our marketing materials.

Hotel Dark Channel
Played in official hotels, this televised loop is a great way to share in-depth product info.

Brushing/Mouthwash Stations
Promote your product with the exclusive rights to set up brushing/mouthwash stations in exhibit hall floor restrooms.

Aisle Signs
Gain exceptional visibility when you promote your company beneath exhibit floor aisle signs.

Carpet Decals
Place eye-catching large 8’ x 8’ adhesive graphics in high-traffic registration area at front of exhibit hall.
Influence nearly 27,000 of dentistry’s best and brightest.

CDA is an industry leader for publishing accurate, authoritative and relevant information. Advertisers know these award-winning publications are the ideal channels to reach the coveted dental professional demographic. Learn which publication is the best fit for you. Through the remainder of 2020, the Journal will be delivered through a high-quality, interactive digital e-publication platform.

The Journal of the California Dental Association

Winner of the prestigious Western Publications Association Maggie Award, as well as several International College of Dentists awards, the Journal is delivered as a digital publication to CDA members as well as dentists in other states and around the world. The digital platform allows for dynamic content and clickable articles and advertising. Stylish and sophisticated, this full-color scientific monthly shares cutting-edge scientific developments in dental technology and clinical techniques plus peer-reviewed articles topical to the art and science of dentistry.

CDA Presents On-Site Program

With class schedules, exhibitor listings, products and services, fold-out maps and daily itineraries, the on-site program is indispensable to attendees and the ideal channel to drive traffic to your booth.
### 2020 CDA Journal rates

To place an ad, please call 916.554.4952 or email sue.gardner@cda.org.

<table>
<thead>
<tr>
<th>Inside</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$2,965</td>
<td>$2,775</td>
<td>$2,620</td>
<td>$2,450</td>
</tr>
<tr>
<td>½ page</td>
<td>2,505</td>
<td>2,375</td>
<td>2,220</td>
<td>2,150</td>
</tr>
<tr>
<td>¼ page (horizontal or island)</td>
<td>2,100</td>
<td>2,015</td>
<td>1,925</td>
<td>1,780</td>
</tr>
<tr>
<td>¼ page (horizontal, vertical or square)</td>
<td>1,070</td>
<td>995</td>
<td>890</td>
<td>760</td>
</tr>
<tr>
<td>⅛ page (horizontal or vertical)</td>
<td>725</td>
<td>675</td>
<td>630</td>
<td>585</td>
</tr>
</tbody>
</table>

### Special positions

<table>
<thead>
<tr>
<th>Special positions</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back cover</td>
<td>$4,070</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>3,870</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>3,715</td>
</tr>
</tbody>
</table>
2020 CDA Journal specifications

<table>
<thead>
<tr>
<th>Unit</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim size</td>
<td>8.5”</td>
<td>11”</td>
</tr>
<tr>
<td>Full page w/bleeds (includes .125” bleed)*</td>
<td>8.75”</td>
<td>11.25”</td>
</tr>
<tr>
<td>Full page/no bleeds**</td>
<td>7.373”</td>
<td>10”</td>
</tr>
<tr>
<td>2½ page</td>
<td>4.85”</td>
<td>9.5”</td>
</tr>
<tr>
<td>½ island</td>
<td>4.85”</td>
<td>7.75”</td>
</tr>
<tr>
<td>½ horizontal</td>
<td>7.375”</td>
<td>4.75”</td>
</tr>
<tr>
<td>⅕ vertical</td>
<td>2.35”</td>
<td>9.5”</td>
</tr>
<tr>
<td>⅕ horizontal</td>
<td>7.375”</td>
<td>3.25”</td>
</tr>
<tr>
<td>⅕ square</td>
<td>4.85”</td>
<td>4.85”</td>
</tr>
<tr>
<td>⅕ vertical</td>
<td>2.35”</td>
<td>4.75”</td>
</tr>
<tr>
<td>⅕ horizontal</td>
<td>4.85”</td>
<td>2.5”</td>
</tr>
</tbody>
</table>

* .125” bleed is required wherever ink goes to the edge of the page. Type, logos and other critical information must be within .5” of the edge of the 8.5 x 11 trim size.
2020 CDA Journal Artwork specifications

File formats
The preferred file format for all submissions is a PDF file with all fonts embedded. CDA does not accept QuarkXPress files, Windows files, MS Word or Publisher files or Adobe Creative Suite files without a complete set of linked images and fonts.

