

2024

CDA Media Kit

CONNECT AND
ENGAGE WITH
DENTISTRY'S BRIGHTEST



Market Profile

Make unrivaled connections to California dental professionals.

The California Dental Association serves more than 27,000 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

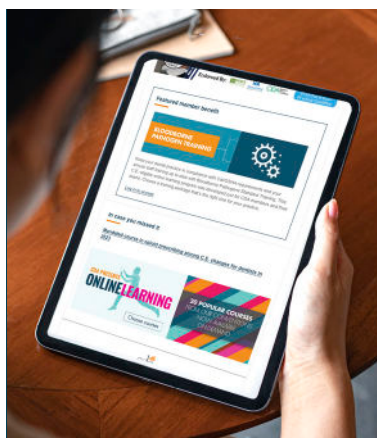


WHAT THEY'RE READING

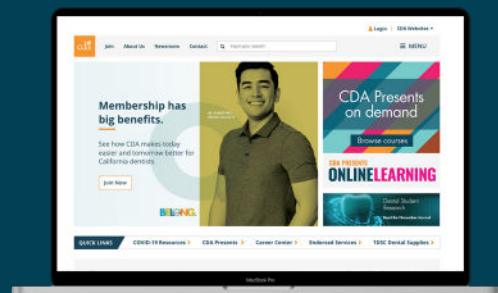


The *CDA Journal* attracts readers from around the world, spanning the United States and all the way to India, Brazil and the U.K. Articles are downloaded by readers nearly **20,000 times** each month.

HOW THEY ENGAGE



The Inside California Dentistry e-newsletter is distributed to more than **20,500 members** each week, averaging approximately **13,000 views**.



On average, cda.org attracts **250,000 pageviews** monthly, and users view 3+ pages each visit.

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

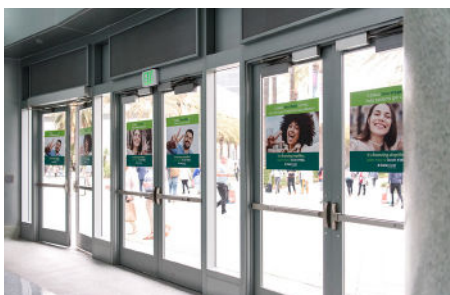


95% of convention attendees spent time in the exhibit hall, with 39% spending 3 or more hours.

CDA Presents Events & Sponsorships

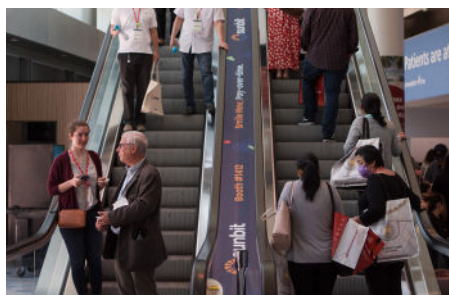
Engage your target audience.

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.



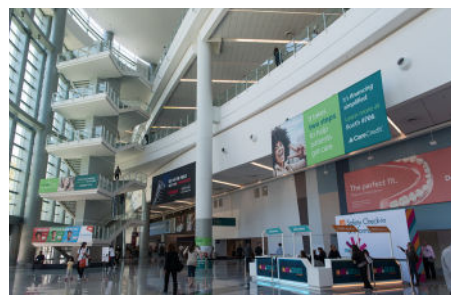
Door Clings

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.



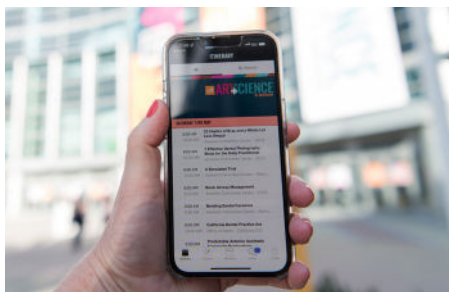
Banners

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.



The Spot

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



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.



Registration Badges

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



Tote Bags/Inserts

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



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.

