



# **SPONSORSHIPS & ADVERTISING**

**2024 MEDIA KIT**

**OKDA.ORG**



# WHY ADVERTISE WITH US?

The Oklahoma Dental Association is the state’s largest organization for dental professionals with more than 1,600 member dentists. As the leading voice for dentistry in Oklahoma, the ODA provides advocacy, education, promotion, organization, and leadership to our constituents.

Our reach and influence includes nearly 80 percent of all licensed Oklahoma dentists and their teams, dental educators, practice owners, and students at the University of Oklahoma College of Dentistry. Our various communication platforms allow you to market to these sought-after groups through one of their most trusted sources – the ODA.

In addition to reaching your target market, choosing to advertise with the ODA allows you to show support for the advancement of the dental profession and contribute to improving the quality of Oklahomans’ oral health.

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# ODA BY THE NUMBERS

## MEMBER DEMOGRAPHICS

25%

Women

75%

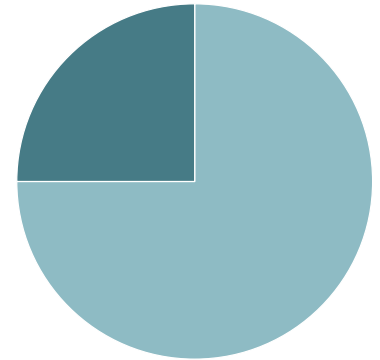
Men

75%

Active

25%

Retired



## AGE BREAKDOWN

17%

75+

19%

65 - 74

12%

55 - 64

16%

45 - 54

19%

35 - 44

17%

25 - 34

## MEMBER LOCATION

11%

Central Oklahoma

7%

Eastern Oklahoma

6%

Northern Oklahoma

5%

Northwest Oklahoma

38%

Oklahoma County

10%

Southwest Oklahoma

23%

Tulsa County

All numbers reflect September 2023 data.

## MARKETING STATS



1,622 number of ODA Journal subscribers

98% of OU College of Dentistry students are members

9,800 average website visits per month

56% average ODA e-mail open rate

69% average monthly e-news open rate

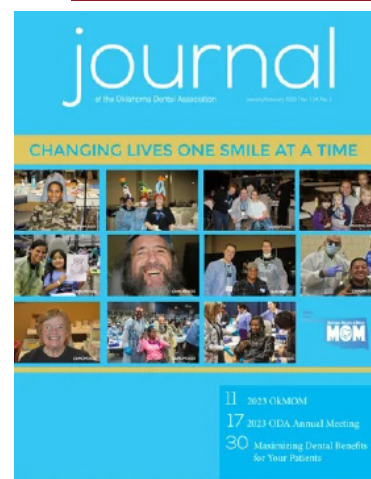
Oklahoma Dental Association has more than 1,600 Dentist Members.

# JOURNAL ADVERTISING

Advertising with the ODA Journal is one of the best ways to reach Oklahoma dentists: an exclusive group made up of seasoned dental professionals, new dentists launching their careers, and students planning their dental futures.

When you advertise in the ODA Journal, your ad will be printed in more than 1,600 hard copies which are mailed to all members and additional subscribers. Plus, you receive the added value of having your ad appear in our online issues and digital archive.

The ODA Journal features information on what's happening in organized dentistry, member spotlights, practice management, clinical and ethics articles, as well as legislative issues impacting Oklahoma dentists.



## ADVERTISING RATES

AD SIZE	1-2 ISSUES per year	3-5 ISSUES per year	6 ISSUES per year
Full page	\$1,018	\$765	\$618
Half page	\$499	\$428	\$356
Quarter page	\$405	\$326	\$239

Prices listed are per ad. All ads appear in full color. See specs on next page.

To receive discounted rates for more than 2 ads per year, advertiser must submit a signed agreement to run that number of ads within a 12-month period.

## PREMIUM PLACEMENT OPTIONS

Back Cover	\$1,600
Inside Front Cover	\$1,400
Inside Back Cover	\$1,400

Premium placement is only available to full page, annual contract advertisers.

At renewal, first right of refusal is given to advertisers currently occupying the space.



