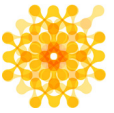


CDA Media Kit
2026

Connect and engage
with dentistry's brightest





Market Profile

Make unrivaled connections to California dental professionals.

The California Dental Association serves more than 27,500 well-educated, affluent and highly respected dentists. In addition, CDA's community extends to well-connected leaders in organized dentistry, practice staff across the state, and students from all seven of California's vibrant dental schools.

CDA membership represents 15% of the American Dental Association, which means one in every six dentists in the nation is a CDA member. Increase your reach, maximize your advertising dollars by engaging with CDA across channels, both in person and online.

WHO OUR MEMBERS ARE



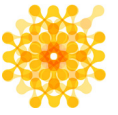
1 of 6 members of organized dentistry in the US belong to CDA.



California is home to seven dental schools and over **800** new graduates each year. Connect with each of them through CDA student programs year-round.



27,500 strong

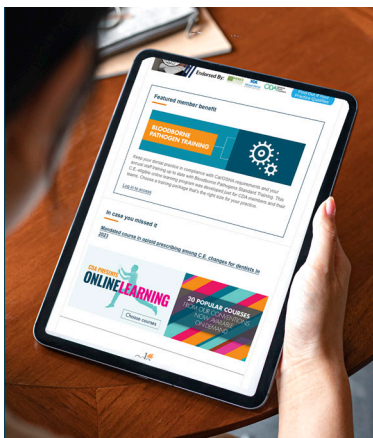


WHAT THEY'RE READING

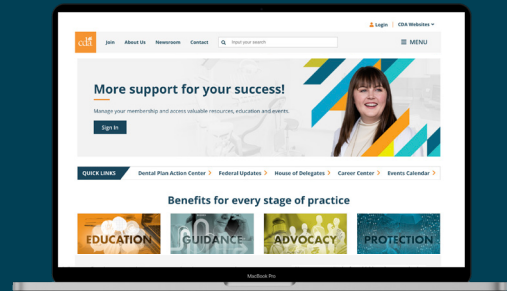


The CDA Journal attracts readers from around the world, spanning the U.S., Canada, Europe, Asia and Africa. Articles are downloaded by readers **24,000 times** each month and that number grows every year.

HOW THEY ENGAGE



The Inside California Dentistry e-newsletter is distributed to more than **17,600 members** each week, averaging approximately **11,000 views.**



On average, cda.org attracts **200,000 pageviews** monthly, and users view 3+ pages each visit.

Attendees who downloaded the **CDA Presents app** found it very or extremely helpful.



96% of convention attendees spent time in the exhibit hall, with 36% spending 3 or more hours.



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 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.

Access the latest dentistry news on cda.org.

Averaging 200,000 views a month, CDA's highly visited website delivers dentistry-focused insights and guidance, covering news and advocacy efforts impacting the profession. The site also features resources to assist members in navigating regulatory compliance, employment, dental benefit plans and practice management. Advertising opportunities are available on the homepage, newsroom and article pages.

2026 cda.org rates

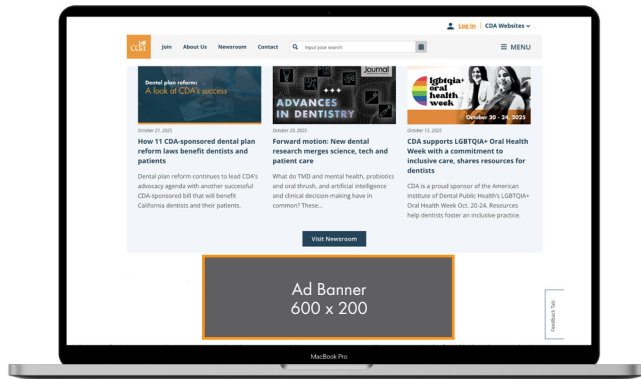
To place an ad, please call 916.554.4952 or email sue.gardner@cda.org.

