



Mississippi Dental Association

2027

**ADVERTISING RATES
PRINT & DIGITAL**

The Best Way to Reach Mississippi Dentists

www.ms dental.org

Advertising
Opportunities
Inside

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Connect with Mississippi Dentists Through the MDA

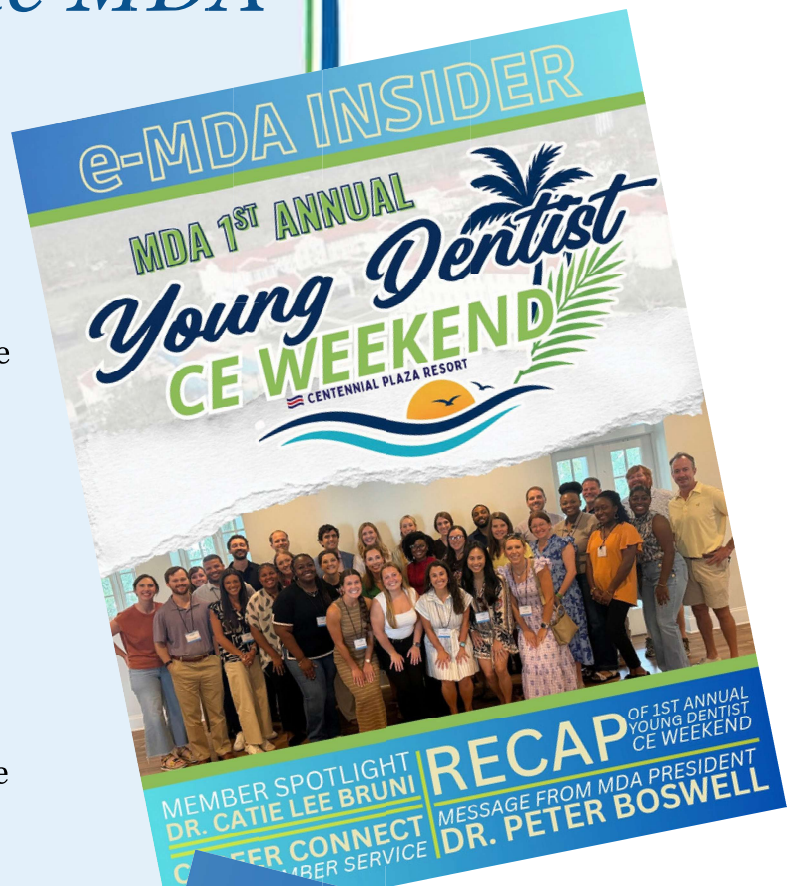
Communication is one of the most important services the Mississippi Dental Association provides to its members. The support of advertisers like you helps make it possible for the MDA to provide valuable resources, share important information, and stay connected with Mississippi's dental community.

When you advertise with the MDA, you are not only promoting your products and services—you are demonstrating your commitment to the dental profession in Mississippi. Dentists recognize, appreciate, and remember the companies that invest in their profession, and we encourage our members to support those businesses that support the MDA.

MDA advertising opportunities provide a professional and high-quality way to connect your company with Mississippi dentists. Your advertisement can be featured in our Resource Guide & Directory and/or our electronic magazine, providing valuable visibility among members of the dental community.

We invite you to partner with the MDA and take advantage of the advertising opportunities available throughout the year. The following information provides details about our communications, distribution schedules, audience, and advertising options and rates.

Thank you for your continued support of the Mississippi Dental Association and the dental profession we proudly serve.