**DELIVERED TO  
1,600+ READERS  
EVERY OTHER  
MONTH**

# DEADLINES & SPECS

## 2024 ISSUES & DEADLINES

<u>ISSUE</u>	<u>PUBLISH DATE</u>	<u>RESERVATION DEADLINE</u>	<u>ARTWORK DUE</u>
Jan/Feb	January 1, 2024	November 15, 2023	December 15, 2023
Mar/Apr	March 1	January 15	February 1
May/Jun	May 1	March 15	April 1
Jul/Aug	July 1	May 15	May 31
Sep/Oct	September 1	July 15	August 1
Nov/Dec	November 1	September 13	October 1

Space reservations can be made via email ([advertising@okda.org](mailto:advertising@okda.org)) or phone (405-848-8873).

All insertions require an ODA advertising order form and signed agreement.

Ad artwork must be emailed to [advertising@okda.org](mailto:advertising@okda.org) on or before deadline.

## AD SPECIFICATIONS

<u>FULL PAGE WITH BLEED</u>	9" x 11.5"	8.5" x 11" trim	8" x 10.5" live area
<u>FULL PAGE</u>	8.5" x 11"		
<u>HALF PAGE HORIZONTAL</u>	8" x 5"		
<u>HALF PAGE VERTICAL</u>	3.75" x 10.25"		
<u>QUARTER PAGE</u>	3.875" x 5.25"		

Preferred format: PDF file, 300 dpi, CMYK, outlined fonts, no crop marks.

If ad does not conform to ODA specifications and/or is not received by deadline, ODA may choose to not publish the ad, to float the ad in the reserved space, or to run a previously provided ad. ODA does not offer print ad design services.

ODA reserves the right to deny advertising to anyone/any company for any reason.

## PRINT SUBSCRIPTIONS - OKLAHOMA DENTAL ASSOCIATION JOURNAL

Domestic Address	\$56/year
Outside the U.S.	\$105/year
Single Issue	\$18

The ODA Journal is printed 6 times per year. Print subscriptions are free with ODA membership.

All members have access to a digital version of the current issue, as well as past issues, online at [www.okda.org](http://www.okda.org).

To sign up to receive a subscription, please email [advertising@okda.org](mailto:advertising@okda.org).

# E-NEWSLETTER

ODA's e-newsletter is sent to more than 1,600 readers on the second Tuesday of each month, and is packed with important dental industry news, local updates, events, and scientific articles.

With an outstanding open rate and low cost, ads and promotions in the e-newsletter are a great value.

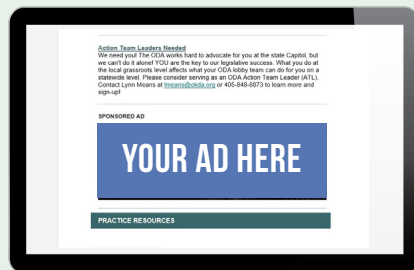
69%  
E-NEWS  
OPEN RATE

## E-NEWS BANNER AD

\$250 per month

Size: 380 x 120 pixels

Banner ads are static images that appear in the middle of the e-newsletter and are clickable to the URL of your choice. Ad artwork is due one week prior to e-news send date. Only one banner ad per issue is available.

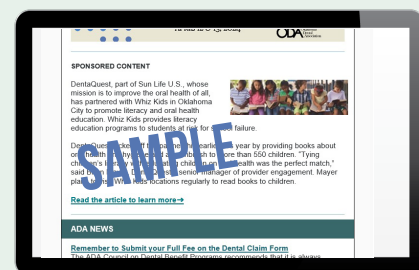


## SPONSORED CONTENT

\$350 per month

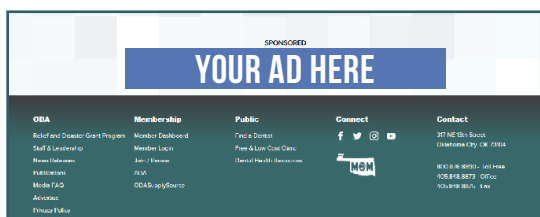
Size: 125 x 125 pixel (max) logo or photo

Sponsored content is a short article provided by the advertiser with a logo or photo and link to the URL of your choice. Copy and artwork are due one week prior to e-news send date. Only one banner ad per issue is available.