Digital graphics RGB Color space 72 dpi	30 days
Home Page Banner Ad (600 x 200 pixels)	\$1,300
Home Page Leaderboard Ad (900 x 90 pixels)	\$1,300
Newsroom Footer Banner Ad (600 x 200 pixels)	\$750
Newsroom Feature Banner Ad (600 x 200 pixels)	\$600
Newsroom Article Page Square Ad (300 x 300 pixels)	\$500
Newsroom Article Page Skyscraper Ad (250 x 600 pixels)	\$500

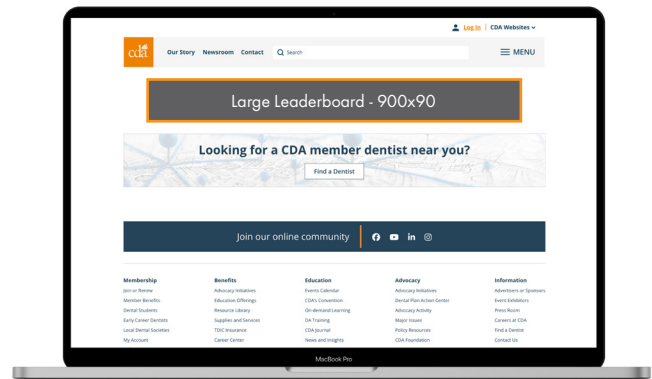


2026 cda.org website ad placement examples

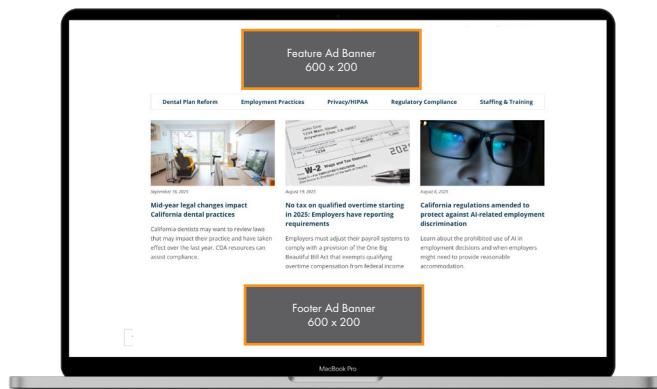
HOME PAGE



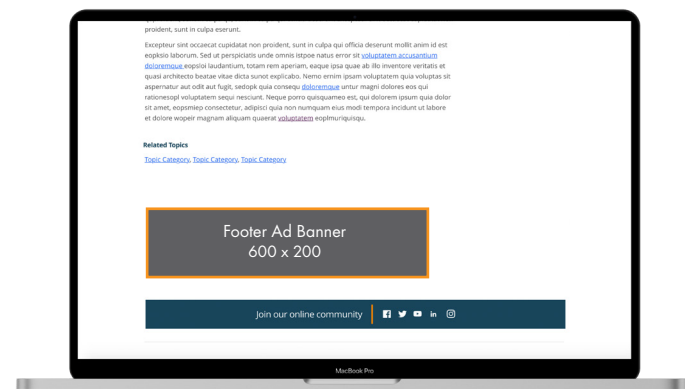
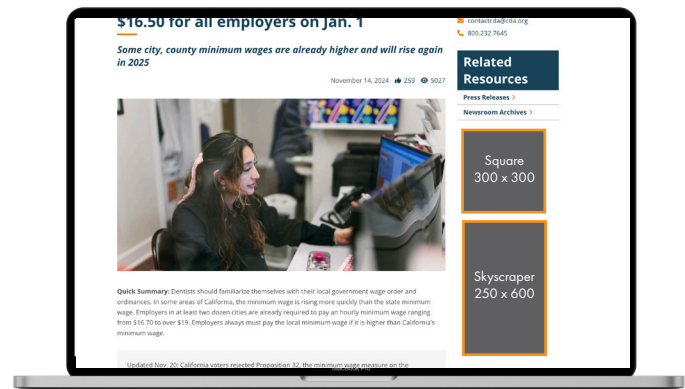
HOME PAGE

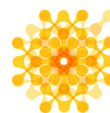


NEWSROOM LANDING PAGE



NEWSROOM ARTICLE PAGE





Inside California Dentistry Newsletter

A recurring email digest that reaches approximately 17,600 members, highlighting evolving news developments, actionable guidance, updates from leadership and links to timely resources focused on supporting dentists.

