

Mississippi Dental Association

2025-2026 Advertising Rates
Print & Digital



The Best Way to Reach Mississippi Dentists

www.ms dental.org.

**Advertising
Opportunities
Inside**

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OUR INVITATION



e-MDA

INSIDER

MISSISSIPPI DENTAL ASSOCIATION



President's Message
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As we celebrate our 150th anniversary we know that communication is one of the most important services the MDA can provide our members. Advertisers like you make it possible for us to provide valuable resources and effectively communicate information to our dental community. We sincerely hope that you will be 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. We encourage dentists to support those companies who support the MDA. Advertisements that are provided in our Resource Guide & Directory and our electronic newsletter are featured in a high quality and professionally produced manner.

The MDA encourages you to advertise with our association. The following information details our communication, distribution times, audience, and advertising options and rates.

WHO ARE WE?

The Mississippi Dental Association (MDA) is a statewide, tripartite dentist professional member organization representing over 60% of Mississippi's licensed dentists. Members of the MDA are also members of the American Dental Association and their local district dental society.

The mission of the Mississippi Dental Association is:

- to encourage the improvement of the oral health of the public;
- to enhance members' ability to provide care to the public through education, training and service; and
- to promote the science of dentistry.



Our members continually source new products and services to achieve excellence and efficiencies in:

- Equipment
- Instruments
- Cameras
- X-ray Machines
- Computer and Software
- Supplies
- Laboratories
- Insurance
- Financial Services
- Many More

Targeted Audience:

Member Status

Practicing	77%
Retired	23%



Mississippi
DENTAL ASSOCIATION

RESOURCE GUIDE & MEMBERSHIP

DIRECTORY ADVERTISING



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 provides colleague to colleague contacts. This publication is 8.5" by 11" in size and printed in full color throughout. It offers an excellent advertising venue for your company that will be viewed over and over throughout the year. This year only we will publish a [Special Edition](#) of the *MDA Resource Guide and Membership Directory* to commemorate the 150th Anniversary of the MDA. It will include important milestones of the MDA from the last 150 years. Don't miss out on this opportunity to be a part of this special commemorative issue.

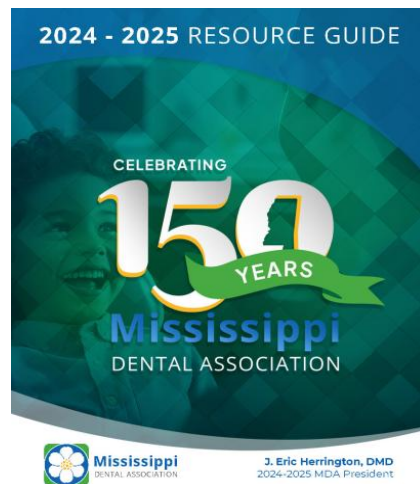
PUBLICATIONS AD SIZES AND RATES:

Rates listed are for the one printed issue. *MDA Resource Guide and Membership Directory* will be printed in full color. Ad copy deadline for this publication is July 1, 2025 with advertising materials due August 1, 2025.

<u>PLACEMENT/PAGE SIZE</u>	<u>COST</u>	<u>WIDTH</u>	<u>HEIGHT</u>
BACK COVER (FULL PAGE)	\$1,550	8.5"	11" + .125" BLEED
INSIDE FRONT PAGE (FULL PAGE)	\$1,300	8.5"	11" + .125" BLEED
INSIDE BACK PAGE (FULL PAGE)	\$1,300	8.5"	11" + .125" BLEED
FULL PAGE	\$1,050	8.5"	11" + .125" BLEED
HALF PAGE HORIZONTAL	\$ 1,000	8"	5.125"
HALF PAGE VERTICAL	\$ 1,000	3.861"	10.25"

****Publication date – August/September 2025**

CONGRATULATORY ADS FOR THE MDA'S 150TH ANNIVERSARY



The MDA is soliciting congratulatory ads for a special edition of the *MDA Resource Guide and Membership Directory* to be published this summer on the association's iconic 150-year history. This is an opportunity to be a part of a very special commemorative issue. In addition to the member directory and resource references this keepsake issue, will feature stories on the association's captivating history from its founding 150 years ago to its accomplishments in the MS Legislature in 2025. Advertisers are invited to be a part of this keepsake issue by placing a congratulatory advertisement saluting the association on its 150th anniversary.

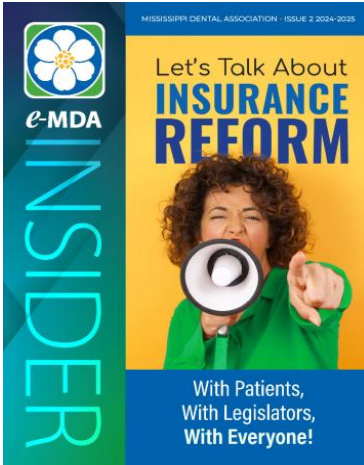
PUBLICATIONS AD SIZES AND RATES:

Rates listed are for the one printed issue. *MDA Resource Guide and Membership Directory* Commemorative issue will be printed in full color. Ad copy deadline for this publication is July 1, 2025 with advertising materials due August 1, 2025.

