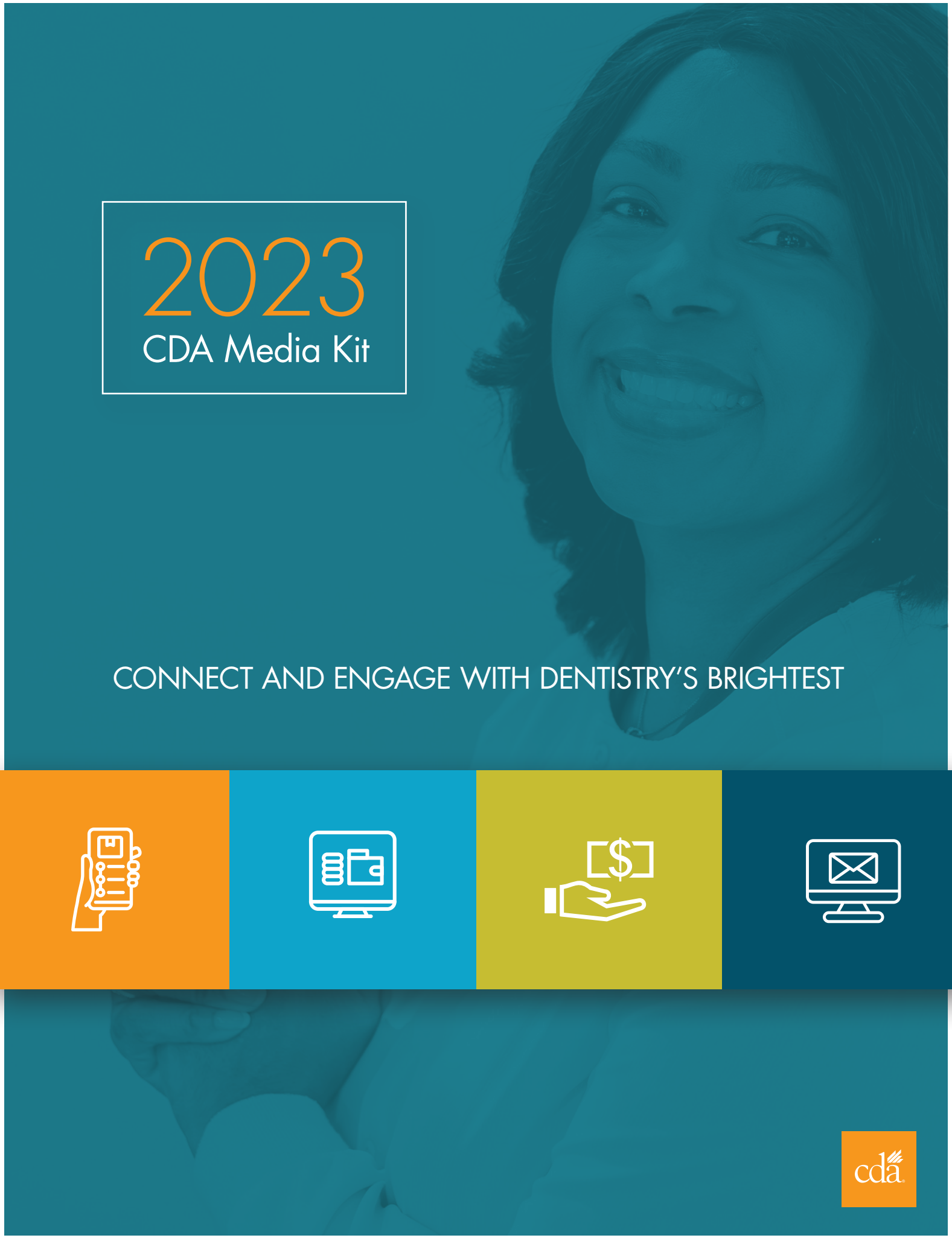


2023 CDA Media Kit

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 seven 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.