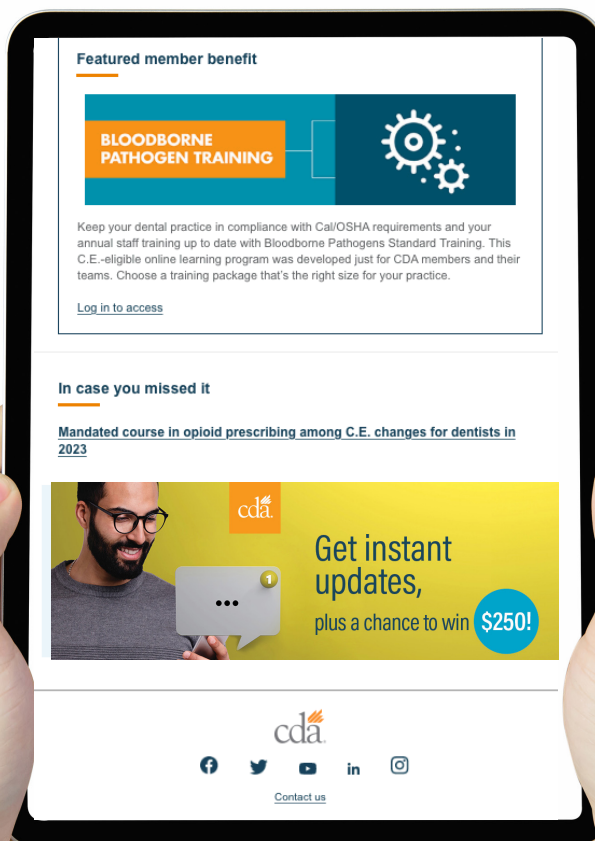
2026 CDA email newsletter rates

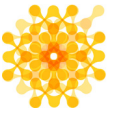
Digital graphics RGB Color space 72dpi	1x	2x
Full-Width Ad Banner (600 pixels x 200 pixels)	\$1,200	\$1,000
Second Full-Width Ad Banner (600 pixels x 200 pixels)	\$1,100	\$900

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

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

Email Ad Banner
600 pixels x 200 pixels





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.

Hyperlink

Advertiser can provide a URL to the desired website or landing page for the digital ad.



Publications and Digital Ads

Influence nearly 27,500 of dentistry’s best and brightest.

CDA is an industry leader for publishing the latest evidence-based, original dental and oral health research from around the world. Advertisers are familiar with our award-winning publication, the Journal, and know that it is the ideal channel to reach the coveted dental professional demographic.

Journal of the California Dental Association

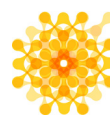
The award-winning CDA Journal presents the latest oral health insights, scientific advances, clinical practice procedures, business management strategies, and legislative policies and proposals through accessible, peer-reviewed, evidence-based research. An open-access publication, the Journal publishes digitally under the industry-leading Taylor and Francis Online. Delivered to CDA members, dentists and the worldwide oral health community, the Journal’s digital platform allows for dynamic and clickable advertising.



2026 CDA Journal rates

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

Placement	Sizing	30 days
Leaderboard	728 x 90 pixels	\$1,300
Skyscraper	160 x 600 pixels	\$1,000
MPU	300 x 250 pixels	\$500



Publications and Digital Ads

2026 CDA Journal specifications

Unit	Width x Depth
Leaderboard	728 x 90 pixels
Skyscraper	160 x 600 pixels
MPU	300 x 250 pixels

Advertising artwork is due two weeks prior to month of publication.

Leaderboard 728 x 90 px

Taylor & Francis Online

Access provided by 194 office locations

Log in | Register | Cart

Journal of Clinical Pharmacy and Therapeutics

Volume 42, 2017, Issue 1

532

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Enter keywords, authors, DOI, ORCID etc.

This journal

Advanced search

Clinical pharmacology of vc-MMAE antibody-drug conjugates in cancer patients: learning from eight first-in-human Phase 1 studies

Chunmei Li, Cindy Zhang, Zhi Li, Deyu Samant, Dan Lu, Bei Wang, et al.