CDA Presents Events & Sponsorships



Digital Daily Agenda

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



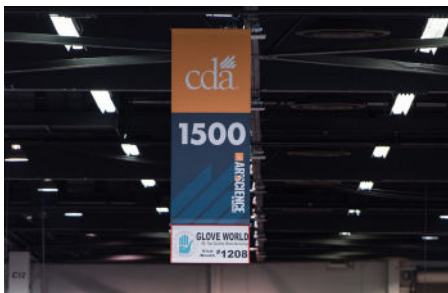
Corporate Forums

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



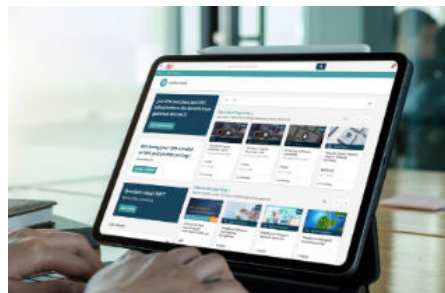
Product Placement Stations

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



Aisle Signs

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

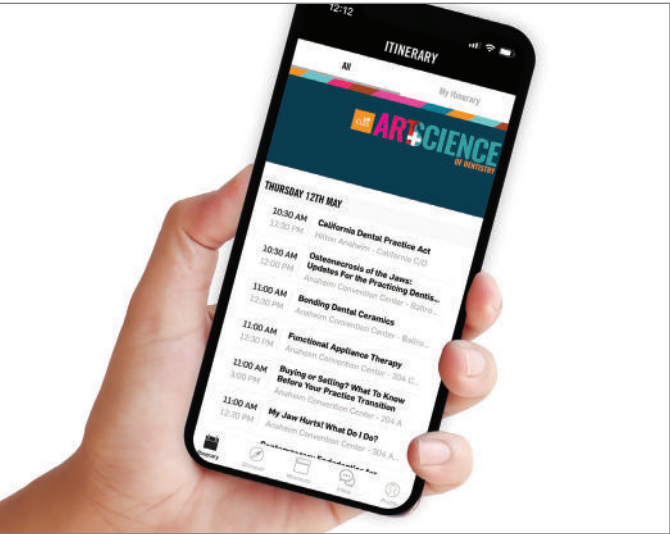


Online Learning Sponsorships

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

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

2024 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

2024 Events Calendar

January

Saturday, January 27 | **Now + Next in Dentistry** | San Diego, CA

Sunday, January 28 | **Now + Next in Dentistry** | San Marino, CA

March

Thursday, March 7 | **Now + Next in Dentistry** | Fresno, CA

Saturday, March 9 | **Now + Next in Dentistry** | San Jose, CA

May

Thursday, May 16 - Saturday, May 18 | **CDA Presents** | Anaheim, CA

Friday, May 17 | **Dental Team Summit** | Onsite during CDA Presents

September

Thursday, September 5 - Saturday, September 7 | **Hands-On Workshops** | Napa, CA

Thursday, September 26 - Saturday, September 28 | **Hands-On Workshops** | Carlsbad, CA

October

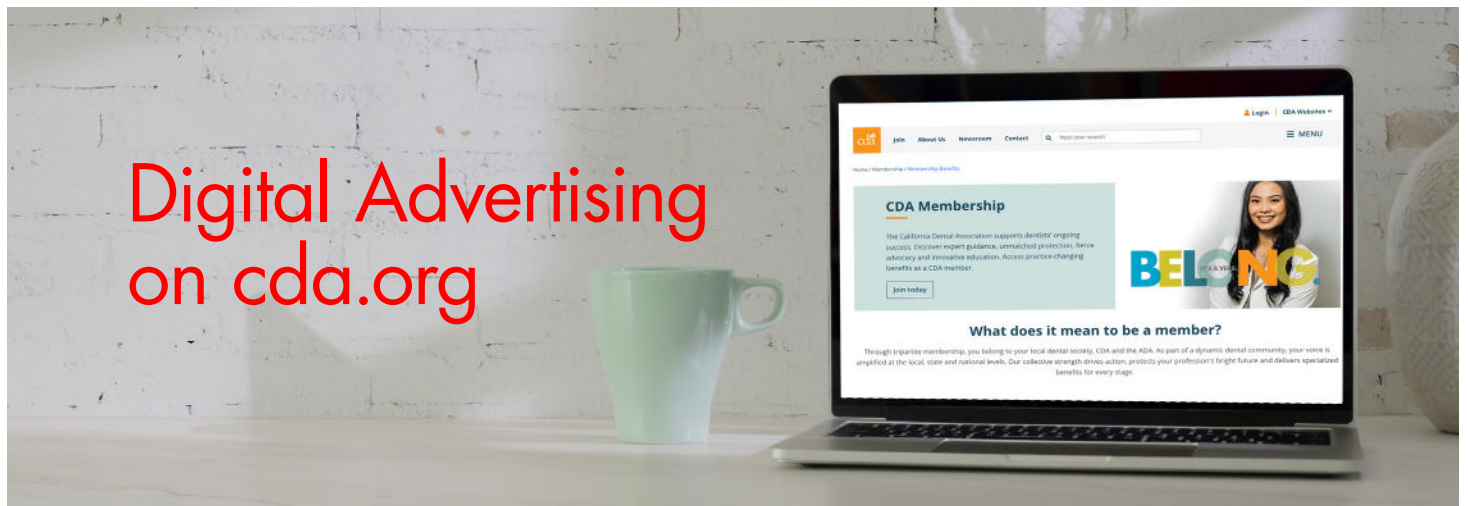
Thursday, October 3 - Saturday, October 5 | **Hands-On Workshops** | Indian Wells, CA