<u>PLACEMENT/PAGE SIZE</u>	<u>COST</u>	<u>WIDTH</u>	<u>HEIGHT</u>
CONTRATULARTORY QUARTER PAGE	\$ 400	3.861"	5.125"

****Publication date – August/September 2025**

E-MDA INSIDER ADVERTISING



Due to an upcoming change in the MDA's fiscal year, our electronic newsletter for 2025-2026 will be emailed to our entire membership in six 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. This year we will be offering a **one-time discount of 10% off** the cost of ad placement in the newsletter to offset your cost of the two additional quarterly editions.

PUBLICATION AD SIZES AND RATES:

Rates listed are calculated per newsletter issue and totaled for the year. e-MDA Insider ads will run in all six quarterly electronic newsletters and will be formatted in color only. You have the option to change your ad each quarter. Ad copy deadlines are August 15, 2025, November 15, 2025, February 15, 2026, May 15, 2026, August 15, 2026 and November 15, 2026.

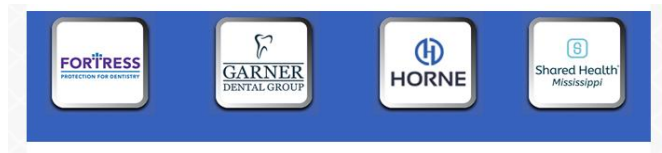
<u>SIZE</u>	<u>COST</u>	<u>WIDTH</u>	<u>HEIGHT</u>
FULL PAGE AND E-GRAM LOGO	\$525 / QUARTERLY (\$3,150/YR) \$472.50 / QUARTERLY (\$2,835/YR)	8.75"	11" + .125" BLEED
HALF PAGE HORIZONTAL	\$275 / QUARTERLY (\$1,650/YR) \$247.50 / QUARTERLY (\$1,485/YR)	8"	5.328"
HALF PAGE VERTICAL	\$275 / QUARTERLY (\$1,650/YR) \$247.50 / QUARTERLY (\$1,485/YR)	3.89"	10.656"
QUARTER PAGE	\$175 / QUARTERLY (\$1,050/YR) \$157.50 / QUARTERLY (\$945/YR)	3.89"	5.328"

****Publication dates - September 2025, December 2025, March 2026, June 2026, September 2026 and December 2026**

GENERAL ADVERTISING INFORMATION

Advertising Bonus with Full Page Ad in the eMDA Insider

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



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

Payment Policy

All advertising packages are reserved by annual contract agreements. Payment in full is required and 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

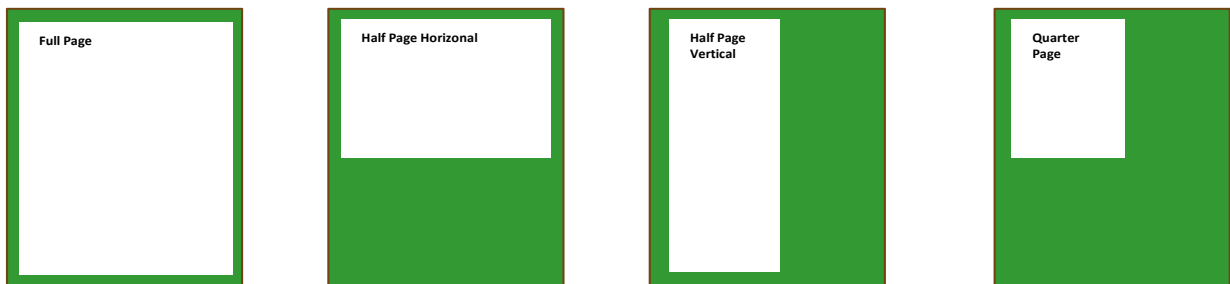
Cancellations

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.

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

Publication ad size examples:



** Please note: Payment in full is required at the time of reservation. It may be submitted along with a signed contract or you may request an invoice at the time of submission.

Advertising Contract
MDA Resource Guide/ Membership Directory
Commemorative 150th Anniversary Issue
2025-2026

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. The deadline to reserve space is July 1, 2025. 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) \$1,550 _____

Inside Front Page (full page) \$1,300 _____

Inside Back Page (full page) \$1,300 _____

Full Page \$1,050 _____

Half Page \$1,000 _____

Quarter Page
(congratulatory ad) \$400 _____

_____ **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 – Monthly Electronic Newsletter
2025- 2026

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. Due to the change in the MDA's fiscal year there will be six issues published starting, July 1, 2025 – December 31, 2026. The deadline to reserve space is July 1, 2025. 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	\$525 per quarter (\$3,150 / year)	_____
10% Discount	\$472.50 per quarter (\$2,835 / year)	_____

Half Page	\$275 per quarter (\$1,650 / year)	_____
10% Discount	\$247.50 per quarter (\$1,485 / year)	_____

Quarter Page	\$175 per quarter (\$1,050 / year)	_____
10% Discount	\$157.50 per quarter (\$945 / 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 439 B Katherine Drive Flowood, MS 39232 **by FAX:** (601)664-9796 **by email:** tasha@msdental.org

MEET OUR TEAM



WAHNEE SHERMAN

Executive Director

wahnee@msdental.org

TAMRA SHEPHERD

Member Services Director

tamra@msdental.org

TASHA JONES

Administrative Assistant

tasha@msdental.org

LET'S GET IN TOUCH

439 B Katherine Drive

Flowood, MS 39232

www.msdental.org

P: 601-664-9691