# ODA WEBSITE

ODA's website okda.org has an average of 9,800 monthly page views. Paid website ads appear near the footer on the home page and all other subpages, and do not rotate with any other ads, guaranteeing your ad will be seen on each visit.



\$500 per month

\$300 per month for ODA Rewards Partners and ODA members

Size: 720 x 90 pixels, static ads only

Ad artwork is due one week prior to the first of the month. To maintain exclusivity, only one ad per month per page is available for purchase.

# CLASSIFIED ADS

ODA's online and printed classified ads in the ODA Journal reach a highly targeted audience of dentists and dental professionals.

It's the perfect place to promote open jobs, educational courses, or equipment, property, or dental practices for sale.

Submit classified ads online at [okda.org/classifieds](http://okda.org/classifieds)

### CLASSIFIEDS



**DENTAL OFFICE FOR LEASE**  
Denton, Texas 76201, OK  
High Traffic Location in Dent County. Very Modern Office. Ready to move in. 3 year lease, starting from 1st of January 2024. One year lease under construction with 2 years. Please contact: Amanda Brown, Contact: Sam Conroy at (800) 876-8890 or [amanda@okda.org](mailto:amanda@okda.org)

**JOB OPENING**  
Denton, Texas 76201, OK  
The owner of Dent County Dental LLC and Dent County Dental Group LLC are seeking a dentist to join the practice who is ready to own a practice in partnership in the near future. Dentist is expected to have 5-10 years experience, available to work by early 2024, and have been exposed to and much to agree in modern dentistry services such as in-house CBCT, emergency callings.

These two dental practices are located in the heart of Dent County, Texas, a state of opportunity for the Practitioner. The practices are both located in modern buildings near Hwy 66, the city's largest shopping center. The companies for the Dent County Dental Group, and a rural public elementary school.

With 10 years of history, these practices offer a secure dentistry franchise. Both in demand from tens of patients of all ages who value the quality of care provided.

Owners: Dr. Billy Sauer and Dr. National. Allent are offering a great career in dental for pay for the first 1 year or 10% of collections, whichever is higher. Due to increased patient demand, the incoming dentist will have the opportunity to work hours for schedule in such a way to exceed their goal. The practice is fully staffed and managed. Learn more about Dr. Billy Sauer and Dr. National. [amanda@okda.org](mailto:amanda@okda.org) or [amanda@okda.org](mailto:amanda@okda.org)



**DENTAL OFFICE FOR SALE OR LEASE**  
OK City, OK  
DENTON (112) 121 includes additional 10' x 10' Lot) or \$1,500/month gross. 6th floor and 1000 sq. ft. (not 1000 sq. ft. total) 3 year lease, starting from 1st of January 2024. One year lease under construction with 2 years. Please contact: Amanda Brown, Contact: Sam Conroy at (800) 876-8890 or [amanda@okda.org](mailto:amanda@okda.org)

**PRACTICE FOR SALE**  
Central Oklahoma  
Available for sale is a profitable general practice located in central Oklahoma. The practice generates over \$800K in sales with the dentist working patient 4 days per week. The facility is equipped with all modern equipment. Located in a high traffic area with a large parking lot. With an established reputation in the community, this is an excellent call to place and own your own two major clinics. This is a unique opportunity for anyone looking to acquire a successful and long established practice with access to growth. Contact: Mark Brown at (781) 424-3020 or [markbrown@okda.org](mailto:markbrown@okda.org)

**PRACTICE FOR SALE**  
Tulsa, OK  
Excellent five (5) year practice located in South Tulsa. Practice is a well established practice with a strong patient base and also offers of FFS and PPS. Practice is up to date with technology including CBCT, Digital X-ray and 3D. For more details, contact: Theresa Schaefer, [theresa@okda.org](mailto:theresa@okda.org) or [theresa@okda.org](mailto:theresa@okda.org)

**ORAL SURGERY SPECIALISTS OF OKLAHOMA**  
Oral and Maxillofacial Surgery, Mustang, OK  
An excellent opportunity is available for a board eligible oral surgeon (OMF) for 17 and a southeast Tulsa Oklahoma City, OK. These practices Oklahoma City practice with excellent referral base including the oral and maxillofacial surgery center for oral surgery office in Mustang, OK.

