2024
CDA Media Kit

CONNECT AND
ENGAGE WITH
DENTISTRY’S BRIGHTEST
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

California is home to seven dental schools and approximately 1,000 new graduates each year. Connect with each of them through CDA student programs year-round.

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

71% of California dentists

27,000 strong
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.

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

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

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

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

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

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.
CDA Presents Events & Sponsorships

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)

<table>
<thead>
<tr>
<th>Service</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event rotating banner (limited to 10 companies, equal rotation)</td>
<td>1,500</td>
</tr>
<tr>
<td>Push notifications</td>
<td>1,500</td>
</tr>
<tr>
<td>Activity feed posts</td>
<td>500</td>
</tr>
</tbody>
</table>
# 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
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.

<table>
<thead>
<tr>
<th>Digital graphics RGB Color space 72 dpi</th>
<th>30 days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Page Ad Banner (600 pixels x 200 pixels)</td>
<td>$1,300</td>
</tr>
<tr>
<td>Home Page Large Leaderboard (900 pixels x 90 pixels)</td>
<td>1,300</td>
</tr>
<tr>
<td>Newsroom Ad Banner (600 pixels x 200 pixels)</td>
<td>1,000</td>
</tr>
<tr>
<td>Newsroom Square (250 pixels x 250 pixels)</td>
<td>500</td>
</tr>
<tr>
<td>Newsroom Small Square (200 pixels x 200 pixels)</td>
<td>400</td>
</tr>
</tbody>
</table>
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

<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>
<tr>
<td>Second Full-Width Ad Banner (600 pixels x 200 pixels)</td>
<td>1,100</td>
<td>900</td>
</tr>
</tbody>
</table>

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.)
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.
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.

<table>
<thead>
<tr>
<th>Placement</th>
<th>Sizing</th>
<th>30 days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 pixels</td>
<td>$1,300</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 pixels</td>
<td>$1,000</td>
</tr>
<tr>
<td>MPU</td>
<td>300 x 250 pixels</td>
<td>$500</td>
</tr>
</tbody>
</table>
Publications and Digital Ads

2024 CDA Journal specifications

<table>
<thead>
<tr>
<th>Unit</th>
<th>Width x Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 pixels</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 pixels</td>
</tr>
<tr>
<td>MPU</td>
<td>300 x 250 pixels</td>
</tr>
</tbody>
</table>

**Clinical pharmacology of vc-MMAE antibody-drug conjugates in cancer patient tolerability from normal first-in-human Phase 1 studies**

**Abstract**

An antibody-drug conjugate (ADC) is a small molecule consisting of an antibody linked to a cytotoxic drug (in a payload) through a linker-drug conjugate. The ADC is a therapeutic that combines the specificity of an antibody with the cytotoxicity of a drug. The purpose of an ADC is to deliver the drug to the target cells and minimize the systemic side effects. The drug is released from the ADC by enzymatic cleavage of the linker, allowing the cytotoxic drug to enter the cell and induce apoptosis. This approach allows for precise targeting of the drug to the tumor cells, potentially reducing toxicity to normal tissues.

**Introduction**

Antibody-drug conjugates (ADCs) are among the most promising classes of therapeutic agents, combining the exquisite specificity of antibodies with potent cytotoxic payloads. The modular nature of ADCs allows for the design of a wide range of chemotherapeutic combinations that can be tailored to specific cancer types. The success of ADCs in clinical trials has led to the development of new strategies for improving their efficacy and reducing toxic side effects.

**Methods**

In this study, we investigated the tolerability of delivering vc-MMAE drug conjugates to cancer patients. VC-MMAE is a potent and highly cytotoxic payload that can be conjugated to antibodies. The study aimed to evaluate the safety profile of different dosing regimens and to determine the optimal therapeutic index for vc-MMAE.

**Results**

The results demonstrated that the vc-MMAE conjugate was well-tolerated in cancer patients, with acceptable side effects that were generally manageable. The drug-conjugate was effective in inducing a clinical response in several patients, with a notable reduction in tumor burden.

**Conclusion**

The study confirmed the potential of vc-MMAE antibody-drug conjugates as a promising therapeutic approach for cancer treatment. Further research is needed to optimize the design and delivery of these conjugates to achieve maximum efficacy and minimize toxicity.
# 2024 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>Dental Student Research</td>
<td>Dr. Flavia Pirih</td>
<td>Dec 1, 2023</td>
<td>Dec 15, 2023</td>
</tr>
<tr>
<td>February</td>
<td>Greater Than The Sum</td>
<td>Dr. Jared Fine</td>
<td>Jan 1, 2024</td>
<td>Jan 15, 2024</td>
</tr>
<tr>
<td>March</td>
<td>Orofacial Pain or General Topics</td>
<td>TBD</td>
<td>Feb 1, 2024</td>
<td>Feb 15, 2024</td>
</tr>
<tr>
<td>April</td>
<td>Global Health</td>
<td>Dr. Brittany Seymour</td>
<td>Mar 1, 2024</td>
<td>Mar 15, 2024</td>
</tr>
<tr>
<td>May</td>
<td>Alternate Pathways in Dentistry</td>
<td>Dr. Andrew Young</td>
<td>Apr 1, 2024</td>
<td>Apr 15, 2024</td>
</tr>
<tr>
<td>June</td>
<td>Dentistry and Mental Health</td>
<td>Dr. Irene Hilton</td>
<td>May 1, 2024</td>
<td>May 15, 2024</td>
</tr>
<tr>
<td>July</td>
<td>Dentistry and Climate Change</td>
<td>Dr. David Ojcius &amp; Dr. Nader Nadershahi</td>
<td>Jun 1, 2024</td>
<td>Jun 15, 2024</td>
</tr>
<tr>
<td>August</td>
<td>QI</td>
<td>Dr. Steve Geiermann &amp; Ms. Eve Cuny</td>
<td>Jul 1, 2024</td>
<td>Jul 15, 2024</td>
</tr>
<tr>
<td>September</td>
<td>TMD</td>
<td>Dr. Sujay Mehta</td>
<td>Aug 1, 2024</td>
<td>Aug 15, 2024</td>
</tr>
<tr>
<td>October</td>
<td>Pediatric IPE</td>
<td>Dr. Krystle Rapisura</td>
<td>Sep 1, 2024</td>
<td>Sep 15, 2024</td>
</tr>
<tr>
<td>November</td>
<td>Enamel Remineralization</td>
<td>Dr. Stephan Habelitz</td>
<td>Oct 1, 2024</td>
<td>Oct 15, 2024</td>
</tr>
<tr>
<td>December</td>
<td>Dental Student Research</td>
<td>Dr. Paul Glassman</td>
<td>Nov 1, 2024</td>
<td>Nov 15, 2024</td>
</tr>
</tbody>
</table>

Topics are subject to change.
Publications and Digital Ads

**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 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 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 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.