Download citation | https://doi.org/10.1111/j.1365-2796.2016.15997.x

Full Article

Figures & data

References

Supplemental

Citations

Misc

Licensing

ABSTRACT

vc-MMAE antibody-drug conjugates (ADCs) consist of a monoclonal antibody (mAb) covalently bound with a potent anti-mitotic toxin (MMAE) through a protease-labile valine-citrulline (vc) linker. The objective of this study was to characterize the pharmacokinetics (PK) and explore exposure-response relationships of eight vc-MMAE ADCs, against different targets and for diverse tumor indications, using data from eight first-in-human Phase 1 studies. PK parameters of the three analytes, namely antibody-conjugated MMAE (acMMAE), total antibody, and unconjugated MMAE, were estimated using non-compartmental approaches and compared across the eight vc-MMAE ADCs. Relationships between analytes were assessed by linear regression. Exposure-response relationships were explored with key efficacy (objective response rate) and safety (Grade 2+ peripheral neuropathy) endpoints. PK profiles of acMMAE, total antibody and unconjugated MMAE following the first dose of 2.4 mg/kg were comparable across the eight ADCs; the exposure differences between molecules were small relative to the inter-subject variability. acMMAE exposure was strongly correlated with total antibody exposure for all the eight ADCs, but such correlation was less evident between acMMAE and unconjugated MMAE exposure. For multiple ADCs evaluated, efficacy and safety endpoints appeared to correlate well with acMMAE exposure, but not with unconjugated MMAE over the doses tested. PK of vc-MMAE ADCs was well characterized and demonstrated remarkable similarity at 2.4 mg/kg across the eight ADCs. Results from analyte correlation and exposure-response relationship analyses suggest that measurement of acMMAE analyte alone might be adequate for vc-MMAE ADCs to support the clinical pharmacology strategy used during late-stage clinical development.

KEYWORDS: antibody-drug conjugate, vc-MMAE ADCs, pharmacokinetics, exposure-response analysis, first-in-human studies

Introduction

Antibody-drug conjugates (ADCs) are a novel class of therapeutic agents consisting of a monoclonal antibody (mAb) covalently bound with a cytotoxic drug through a chemical linker. The mAb preferentially targets cell surface antigens overexpressed in tumor cells. Upon binding, the ADC is internalized by the tumor cell, where it undergoes lysosomal degradation, leading to the release of the cytotoxic drug. The use of targeted delivery of highly potent cytotoxic drugs is designed to enhance the antitumor activity while minimizing the toxicity in normal tissues. Additionally, this therapeutic approach takes advantage of the favorable pharmacokinetic (PK) properties of the antibody to provide a sustained delivery of the cytotoxic drug.

Many ADCs in clinical development use a protease-labile dipeptide linker (valine-citrulline [vc]) conjugated to monomethyl auristatin E (MMAE) via solvent accessible thiol present in mAb cysteines (vc-MMAE ADCs). A representative structure of a vc-MMAE ADC is shown in Figure 1.² Conjugation through reduced inter-chain disulfide cysteine residues results in a heterogeneous mixture of conjugated antibodies, with even-numbered drug-to-antibody ratio (DAR) species of 0, 2, 4, 6 or 8. The average DARs for most of vc-MMAE ADCs in clinical development are approximately 3–4. In 2011, the United States Food and Drug Administration approved a vc-MMAE ADC, brentuximab vedotin (ADCT-101) for the treatment of relapsed anaplastic large cell lymphoma and Hodgkin's lymphoma.³

Given the complex structure of ADCs, which contain both large and small molecule components, and the mixture of various DAR species in the dosing solution, the PK of ADCs are expected to be complex. ADCs are expected to be cleared through two major pathways: proteolytic degradation and deconjugation.^{4,5} Similar to mAbs, ADC clearance through proteolytic degradation is driven primarily by catabolism mediated by target-specific or non-specific cellular uptake followed by lysosomal degradation. In contrast, deconjugation clearance is usually mediated by enzymatic or chemical cleavage (e.g., maleimide exchange) of the linker leading to the release of the cytotoxic drug from the ADC.^{6,7} It is expected that ADC catabolism and deconjugation in vivo change the concentration and relative fractions of individual DAR species with time, by converting high DAR species to low DAR species, resulting in a gradual decrease in average DAR over time. This phenomenon was observed in a preclinical study as well.⁸