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%

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

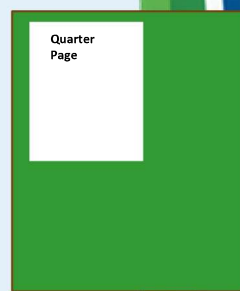
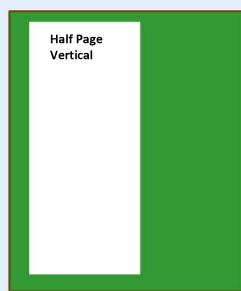
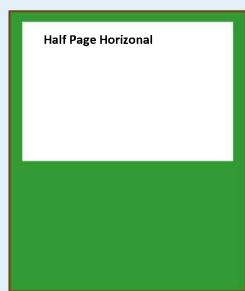
Cancellations

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? Contact the MDA staff at (601) 664-9691 or tasha@msdental.org

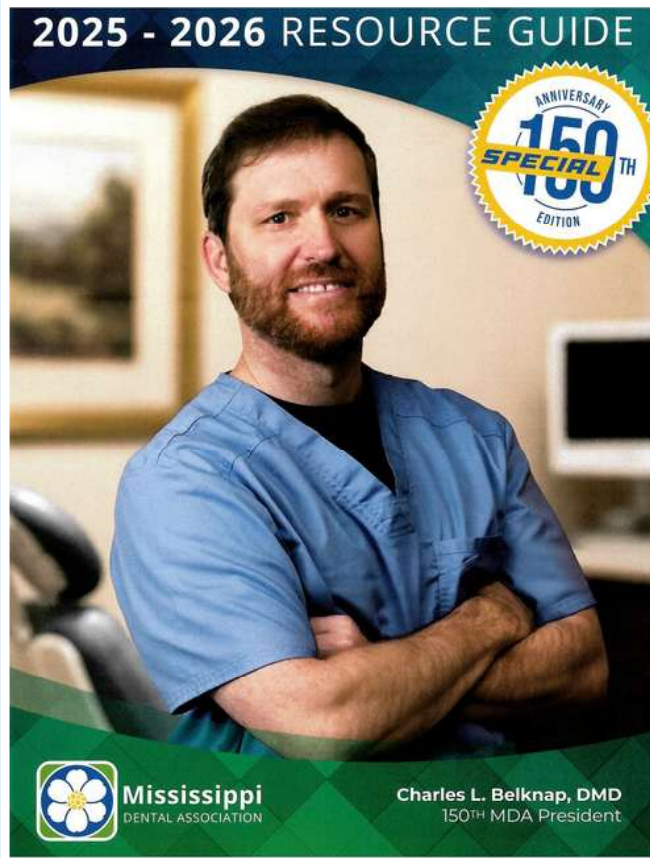
Publication ad size examples:



**** 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.

RESOURCE GUIDE & MEMBERSHIP DIRECTORY ADVERTISING



The MDA Resource Guide & Membership Directory is electronically distributed annually to hundreds of dental professionals across Mississippi. Designed to serve as a convenient, year-round resource, the directory provides valuable information for dental offices, including professional and colleague-to-colleague contact information and essential industry resources.

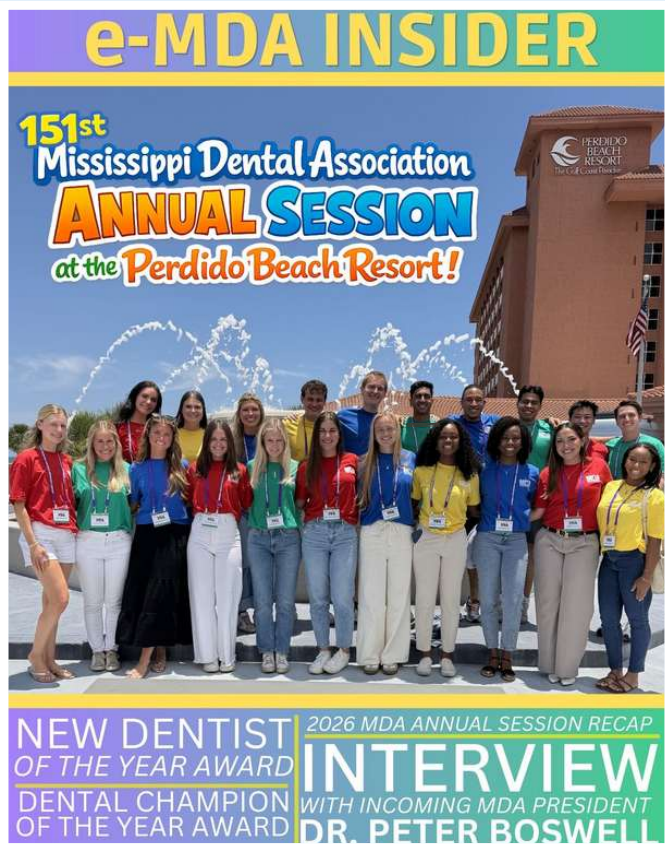
The electronic format allows members to easily access the directory whenever they need it, making it a convenient and lasting resource throughout the year. This publication offers an excellent advertising opportunity for your company, providing continued visibility and direct exposure to Mississippi dentists and dental professionals.