Color
Final files and images linked to or embedded in your final files must be in the RGB or grayscale color modes. Files in the CMYK, Lab color or other non-RGB color modes are not acceptable.

Image resolution
Photographic (raster) image resolution must be at least 150 pixels per inch at 100% size.

Mechanicals
Files should be sized according to the ad sizes listed in this media kit. Copy and other information should be placed at a minimum of 0.25” from the edge of the ad size. More is recommended. Copy should be sized at 6 points or greater to ensure readability. CDA reserves the right to place a thin border around all non-full page ads that do not contain a border.

Incorrect files
Digital files that are not in compliance with the above specifications may be rejected.
Publications

2020 CDA Presents On-Site Program rates
Available exclusively to exhibiting companies.
Please call 916.554.4952 or email sue.gardner@cda.org for more information.

Inside

<table>
<thead>
<tr>
<th>Unit</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$2,575</td>
<td></td>
</tr>
</tbody>
</table>

Special positions

<table>
<thead>
<tr>
<th>Unit</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front gatefold</td>
<td>$8,500</td>
<td></td>
</tr>
<tr>
<td>Back gatefold</td>
<td>9,800</td>
<td></td>
</tr>
<tr>
<td>Back cover</td>
<td>4,000</td>
<td></td>
</tr>
<tr>
<td>Cover tip card</td>
<td>5,800</td>
<td></td>
</tr>
<tr>
<td>Schedule-at-a-Glance</td>
<td>Limited placement. Call for pricing.</td>
<td></td>
</tr>
<tr>
<td>Exhibit hall map</td>
<td>Limited placement. Call for pricing.</td>
<td></td>
</tr>
</tbody>
</table>

2020 CDA Presents On-Site Program specifications

<table>
<thead>
<tr>
<th>Unit</th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim size</td>
<td>5”</td>
<td>11”</td>
</tr>
<tr>
<td>Full page w/bleeds</td>
<td>5.25”</td>
<td>11.25”</td>
</tr>
<tr>
<td>Full page/no bleeds</td>
<td>4”</td>
<td>10”</td>
</tr>
<tr>
<td>Exhibitor specials</td>
<td>3.75”</td>
<td>2.75”</td>
</tr>
</tbody>
</table>

* 125” bleed is required wherever ink goes to the edge of the page. Type, logos and other critical information must be within .5” of the edge of the 8.5 x 11 trim size.
2020 CDA Editorial/Advertising calendar