Considering the heterogeneity and complex changes in ADC concentration and composition after ADC administration, multiple analytes have been measured in order to characterize the PK properties of an ADC.⁹ These measurements include conjugate (evaluated as either conjugated-antibody or antibody-conjugated drug), total antibody (sum of conjugated, partially deconjugated, and fully deconjugated antibodies), naked antibody (antibody without the conjugated drugs) and the unconjugated drug.^{9–10} For the vc-MMAE ADCs clinically developed at Genentech, three analytes are routinely measured for PK assessment: antibody-conjugated MMAE (acMMAE), total antibody, and unconjugated MMAE.⁹

Over the past decade, Genentech has developed eight vc-MMAE ADCs, against different targets and for diverse tumor indications, which provides a unique opportunity to characterize the clinical pharmacology for this class of ADCs. Here, we report and compare the PK characteristics of the eight vc-MMAE ADCs using data from eight first-in-human (FIR) Phase 1 studies in cancer patients. The correlation between analytes was assessed across the eight ADCs. Additionally, exposure-response relationship analysis was conducted to explore the key analyte that correlates with efficacy and safety endpoints.

Results

vc-MMAE ADCs and PK data

The drug targets, tumor indications, number of patients, and dosage for the eight vc-MMAE ADCs are

Related articles

Preclinical and translational pharmacokinetics of a novel Trastuzumab antibody-antibody conjugate against HER2-positive breast cancer

Drug Delivery and Biotechnology

Antibody-drug conjugates: A review of the clinical development of antibody-drug conjugates

Journal of Clinical Pharmacy and Therapeutics

Antibody-drug conjugates: A review of the clinical development of antibody-drug conjugates

Journal of Clinical Pharmacy and Therapeutics

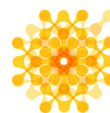
Antibody-drug conjugates: A review of the clinical development of antibody-drug conjugates

Journal of Clinical Pharmacy and Therapeutics

Skyscraper 160 x 600 px

MPU 300 x 250 px

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2026 CDA Editorial Calendar

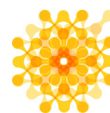
The CDA Journal is digitally published by Taylor & Francis, a best-in class international publisher of scholarly journals and books. The CDA Journal is available online to CDA members as well as dentists in other states and around the world. The renowned platform allows for dynamic and clickable advertising.

CDA features continuous publishing of articles throughout the year sharing cutting-edge scientific developments in dental technology and clinical techniques plus peer-reviewed articles topical to the art and science of dentistry. The following collections will be featured in 2026.

CDA Journal

Month	Theme
February	No Practice is an Island: Impacts of Federal Economic and Health Policies on Dentistry and Oral Health
April	Caring for Vulnerable Populations
June	Ethical Considerations for Adopting New Technologies
August	Rethinking Dental Education
October	Sleep Apnea

Themes are subject to change.



2026 CDA Journal specifications

File formats

The preferred file format for all submissions is a JPG or GIF for animated images. If animated, we recommend no more than 4 layers to your animation. File sizes should be no larger than 50 kB. 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

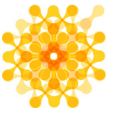
Photographic (raster) image resolution must be at least 72 pixels per inch at 100% size.

Mechanicals

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Incorrect files

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



2026 Educational Events

February

Saturday, February 28 | **Now + Next in Dentistry** | Roseville, CA

March

Sunday, March 1 | **Now + Next in Dentistry** | San Jose, CA

May

Thursday, May 14 - Saturday, May 16 | **CDA Presents** | Anaheim, CA

Thursday, May 14 | **Dental Team Summit** | Onsite during CDA Presents

August

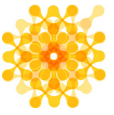
Saturday, August 29 | **Now + Next in Dentistry** | Los Angeles, CA

Sunday, August 30 | **Now + Next in Dentistry** | Redlands, CA



Sponsorship Opportunity

CDA's Now + Next in Dentistry brings quality education and local networking to communities across California. Hosting up to 100 attendees each, sponsors are invited to reach CDA members first as they exit dental school and look towards future practice ownership, associateship, and more. Sponsors are invited to showcase their brands with a 6-foot table-top and network with dentists across the state.