PUBLICATIONS AD SIZES AND RATES:

Rates listed are for the 2027 issue. *MDA Resource Guide and Membership Directory* will be published in full color. Ad copy deadline for this publication is January 4, 2027 with advertising materials due January 29, 2027.

<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"

e-MDA INSIDER ADVERTISING



Connect with Mississippi dental professionals through the Mississippi Dental Association's quarterly electronic magazine, delivered directly to our entire membership in four professionally designed issues each year.

The e-MDA Insider features timely dental news, association updates, upcoming events, member resources, and information relevant to the dental profession across Mississippi. Presented in a full-color, easy-to-navigate flipbook format, each issue provides an engaging way for advertisers to put their message in front of MDA members.

In addition to being delivered directly to members' inboxes, each issue is archived on the MDA website, providing members with convenient access to the publication 24/7 throughout the year.

Advertising opportunities are available in a variety of sizes & are priced according to the selected ad size. This is an excellent opportunity to showcase your company, products, or services to Mississippi's dental community.

PUBLICATION AD SIZES AND RATES:

Rates listed are calculated per magazine issue and totaled for the year. *e-MDA Insider* ads will run in all quarterly electronic magazines and will be formatted in color only. You have the option to change your ad each quarter.

Ad copy deadlines are February 15, 2027, May 15, 2027, August 15, 2027 and November 15, 2027.

<u>SIZE</u>	<u>COST</u>	<u>WIDTH</u>	<u>HEIGHT</u>
FULL PAGE (includes company logo on weekly e-grams with webiste link)	\$525 / QUARTERLY (\$2,100/YR)	8.75"	11" + .125" BLEED
HALF PAGE HORIZONTAL	\$275/ QUARTERLY (\$1,100/YR)	8"	5.328"
HALF PAGE VERTICAL	\$275 / QUARTERLY (\$1,100/YR)	3.89"	10.656"
QUARTER PAGE	\$175 / QUARTERLY (\$700/YR)	3.89"	5.328"

2027 Advertising Contract

MDA Resource Guide / Membership Directory

e-MDA Insider – Monthly Electronic Magazine

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 January 4, 2027. 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) Inside	\$1,550	_____
Front Page (full page) Inside	\$1,300	_____
Back Page (full page)	\$1,300	_____
Full Page	\$1,050	_____
Half Page	\$1,000	_____

Ad in e-MDA Insider Magazine

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

Full Page with E-Gram Logo	\$525 per quarter (\$2,100 / year)	_____
Half Page	\$275 per quarter (\$1,100 / year)	_____
Quarter Page	\$175 per quarter (\$700 / year)	_____

NOTE: Advertisers who purchase advertising in both the eMDA insider and the MDA Resource Guide & Membership Directory will receive a 5% discount on the combined advertising total.

Discount _____

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 email: tasha@msdental.org

439 B Katherine Drive
Flowood, MS 39232

Meet Our Team



WAHNEE SHERMAN

Executive Director
wahnee@msdental.org

TASHA JONES

Administrative Assistant
tasha@msdental.org

STEPHEN DANIELS

Marketing & Events Manager
stephen@msdental.org

DOROTHY SINGLETON

Coordinator of Member Services
dorothy@msdental.org

LET'S GET IN TOUCH

*439 B Katherine Drive
Flowood, MS 39232
www.msdental.org
P: 601-664-9691*

Follow Us on Social Media
@msdentalassociation

