



Mississippi

DENTAL ASSOCIATION

Advertising Rates 2022-2023

An Invitation from the Mississippi Dental Association:

Communication is one of the most important services MDA provides to our members. Advertisers make it possible for us to provide valuable resources and to effectively communicate information to our dental community. We sincerely hope you are able to continue your financial support of our association as we all work to move forward this coming year.

Advertisers can be confident in knowing that Mississippi dentists see, note, and are informed of those companies that financially support their profession (in addition to providing quality services and products). Our association promotes these companies to our dentist members and their office teams. We encourage dentists to support those companies who support the MDA. Advertisements that are provided in our MDA directory and electronic newsletter are featured in a high quality and professionally produced manner.

The MDA invites you to advertise with our association. The following information details our communication, distribution times, audience, advertising options and rates. Advertising is sold by annual contract. Companies can select to advertise in our annual resource guide/directory, quarterly electronic newsletter or both.

Please review the information provided and let us know if you have any additional questions. As an extended member of our MDA family, we hope you and your families are staying healthy. We look forward to working with you and promoting your company to our Mississippi dental community.

Pia Chatterjee Kirk, D.D.S.
MDA Editor

Melinda Lucas, D.M.D.
MDA Council on Communications Chair

MDA Advertising Information:

- **Resource Guide & Membership Directory**
(Full Page Ad or Half Page Ad)



This publication is printed annually and distributed to over one thousand dentist professionals in Mississippi. The *MDA Resource Guide and Membership Directory* is utilized in dental offices throughout the year for resource references and also colleague to colleague contacts. This publication is printed in color and offers an excellent advertising venue for your company that will be viewed over and over throughout the year.

- **e-MDA Insider**



(Full Page Ad with weekly E-Gram logo, Half Page Ad, 1/4 Page Ad or 1/8 Page Ad)

Our electronic newsletter is emailed to our entire membership in four quarterly editions. This electronic communication is professionally designed and distributed in a full color, flipbook format that is easy to download. The newsletter contains timely dental news, announcements and resource information related to our association and the dental profession in our state. The quarterly newsletter is also archived on our MDA website for easy member access 24/7. Advertising is included at a charge based on the ad size selection.

Publication Dates for 2022-2023

MDA Resource Guide-Member Directory - July or August 2022

e-MDA Insider – Quarterly publication which be published and distributed between July-September 2022, October-December 2022, January-March 2023, and April-June 2023

Reserved Advertising Space

The MDA reserves the right to accept contracts and assign advertising space on a “first-come, first-served” basis to accommodate the advertiser’s selection, design and layout based on the space available in the printed resource guide/directory or electronic newsletter.

Ad Copy for Printed and Electronic Communications

Ad copy will be accepted electronically by email. Ads must be Mac/PC formatted in Adobe Illustrator and/or Adobe PDF.

Email all ad copy items to: tasha@msdental.org

Deadline Date to Contract 2022-2023 MDA Advertising

July 1, 2022

Ad Copy Deadlines (July 2022 – June 2023)

MDA Resource Guide-Member Directory July 15, 2022

e-MDA Insider (option to change ads quarterly)

July 15, October 15, January 15, April 15

Payment Policy

All advertising packages are reserved by annual contract agreements. Payment in full can be submitted with the annual contract or you may elect to receive an invoice payable upon receipt. Payment should be issued by check payable to:

Mississippi Dental Association
439 B Katherine Drive
Flowood, MS 39232

Cancellations

Any cancellation must be submitted in writing to the MDA office by mail or email – tasha@msdental.org. Cancellation of contracted advertising packages will result in a penalty equal to 50% of the balance of the contract.

Advertising Rates – Ad Sizes:

- **Resource Guide & Membership Directory**

Rates listed are for the one printed issue. *MDA Resource Guide and Membership Directory* will be printed in full color.

Placement/Page Size	Cost	Width	Height
Back Cover (full page)	\$1,500	8.5"	11" + .125"bleed
Inside Front Page (full page)	\$1,250	8.5"	11" + .125"bleed
Inside Back Page (full page)	\$1,250	8.5"	11" + .125"bleed
Full Page	\$1,000	8.5"	11" + .125"bleed
Half Page	\$ 750	8"	5"

- **e-MDA Insider**

Rates listed are calculated per newsletter issue and totaled for the year. *e-MDA Insider* ad copy will run in all monthly electronic newsletters and will be formatted in color only.

Size	Cost	Width	Height
Full Page and E-Gram Logo *	\$500 / quarterly (\$2000/yr)	8.75"	11.75"
Half Page	\$250 / quarterly (\$1000/yr)	8"	5.328"
Quarter Page	\$150/ quarterly (\$600/yr)	3.89"	5.328"
1/6 page	\$75 / quarterly (\$300/yr)	2.5"	5.328"

*Advertisers who choose full page ad space will have their logo and link to their website promoted throughout the year on the Mississippi Dental Association's weekly e-GRAM. All logos and website links should be emailed to tasha@msdental.org.

Additional Information

Have questions or need assistance in selecting an advertising option? Please note that separate contracts need to be submitted for the MDA Resource Guide / Membership Directory and/or the e-MDA Insider – Quarterly Electronic Newsletter. Contact the MDA staff at (601) 664-9691 or tasha@msdental.org.

Advertising Contract
MDA Resource Guide/ Membership Directory
2022 - 2023

Company Name: _____

Contact: _____ Position: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Note: Ad space is contracted and reserved on an annual basis that runs current with the MDA fiscal year, July 1st – June 30th. Deadline to reserve space is July 1, 2022. Ads must be Mac/PC formatted in Adobe Illustrator and/or Adobe PDF.

Ad in MDA Resource Guide & Directory

Resource Guide/Directory Selection - check one

Back Cover (full page) \$1,500 _____

Inside Front Page (full page) \$1,250 _____

Inside Back Page (full page) \$1,250 _____

Full Page \$1,000 _____

Half Page \$ 750 _____

_____ **Annual Total**

Check one:

Full Payment Enclosed: _____ **or** **Provide Invoice for Payment:** _____

We agree to abide by the above stated for contracting annual advertising space as listed.

Signature: _____ **Date:** _____

Please return **by mail:** Mississippi Dental Association **by FAX:** (601)664-9796 **by email:** tasha@msdental.org
439 B Katherine Drive
Flowood, MS 39232

Advertising Contract
e-MDA Insider – Quarterly Electronic Newsletter
2022 - 2023

Company Name: _____

Contact: _____ Position: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Note: Ad space is contracted and reserved on an annual basis that runs current with the MDA fiscal year, July 1st – June 30th. Deadline to reserve space is July 1, 2022. Ads must be Mac/PC formatted in Adobe Illustrator and/or Adobe PDF.

e-MDA Insider – Quarterly Electronic Newsletter Selection – check one

Full Page with E-Gram Logo \$500 per quarter (\$2,000 / year) _____

Half Page \$250 per quarter (\$1,000 / year) _____

Quarter Page \$150 per quarter (\$600 / year) _____

1/6 Page \$ 75 per quarter (\$300 / year) _____

Annual Total _____

Check one:

Full Payment Enclosed: _____ **or** **Provide Invoice for Payment:** _____

We agree to abide by the above stated for contracting annual advertising space as listed.

Signature: _____ **Date:** _____

Please return **by mail:** Mississippi Dental Association **by FAX:** (601)664-9796 **by email:** tasha@msdental.org
439 B Katherine Drive
Flowood, MS 39232