Friday, October 11 | **Dental Team Summit** | San Ramon, CA

November

Thursday, November 14 - Saturday, November 16 | **Hands-On Workshops** | Carmel, CA

Digital Advertising on cda.org



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 250,000 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.

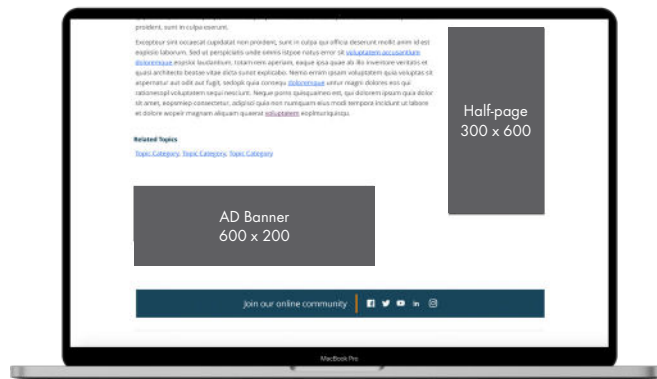
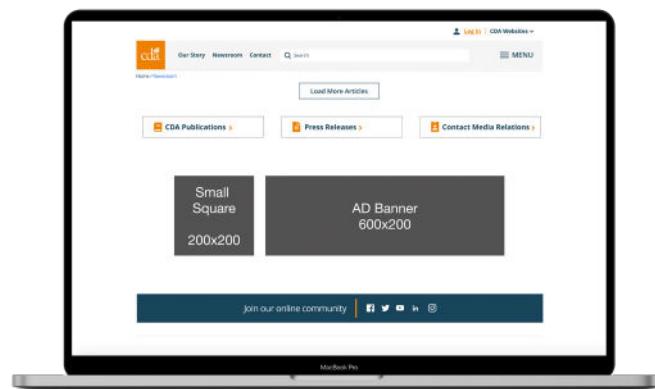
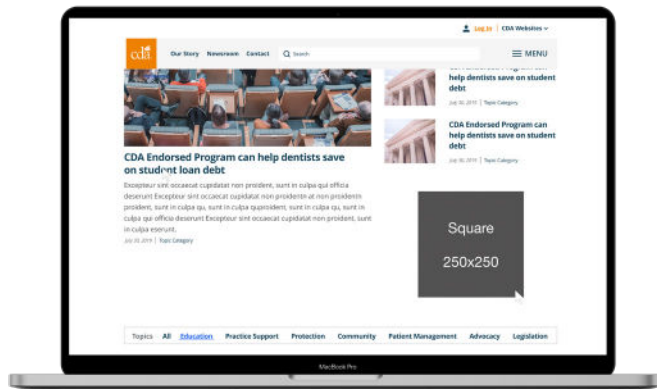
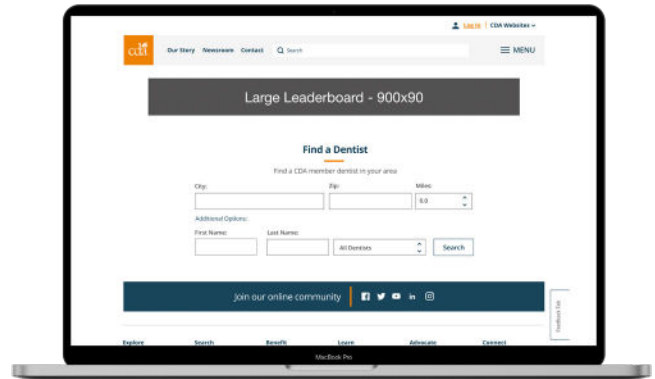
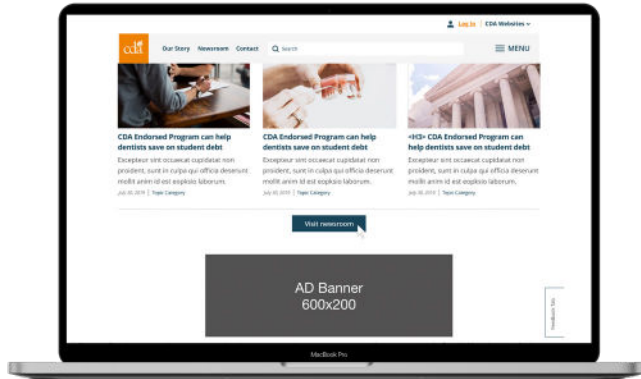
2024 cda.org rates