This is an exciting opportunity for a talented, personable, and technologically apt surgeon looking to grow a career with a top ranking company. Full scope of practice will include: implants, orthognathic, and maxillofacial surgery. Oklahoma City practice scope includes all these procedures as well, however, we recognize the needs of the Mustang practice to be a solo OMS.

Our practice was originally established in 1977 and, over the past 15 years, the growth substantially to include for OMS and oral maxillofacial surgery. We operate with state of the art technology including an iCAT cone beam CT scanner and TMS by X-ray. Our highly trained and professional surgical assistants and administrative staff are second to none. Our practice also operates under a well-run medical business operating system.

A competitive compensation package will be offered in the right candidate, commensurate with training and experience. Our new practice will be in a brand new office in the city of Mustang, OK, which is a fast growing community and an excellent place to live, work, and raise a family.

Contact: Theresa Schaefer, Practice Administrator, via email at [theresa@okda.org](mailto:theresa@okda.org) or via phone at (800) 876-8890.

## AD RATES

### ONLINE CLASSIFIED AD

EACH ADDITIONAL WORD

ADD PHOTO/LOGO TO ONLINE AD

### PRINTED ODA JOURNAL CLASSIFIED AD

EACH ADDITIONAL WORD

ADD PHOTO/LOGO TO ONLINE AD

## ODA MEMBERS

**FREE** no word limit

**FREE**

**FREE**

## NON-MEMBERS

**\$83** per month, up to 50 words

**.32**

**\$58** per month online

**\$83** per issue, up to 50 words

**.32**

**\$58** per printed issue

## CLASSIFIED TERMS & AGREEMENTS

- All listings are considered pending until approved by ODA staff. Please allow 2-3 business days for approval.
- Once the ad is approved, ODA will email contact person an invoice.
- Once paid, online ads will appear on the website within 24 hours.
- Print ads will appear in the next available issue of the ODA Journal and will reprint for selected duration.
- Ads will automatically be removed from the website and printed Journal at the end of selected duration.
- To renew an ad in print or online, the listing must be resubmitted through the online form, [okda.org/classifieds](http://okda.org/classifieds).
- If there is an error in the ad, please email [advertising@okda.org](mailto:advertising@okda.org) to request a change.
- Oklahoma Dental Association reserves the right to edit copy or refuse publication of any advertisement for any reason.
- All classified ad payments (print and online) are non-refundable, but ads may be canceled early if desired.
- To receive a price quote in advance of placing your ad, email [advertising@okda.org](mailto:advertising@okda.org)

Please email [advertising@okda.org](mailto:advertising@okda.org) or call (800) 876-8890 with any questions.



# SPONSORSHIPS



## DUES BILLING SPONSORSHIP

### Average Attendance:

Several impressions on all 1,600 members of the Oklahoma Dental Association

### Sponsor Benefits:

- Custom design on all dues invoice envelopes
- Logo in the Renew Your Tripartite Membership email sent to all members in both December and January averaging 62% open rate
- Logo on landing page where all members are directed to renew online
- Logo displayed in the ODA Membership confirmation email that all members receive the upon paying their membership dues



## SPECIALISTS HAPPY HOUR

### Average Attendance:

30-40 attendees, including established ODA members, ODA specialist members, new dentist members

### Sponsor Benefits:

- Email, social media and online promotion
- Logo on marketing materials at the event
- Table provided for marketing materials
- Opportunity to network with attendees



## MATCH @ ODA

### Average Attendance:

30-40 attendees, including established ODA members, new dentist members and 4th year dental students

### Sponsor Benefits:

- Email, social media and online promotion
- Logo on marketing materials at the event
- Table provided for marketing materials
- Opportunity to network with attendees



## WOMEN IN DENTISTRY LUNCHEON

### Average Attendance:

30-40 attendees, including female established ODA members, new dentist members and office staff

### Sponsor Benefits:

- Email, social media and online promotion
- Logo on marketing materials at the event
- Opportunity to network with attendees



# SPONSORSHIPS



## NEW DENTIST HAPPY HOURS

### Average Attendance:

20-30 attendees, including established ODA members, new dentist members and 4th year dental students