CDA Journal

<table>
<thead>
<tr>
<th>Month</th>
<th>Features</th>
<th>Guest Editor</th>
<th>Ad Deadline</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Value of Research in Dental Schools</td>
<td>Dr. Paul Krebsbach</td>
<td>Nov 15, 2019</td>
<td>Nov 29, 2019</td>
</tr>
<tr>
<td>February</td>
<td>Aesthetics</td>
<td>Dr. Nicholas Marongiu</td>
<td>Dec 20, 2019</td>
<td>Jan 6, 2020</td>
</tr>
<tr>
<td>March</td>
<td>CDA 150th Anniversary Issue</td>
<td>No guest editor</td>
<td>Jan 22, 2020</td>
<td>Jan 29, 2020</td>
</tr>
<tr>
<td>April</td>
<td>Health Literacy</td>
<td>Dr. Lindsey Robinson</td>
<td>Feb 20, 2020</td>
<td>Feb 27, 2020</td>
</tr>
<tr>
<td>May</td>
<td>General Topics</td>
<td></td>
<td>Mar 20, 2020</td>
<td>Mar 27, 2020</td>
</tr>
<tr>
<td>June</td>
<td>General Topics</td>
<td></td>
<td>Apr 20, 2020</td>
<td>Apr 27, 2020</td>
</tr>
<tr>
<td>July</td>
<td>Licensure</td>
<td>No guest editor</td>
<td>May 22, 2020</td>
<td>May 29, 2020</td>
</tr>
<tr>
<td>August</td>
<td>Western U – Sugar</td>
<td>Dr. Sahar Mirfarsi</td>
<td>Jun 22, 2020</td>
<td>Jun 29, 2020</td>
</tr>
<tr>
<td>September</td>
<td>Ethics</td>
<td>Dr. Robert Stevenson</td>
<td>Jul 22, 2020</td>
<td>Jul 29, 2020</td>
</tr>
<tr>
<td>October</td>
<td>Health Literacy</td>
<td>Dr. Lindsey Robinson</td>
<td>Aug 20, 2020</td>
<td>Aug 27, 2020</td>
</tr>
<tr>
<td>November</td>
<td>Dental Student Research</td>
<td>Dr. So Ran Kwon</td>
<td>Sep 21, 2020</td>
<td>Sep 28, 2020</td>
</tr>
<tr>
<td>December</td>
<td>Oral and Maxillofacial Surgery</td>
<td>Dr. Dennis Song</td>
<td>Oct 22, 2020</td>
<td>Oct 29, 2020</td>
</tr>
</tbody>
</table>

Topics are subject to change.

CDA Presents On-Site Program

<table>
<thead>
<tr>
<th>Meeting</th>
<th>Ad Deadline</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco 2020</td>
<td>Jun 22, 2020</td>
<td>Jul 10, 2020</td>
</tr>
</tbody>
</table>
Print Artwork specifications

File formats
The preferred file format for all submissions is a press-quality PDF file with all fonts embedded. Also accepted are Adobe Creative Suite files (InDesign, Illustrator, Photoshop) that have been packaged with a complete set of fonts and linked images. Adobe Creative Suite submissions must be accompanied by a PDF proof. CDA does not accept QuarkXPress files, Windows files, MS Word or Publisher files or Adobe Creative Suite files without a complete set of linked images and fonts.

Color
Final files and images linked to or embedded in your final files must be in the CMYK or grayscale color modes. Files in the RGB, Lab color or other non-CMYK color modes are not acceptable. Total 4-color ink density should not exceed 320%. To optimize readability, we recommend that smaller type and body copy not be specified with a 4-color build.

Image resolution
Photographic (raster) image resolution must be at least 300 pixels per inch at 100% size.

Mechanicals
Files should be sized according to the ad sizes listed in this media kit. Files that bleed must include crop marks at the trim with an additional 0.125” bleed on each side that prints to the edge of the 8.5 x 11 page. Copy and other information should be placed at a minimum of 0.25” from the trim size. More is recommended. Copy should be sized at 6 points or greater to ensure readability. CDA reserves the right to place a thin border around all non-full page ads that do not contain a border.

Incorrect files
Digital files that are not in compliance with the above specifications may be rejected.
Meet your audience where they’re most engaged by advertising on CDA’s popular digital channels. Through online and email platforms, you’ll benefit from ad-tracking, readership analytics and direct links to your company, products and promotions.

**Connect with CDA members.**

We have everything you need to connect digitally with our members wherever they work or travel.

**CDA Presents app**

Our app is the most convenient source of convention information. From maps to schedules, attendees rely on the app to get from one exhibit to the next. We offer click-throughs, banners, announcements and more. App advertisements are exclusive to companies exhibiting at CDA’s conventions.

**App Advertising rates**

2020 CDA Presents mobile app rates (call 916.554.4952 for sizes and availability)

| Advertising Type                                      | Rate  
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity feed screen banner splash page (exclusive)</td>
<td>$5,000</td>
</tr>
<tr>
<td>Event rotating banner (limited to 10 companies, equal rotation)</td>
<td>1,000</td>
</tr>
<tr>
<td>Push notifications</td>
<td>1,500</td>
</tr>
<tr>
<td>Activity feed posts</td>
<td>500</td>
</tr>
<tr>
<td>Enhanced exhibitor listing</td>
<td>150</td>
</tr>
</tbody>
</table>

![Image of CDA Presents app](image-url)
**Digital Advertising**

**CDA's website, cda.org**
CDA's highly visited website delivers dentistry-focused insights and guidance, covering news and advocacy efforts affecting the profession as well as resources for navigating regulatory compliance, employment, dental benefit plans and practice management issues. Advertising opportunities are available in the menu, homepage, newsroom and article pages.