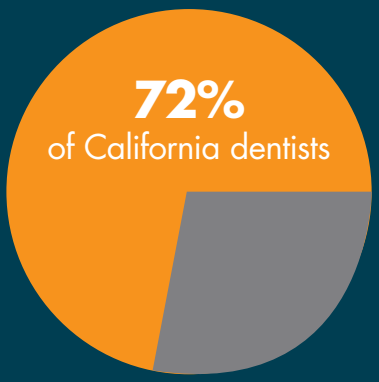
WHO OUR MEMBERS ARE



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



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



72%
of California dentists

27,000 strong

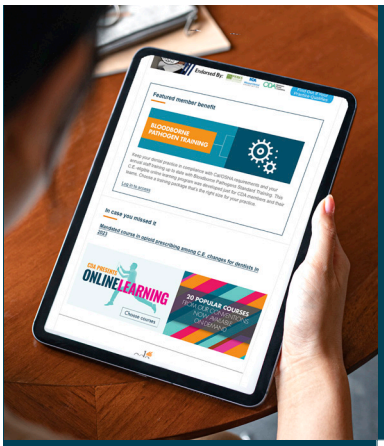
WHAT THEY'RE READING



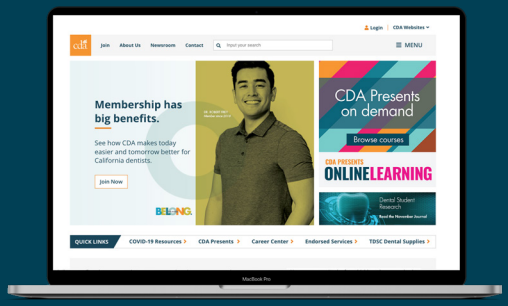
The Journal attracts approximately **20,000 readers** from around the world each month, spanning the United States and all the way to India, Brazil and the U.K.

8 out of 10 dentists source the CDA Journal, whereas 1 in 3 cite other publications **(80% vs 33%)**

HOW THEY ENGAGE



The Inside California Dentistry e-newsletter is distributed to more than **21,500 members** each week, averaging approximately **9,000 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.

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. Whether using targeted tactics in person or through live virtual events, 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.



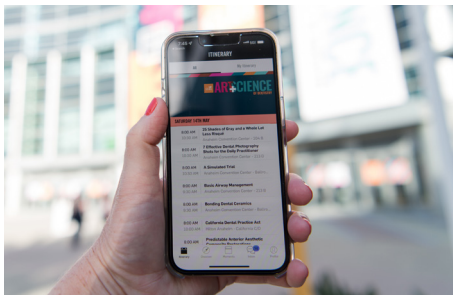
Banners

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.



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 hall aisle signs.