### Sponsor Benefits:

- Email, social media and online promotion
- Logo on marketing materials at the event
- Opportunity to network with attendees



## ADA SUCCESS SEMINARS

### Average Attendance:

120 attendees per event, including DS1, DS2, DS3 and DS4 dental students

### Sponsor Benefits:

- Email, social media and online promotion
- Logo on marketing materials at the event
- Brief speaking opportunity at event
- Table provided outside of education rooms for marketing materials



## FIRST BITE WITH THE ODA

### Average Attendance:

60 first year dental students and 10 ODA members in ODA leadership positions

### Sponsor Benefits:

- Email, social media and online promotion
- Logo on marketing materials at the event
- Table provided for marketing materials
- Opportunity to introduce and provide giveaway prize
- Opportunity to network with attendees



## SENIOR SIGNING DAY

### Average Attendance:

60 DS4 dental students and 10 ODA members in ODA leadership positions

### Sponsor Benefits:

- Email, social media and online promotion
- Logo on marketing materials at the event
- Table provided for marketing materials
- Opportunity to introduce and provide giveaway prize
- Opportunity to network with attendees

# ANNUAL MEETING

## SPONSORSHIP OPPORTUNITIES

The Oklahoma Dental Association's Annual Meeting is a three-day conference with more than 600 attendees focused on continuing education, convening leadership, networking, and social events for all dentistry professionals in the state.

The 2024 event will be held April 11-13 at the Oklahoma City Convention Center.



### ANNUAL MEETING SPONSORSHIPS

Platinum Sponsor - \$10,000

Gold Sponsor - \$5,000

Silver Sponsor - \$2,500

Bronze Sponsor - \$1,000

*We are also happy to create custom proposals to fit your budget.*

### CONTINUING EDUCATION SPONSORSHIPS

Parul Dua Makkar, DDS - \$2,500

Judy Kay Mausolf - \$8,000

Irene Iancu, RDH, CTDP - \$8,000

Melissa Seibert, DMD - \$5,000

Brian Baliwas, DDS - \$5,000

Carolyn Kittell, DDS - \$4,000

Lunch & Learn: Salivary Diagnostics - \$7,500

Jennifer Jenkins, DDS & Sara Spurlock, DDS

Breakfast & Learn: Ethics - \$5,000

Dunn Cumby, DDS

Lunch & Learn: Opioids - \$4,000

Lindsay Lunday, DDS

Hands-On Session: CPR and BLS - \$2,500

### EXHIBIT HALL OPPORTUNITIES

Early Bird Booth Space - \$1,250 (Before Feb. 1)

Standard Booth Space - \$1,350

Premium Booth Space - \$1,370

BINGO Game Participation - \$300 each (25 available)

*Ask about multiple booths at a discounted rate.*

### EVENT & MARKETING SPONSORSHIPS

Welcome Reception - \$5,000

Morning Mixer - \$5,000

ODA Reception - \$5,000 **SOLD**

Past Presidents Breakfast - \$1,000

Nametag Lanyards - \$2,500 **SOLD**

Registration Bags - \$5,000 **SOLD**

Overnight Newsletters - \$2,500

Logo on Hotel Key Cards - \$2,500

### PROGRAM ADS

Quarter page - \$300

Half page - \$450

Full page - \$750

Back cover - \$1,000

Inside front or inside back cover - \$750

Annual Meeting sponsorships are first-come, first-served. Ask us for details regarding sponsor benefits for each level.

Contact Jill Johnson via email at [jjohnson@okda.org](mailto:jjohnson@okda.org) or phone at (800) 876-8890 for more information.