**2020 cda.org rates**
To place an ad, please call 916.554.4952 or email sue.gardner@cda.org.

<table>
<thead>
<tr>
<th>Digital graphics RGB Color space 72dpi</th>
<th>1 mo.</th>
<th>3 mo.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Page Ad Banner (600 pixels x 200 pixels)</td>
<td>$1,500</td>
<td>$1,300</td>
</tr>
<tr>
<td>Home Page Large Leaderboard (900 pixels x 90 pixels)</td>
<td>1,500</td>
<td>1,300</td>
</tr>
<tr>
<td>Mega Menu Ad Banner (600 pixels x 200 pixels)</td>
<td>1,300</td>
<td>1,100</td>
</tr>
<tr>
<td>Newsroom Ad Banner (600 pixels x 200 pixels)</td>
<td>1,200</td>
<td>1,000</td>
</tr>
<tr>
<td>Newsroom Square (250 pixels x 250 pixels)</td>
<td>700</td>
<td>500</td>
</tr>
<tr>
<td>Newsroom Small Square (200 pixels x 200 pixels)</td>
<td>600</td>
<td>400</td>
</tr>
<tr>
<td>Article Ad Banner (600 pixels x 200 pixels)</td>
<td>900</td>
<td>700</td>
</tr>
<tr>
<td>Article Half Page (300 pixels x 600 pixels)</td>
<td>900</td>
<td>700</td>
</tr>
</tbody>
</table>

**CDA e-Newsletter**
A recurring email digest to CDA’s large membership base, highlighting breaking news developments affecting the profession, updates from leadership and links to timely resources that are focused on supporting dentists.

**2020 CDA email newsletter rates**
To place an ad, please call 916.554.4952 or email sue.gardner@cda.org.

<table>
<thead>
<tr>
<th>Digital graphics RGB Color space 72dpi</th>
<th>1x</th>
<th>2x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-Width Ad Banner (600 pixels x 200 pixels)</td>
<td>$1,200</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

(Rates listed are per insertion. Limited to two (2) banner ads per newsletter.)

**Email Ad Banner**
600 pixels x 200 pixels

*Rates listed are per month*
2020 cda.org ad configurations
(Sizes shown are 50% actual size)

Ad Banner
600 pixels x 200 pixels

Newsroom Square
250 pixels x 250 pixels

Landing Page
300 pixels x 600 pixels

Newsroom Small Square
200 pixels x 200 pixels

Large Leaderboard
900 pixels x 90 pixels
Digital Advertising

2020 cda.org ad placement examples
Digital Artwork specifications

File formats
The preferred file format for all submissions is a JPG or PNG file. CDA does not accept QuarkXPress files, Windows files, MS Word or Publisher files or Adobe Creative Suite files without a complete set of linked images and fonts.

Color
Final files and images linked to or embedded in your final files must be in the RGB or grayscale color modes. Files in the CMYK, Lab color or other non-RGB color modes are not acceptable.

Image resolution
Photographic (raster) image resolution must be at least 72 pixels per inch at 100% size.

Mechanicals
Files should be sized according to the ad sizes listed in this media kit. Copy should be sized at 6 points or greater to ensure readability. CDA reserves the right to place a thin border around all non-full page ads that do not contain a border.

Incorrect files
Digital files that are not in compliance with the above specifications may be rejected.
CDA Advertising

Advertising Standards

The California Dental Association (CDA) welcomes advertising in its publications and website. Such advertising must be factually accurate, dignified and aimed at contributing to the advancement of the profession of dentistry. CDA reserves the right to accept or reject advertising, at its sole discretion, for any product or service submitted for publication. Acceptance of advertising by CDA does not in any way constitute endorsement or approval by CDA of the advertised service or product, and advertisers may not make such claims in any way.