CDA Presents Events & Sponsorships

Engage your target audience.

CDA Presents The Art and Science of Dentistry is an annual convention that serves thousands of dentists, hygienists, dental assistants, lab techs, dental students, exhibitors, guests and media representatives. You can connect your brand to thousands of dental professionals in creative, memorable ways. 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.



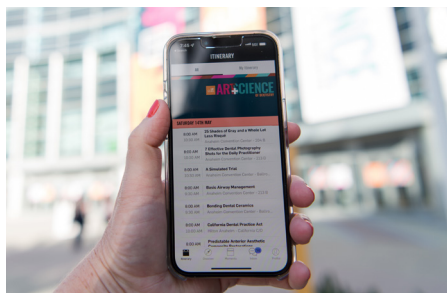
Banners

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

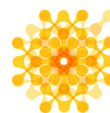
Get exposure via alerts, clickable banners and more through our event app.



Carpet Decals

Place eye-catching large 8' x 8' adhesive graphics in high-traffic registration area at front of exhibit hall.

CDA Presents Events & Sponsorships



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

Averaging approximately 1,500 attendees viewing the research and earning C.E., make an impression on the future of the profession.



Registration Badges

Gain exclusive rights to advertise on the reverse side of registration badges.



Lanyards

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



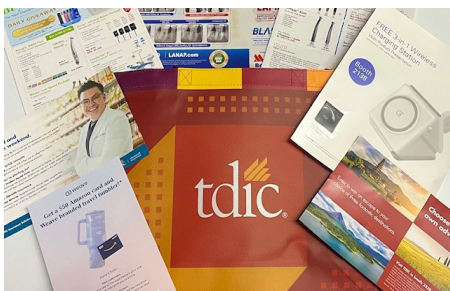
Continuing Education Process

Sponsorship includes prominent logo recognition in key areas including the C.E. Pavilion and meeting rooms signs, giving you great visibility.



Shuttle Buses

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



Tote Bags/Inserts

Have attendees carry your message with them all day long for maximum exposure.



Spark Park Pop-Ups

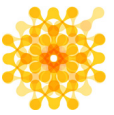
Connect with attendees as they enjoy daily pop-up surprises in the exhibit hall.



Career Accelerator Workshop

Showcase your company as a trusted advisor and target early career dentist with workshops and coaching sessions.

CDA Presents Events & Sponsorships



The Spark Innovation Theater

New high production theater for companies to present one-hour programs focused on technology, artificial intelligence, digital dentistry, research and dental innovation.



Corporate Forums

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



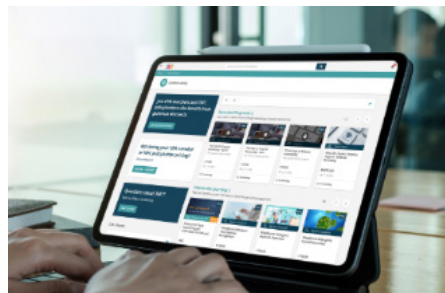
The Spot Education Theater

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



Aisle Signs

Gain exceptional visibility when you promote your company beneath exhibit hall aisle signs.



Online Learning Sponsorships

Boost your brand awareness in support of continuing education with opportunities on CDA Presents 360 year-round online learning.



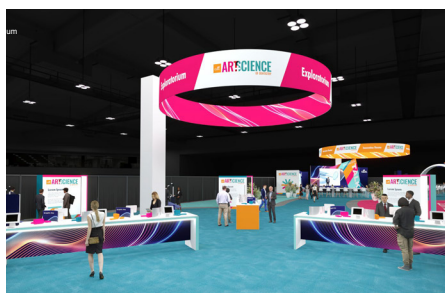
Product Placement Stations

Promote your product with the exclusive rights to set up product placement stations in exhibit hall restrooms.