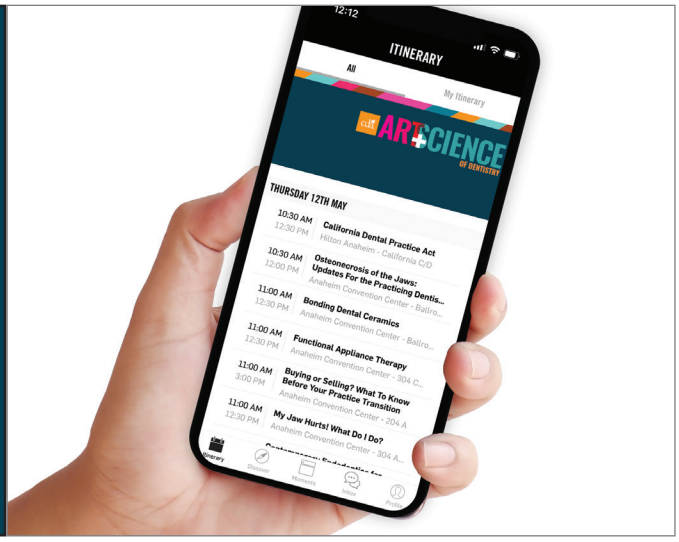


Online Learning Sponsorships

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

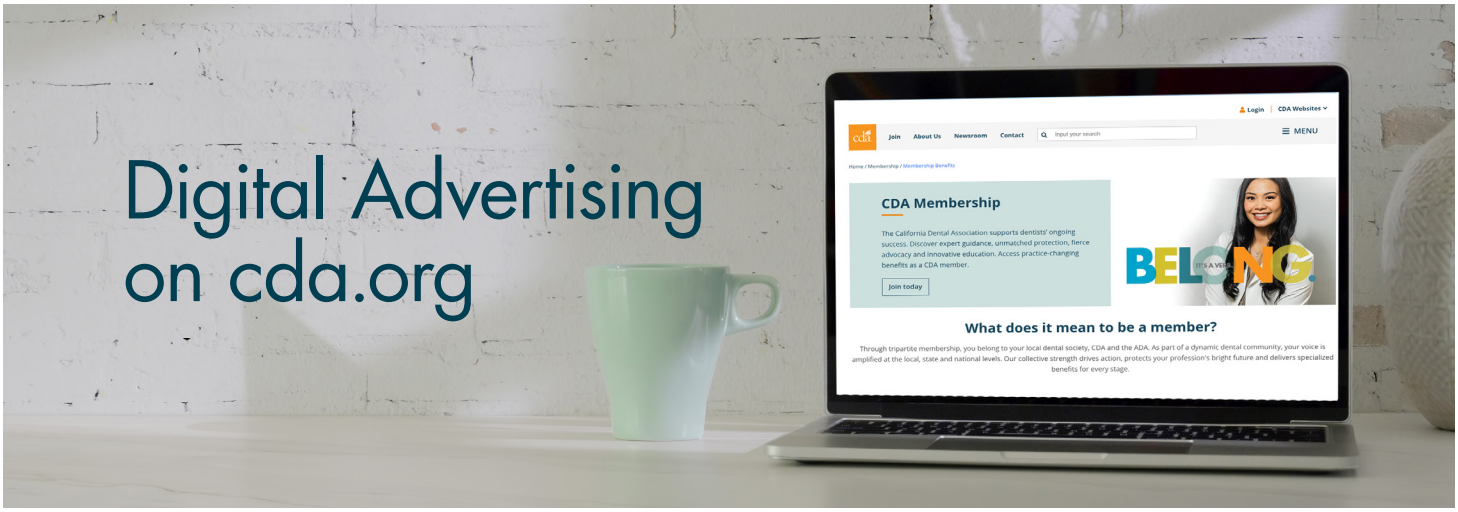
CDA Presents app

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

2023 CDA Presents mobile app rates (call 916.554.4952 for sizes and availability)	
Event rotating banner (limited to 10 companies, equal rotation)	1,500
Push notifications	1,500
Activity feed posts	500



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.

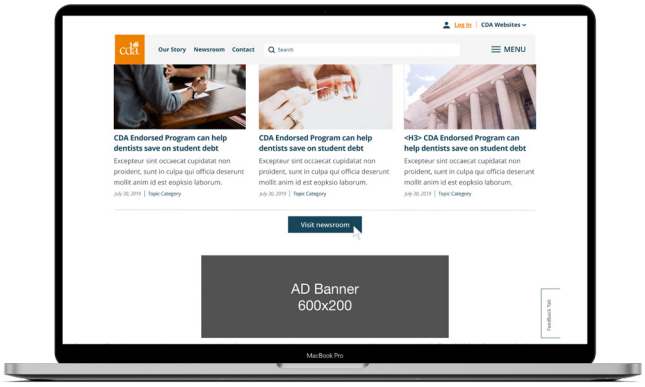
2023 cda.org rates

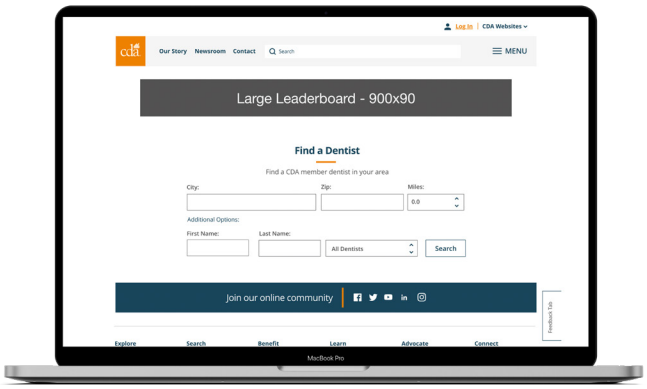
To place an ad, please call 916.554.4952 or email sue.gardner@cda.org.