General requirements

1. All advertisements submitted for display in any CDA publication, website or mobile app are subject to review by staff and its advisors. Advertisers must submit ads by ad materials deadlines in order for materials to be reviewed by CDA staff. Every effort will be made to review artwork in a timely manner.

2. Advertisements must not be deceptive or misleading. Advertisements must clearly identify the advertiser and the product or service being advertised. All claims of fact must be fully supported and meaningful in terms of performance or any other benefit. CDA may require a sample or copy of any advertised product or a full description of any advertised service, and proof of the efficacy or reliability of any products.

3. Products and services must be germane to and effective and useful in the practice of dentistry, or of interest to dentists and their families. Products and services and their indicated uses must conform to principles of acceptable dental practice and of dental ethics. Alcoholic beverages and tobacco products are not eligible for advertising.

4. Advertisers must comply with all laws and regulations applicable to the manufacture, distribution and sale of a product or service. If it is CDA’s belief that an advertiser has not complied then it shall be sufficient grounds for rejection of an advertisement.

5. Advertisements will not be accepted if they conflict with or appear to violate CDA policy, the CDA Code of Ethics or its Bylaws, or if the advertisements are deemed offensive or contain attacks of a personal, racial, religious or religious nature.

6. Advertising for dental education courses designed to directly enhance the knowledge, skill or competence of the dentist will be eligible for publication only if the course sponsor has received “registered provider” status from the Dental Board of California under Title 16, California Code of Regulations, Section 1016.

7. CDA reserves the right to decline advertising for any educational course that involves the teaching or use of a product or technique that conflicts with CDA policy or is the subject of an unfavorable or cautionary report by a recognized dental agency. The eligibility of an advertisement for a course conducted by or under the auspice of an organization or commercial venture other than the American Dental Association, CDA or a CDA component will be determined on a case-by-case basis. Acceptance of advertisements for courses and education materials offered by commercial ventures and directed to the income of a dentist or to the commercial aspects of a dental practice will be reviewed for attractiveness, accuracy and dignity to determine eligibility.

8. CDA will not accept advertising for seminars, consultants or other educational programs that suggest, imply, promise or guarantee increased revenue (in dollar amounts) or specific numbers of new patients to a dental practice, that will occur as a result of attending the advertised program or seminar. CDA will not accept advertising that, in general, implies that the volume of a practice, either in income or in numbers of patients, may be increased at the expense of proper patient care. CDA will also not accept advertising that seeks information for, or in any way pertains to, class-action lawsuits.

9. Comparative advertising of dental products and dental services is not allowed.

10. Advertisements on behalf of insurers not admitted in California must comply with all California Department of Insurance requirements, including, but not limited to, California Insurance Code Section 1764.1, by prominently affixing in boldface 16-point type along the bottom of the ad that: “Insurance sold by this company is not regulated by the California Department of Insurance or the California Insurance Guarantee Association.” All insurance ads must meet California Insurance Code guidelines for advertising.

11. Placement of advertising with respect to employment, purchase or sale of a practice or the like will be at the discretion of CDA. Advertisements for employment must conform to all applicable federal and state laws and regulations and may not discriminate against any persons based on race, sex, age, national origin, religion, handicap or country of dental education. In addition, CDA prohibits discrimination in advertisements on account of lawful political affiliation, marital status, handicap, sexual orientation and country of training.

12. CDA will not accept advertisements that simulate editorial copy or advertorial copy that purports to provide information in a specialized field.

13. Advertisements must not quote the names, statements or writings of any individual, public official, government agency, testing group or other organization without their consent.

14. Advertising placements will not influence editorial copy. Editors have the final approval over content in CDA publications.

15. Advertisements for CDA endorsed programs must also follow separate guidelines and review processes.

16. Advertisers agree to and are bound by conditions on CDA rate cards and CDA insertion orders.