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 Ad Banner (600 pixels x 200 pixels)	\$1,300
Home Page Large Leaderboard (900 pixels x 90 pixels)	1,300
Newsroom Ad Banner (600 pixels x 200 pixels)	1,000
Newsroom Square (250 pixels x 250 pixels)	500
Newsroom Small Square (200 pixels x 200 pixels)	400

Digital Advertising

2024 cda.org website ad placement examples



Digital Advertising

Inside California Dentistry Newsletter

A recurring email digest that reaches approximately 20,500 members, highlighting evolving news developments, actionable guidance, updates from leadership and links to timely resources focused on supporting dentists.

2024 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 Advertising

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.

Publications and Digital Ads

Influence nearly 27,000 of dentistry's best and brightest.

CDA is an industry leader for publishing accurate, authoritative and relevant information. 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.

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 on Taylor and Francis Online to CDA members as well as dentists in other states and around the world. The renowned platform allows for dynamic and clickable advertising. Newly launched on a research publication platform, this journal shares cutting-edge scientific developments in dental technology and clinical techniques plus peer-reviewed articles topical to the art and science of dentistry.



2024 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

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

Skyscraper
60 x 600 px

Publications and Digital Ads

2024 CDA editorial/advertising calendar

CDA Journal

Month	Features	Guest Editor	Ad Deadline	Materials Deadline
January	Dental Student Research	Dr. Flavia Pirih	Dec 1, 2023	Dec 15, 2023
February	Greater Than The Sum	Dr. Jared Fine	Jan 1, 2024	Jan 15, 2024
March	Orofacial Pain or General Topics	TBD	Feb 1, 2024	Feb 15, 2024
April	Global Health	Dr. Brittany Seymour	Mar 1, 2024	Mar 15, 2024
May	Alternate Pathways in Dentistry	Dr. Andrew Young	Apr 1, 2024	Apr 15, 2024
June	Dentistry and Mental Health	Dr. Irene Hilton	May 1, 2024	May 15, 2024
July	Dentistry and Climate Change	Dr. David Ojcus & Dr. Nader Nadershahi	Jun 1, 2024	Jun 15, 2024
August	QI	Dr. Steve Geiermann & Ms. Eve Cuny	Jul 1, 2024	Jul 15, 2024
September	TMD	Dr. Sujay Mehta	Aug 1, 2024	Aug 15, 2024
October	Pediatric IPE	Dr. Krystle Rapisura	Sep 1, 2024	Sep 15, 2024
November	Enamel Remineralization	Dr. Stephan Habelitz	Oct 1, 2024	Oct 15, 2024
December	Dental Student Research	Dr. Paul Glassman	Nov 1, 2024	Nov 15, 2024

Topics are subject to change.

2024 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 QuarkX-Press 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 ads that do not contain a border.

Incorrect files

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

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 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.