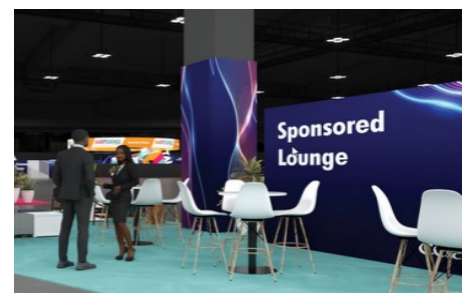
Digital Daily Agenda

Have your message illuminated among the lecture and workshop information. One monitor exclusive to sponsor's message.



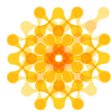
Product Playground

Showcase cutting-edge products and innovative technologies. Display products and services on high-end tables, floor space and large wall graphics.



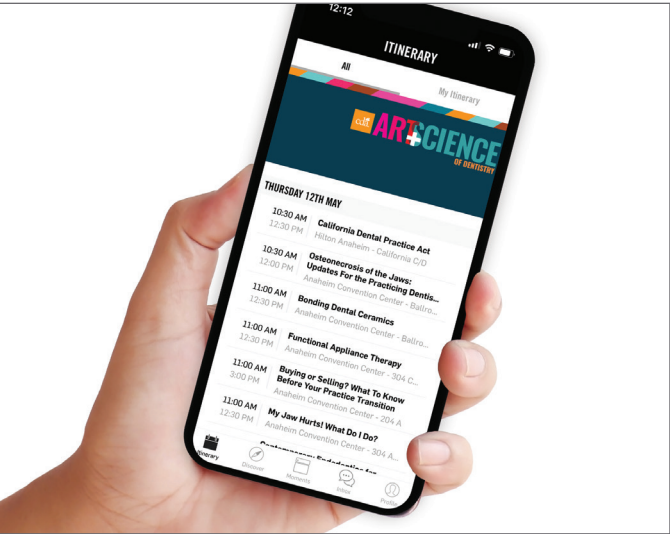
Lounges

Showcase your company with high end signage, display collateral and welcome attendees to relax in a sponsored lounge. Get creative with a branded social media moment that engages attendees.



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-through banners, announcements and more. App advertisements are exclusive to companies exhibiting at CDA’s conventions.



App advertising rates

2026 CDA Presents mobile app rates (call 916.554.4952 for availability)

Event rotating banner (limited to 10 companies, equal rotation)	\$1,500
Push notifications	\$1,500
Activity feed posts	\$500

Enhance Your Recruitment Strategies with the CDA Career Center.



- ⌘ **Showcase** your job openings or practices that you're looking to sell to attract highly qualified team members and job seekers.
- ⌘ **Engage** with potential candidates through the Resume Bank to find your ideal hire.
- ⌘ **Build** a comprehensive company profile to provide job seekers with valuable insights about your organization.
- ⌘ **Reach** over 22,500 dental professionals in California by advertising your open positions through the exclusive Job Flash™ Email.
- ⌘ **Foster** diversity in your candidate pool, including veterans, and utilize job aggregator websites and social media for broader distribution.
- ⌘ **Connect** with dental professionals ready to buy or lease a practice.

48,000+
site visitors

7,000+
average job views
per month

FEATURED JOBS

General Dentist 300 Smiles San Luis Obispo, CA	Orthodontist Kids Care Dental & Orthodontics Fairfield, CA
San Diego Dental Practice for Sale Confidential San Diego, CA	Dentist Confidential San Jose, CA

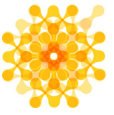
SEARCH JOBS

Keyword or Job Title

Location

EXPLORE THE CDA CAREER CENTER





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 and absolute discretion which decision shall be final and conclusive, for any advertisement 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 dental professionals. 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 CDA believes, in its sole discretion, that an advertiser has not complied, then it may reject 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 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 anti-discrimination laws, rules, and regulations. In addition, CDA prohibits discrimination in advertisements toward an individual or group on account of age, sex, color, race, religion, ancestry, national origin, disability, medical or genetic condition, marital status, sexual orientation, citizenship, primary language, immigration status, lawful political affiliation, 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 Services 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.