Advertising Rates 2020-2021

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 understand that this year has brought difficult financial times for all, we hope you are able to continue your financial support of our association.

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.  Melinda Lucas, D.M.D.
MDA Editor  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 and print. 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. The e-MDA Insider is distributed to our entire membership and made available to dental students at the University of Mississippi School of Dentistry, making the circulation over twelve hundred (1,200).

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**Publication Dates for 2020-2021**

MDA Resource Guide-Member Directory   July or August 2020

e-MDA Insider *(distributed & on website mid-month)* Four Issues July-September 2020, October-December 2020, January-March 2021, and April-June 2021

**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 2020-2021 MDA Advertising**

July 1, 2020

**Ad Copy Deadlines *(July 2020 – June 2021)***

MDA Resource Guide-Member Directory   July 1, 2020

e-MDA Insider *(option to change ads quarterly)* July 1, October 1, January 1, April 1
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.

<table>
<thead>
<tr>
<th>Placement/Page Size</th>
<th>Cost</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover (full page)</td>
<td>$1,500</td>
<td>9 1/4&quot;</td>
<td>9 1/4&quot;</td>
</tr>
<tr>
<td>Inside Front Page (full page)</td>
<td>$1,250</td>
<td>8 1/4&quot;</td>
<td>10 1/4&quot;</td>
</tr>
<tr>
<td>Inside Back Page (full page)</td>
<td>$1,250</td>
<td>8 1/4&quot;</td>
<td>10 1/4&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,000</td>
<td>8 1/4&quot;</td>
<td>10 1/4&quot;</td>
</tr>
<tr>
<td>Half Page</td>
<td>$  750</td>
<td>8 5/16&quot;</td>
<td>4&quot;</td>
</tr>
</tbody>
</table>

- **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.

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page and E-Gram Logo *</td>
<td>$500 / quarterly ($2000/yr)</td>
<td>9 1/4”</td>
<td>9 1/4”</td>
</tr>
<tr>
<td>Half Page</td>
<td>$250 / quarterly ($1000/yr)</td>
<td>8 5/16”</td>
<td>4”</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$150/ quarterly ($600/yr)</td>
<td>4 1/4”</td>
<td>4”</td>
</tr>
<tr>
<td>Business Card Size (1/8 page)</td>
<td>$75 / quarterly ($300/yr)</td>
<td>2”</td>
<td>3”</td>
</tr>
</tbody>
</table>

*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
2020 - 2021

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, 2020. 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: __________________________
# Advertising Contract

## e-MDA Insider – Monthly Electronic Newsletter

**2020 - 2021**

**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 1<sup>st</sup> – June 30<sup>th</sup>. Deadline to reserve space is **July 1, 2020**. Ads must be Mac/PC formatted in Adobe Illustrator and/or Adobe PDF.

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

<table>
<thead>
<tr>
<th>Selection</th>
<th>Cost per Quarter</th>
<th>Cost per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page with E-Gram Logo</td>
<td>$500</td>
<td>$2,000</td>
</tr>
<tr>
<td>Half Page</td>
<td>$250</td>
<td>$1,000</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$150</td>
<td>$600</td>
</tr>
<tr>
<td>Business Card Size (1/8 page)</td>
<td>$75</td>
<td>$300</td>
</tr>
</tbody>
</table>

**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