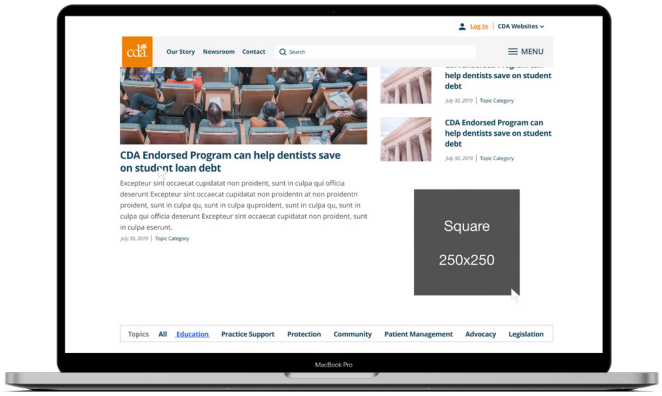
Digital graphics RGB Color space 72 dpi	**30 days**
Home Page Ad Banner (600 pixels x 200 pixels)	$1,300
Home Page Large Leaderboard (900 pixels x 90 pixels)	1,300
Newsroom Ad Banner (600 pixels x 200 pixels)	1,000
Newsroom Square (250 pixels x 250 pixels)	500
Newsroom Small Square (200 pixels x 200 pixels)	400
Article Ad Banner (600 pixels x 200 pixels)	700
Article Half Page (300 pixels x 600 pixels)	700

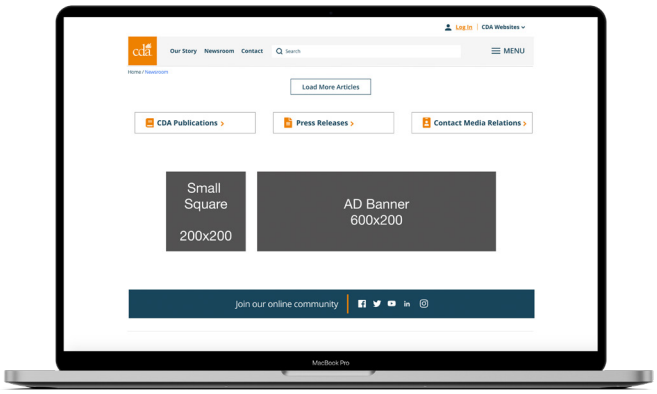
Digital Advertising

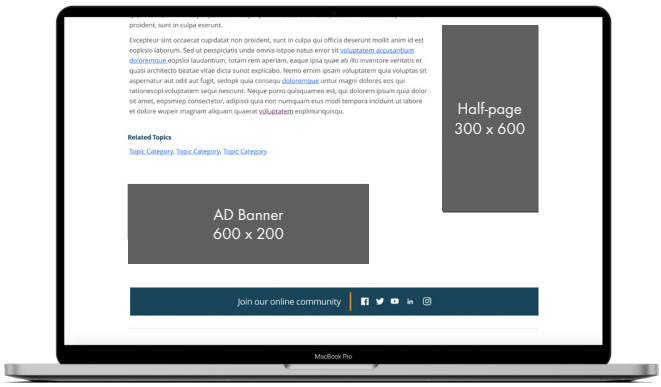
2023 cda.org website ad placement examples











Digital Advertising

Inside California Dentistry Newsletter

A recurring email digest that reaches approximately 21,500 members, highlighting evolving news developments, actionable guidance, updates from leadership and links to timely resources focused on supporting dentists.

2023 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.

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.