# SUPPORT OKMOM

## MISSION OF MERCY SPONSORSHIPS



### MISSION OF MERCY SPONSORSHIPS

#### Platinum Sponsor - \$50,000

- Logo on t-shirt sleeve
- Print and social media promotions
- Opportunity to display banner in hospitality room
- Logo on event signage
- Logo on OkMOM and ODA website with link
- One time listing in the ODA Journal

#### Gold Sponsor - \$25,000

- Name on t-shirt
- Opportunity to display banner in hospitality room
- Logo on event signage
- Logo on OkMOM website
- One time listing in the ODA Journal

#### Silver Sponsor - \$10,000

- Opportunity to display banner in hospitality room
- Logo on event signage
- Logo on OkMOM website
- One time listing in ODA Journal

#### Bronze Sponsor - \$1,000

- Logo on event signage
- Logo on OkMOM website
- One time listing in ODA Journal

#### OkMOM Patron - \$1,000

- Name on event signage
- Name on OkMOM website
- One time listing in ODA Journal

#### Friend of OkMOM - donations less than \$1,000

- Name on OkMOM website
- One time listing in ODA Journal

The Oklahoma Mission of Mercy, or OkMOM, is an annual two-day, free dental clinic offering treatment to patients who are uninsured, underinsured, or who would not normally have access to dental care.

Dentists, specialists, hygienists and dental assistants, along with many other volunteers who assist with registration and hospitality, donate their time to provide much-needed care to the community at no charge.

This event is organized by the Oklahoma Dental Association and Oklahoma Dental Foundation, and is made possible with sponsorship and donations from partners like you.

This year's OkMOM event will be held February 9-10, 2024 at the Great Plains Coliseum in Lawton, OK.

# ODA ADVERTISING ORDER FORM

Advertiser: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Website: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

☐ Invoice Advertiser Directly

Agency, if applicable: \_\_\_\_\_

Agency Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

☐ Invoice Agency

	Quantity & Date(s)	Size(s)	Rate
<input type="checkbox"/> JOURNAL ADS	_____		
<input type="checkbox"/> E-NEWS BANNER	_____	380 x 120px	\$250/month
<input type="checkbox"/> E-NEWS CONTENT	_____	article + logo	\$350/month
<input type="checkbox"/> WEBSITE AD	_____	720 x 90px	\$300/month
<input type="checkbox"/> SPONSORSHIP	Event(s)_____		

## NOTES:

Estimated total for this agreement \$\_\_\_\_\_

Prepared by (Printed Name): \_\_\_\_\_ Initials: \_\_\_\_\_



# ODA ADVERTISING AGREEMENT

**Inclusion of an advertisement, sponsor recognition, logo, photo, or other likeness in any Oklahoma Dental Association (ODA) publication does not constitute or imply endorsement of the Advertiser, its products, or services by the ODA. The Oklahoma Dental Association reserves the right to accept or reject, at its sole discretion, any advertisement submitted for publication.**

## **THE FOLLOWING STANDARDS APPLY TO ADVERTISEMENTS WITH THE OKLAHOMA DENTAL ASSOCIATION:**

1. All content submitted for Oklahoma Dental Association (“Publisher”) advertising including, but not limited to, articles, advertisements, sponsored content, logos, and photos, must comply with any and all applicable legal requirements imposed by state or federal law. The submission will not be accepted if it conflicts with any American Dental Association or Oklahoma Dental Association policies or ethical principles.
2. The Oklahoma Dental Association Journal Editorial Committee reviews, and has sole discretion to accept or reject, all submissions for inclusion in the Oklahoma Dental Association Journal and all other outlets. Decisions of the Oklahoma Dental Association Journal Editorial Board may be appealed to the Oklahoma Dental Association Board of Trustees. The ruling of the Oklahoma Dental Association Board of Trustees shall constitute a final, non-appealable decision.
3. All advertisements must meet the technical and aesthetic quality standard as is set by the most recent issue of the Oklahoma Dental Association Journal, programs, e-newsletter, website, online classifieds, or any other publication or marketing materials, printed or digital.
4. No advertisement may include claims that are not subject to independent verification or that are false, misleading, or deceptive. The Oklahoma Dental Association does not allow comparative advertising for any outlets.
5. No advertisement may use the name of the American Dental Association, the Oklahoma Dental Association, or any of its boards, councils, committees, component societies, or House of Delegates or its members without prior written consent from the appropriate entity.
6. In the event of any error or omission of all or any part of any advertising, the parties agree that the Publisher’s liability shall be limited to a refund of the charges payable for such advertising. In no event shall the Publisher be liable for any loss of Advertiser’s business, revenues, or profits, the cost to Advertiser for other forms of advertising, or special consequential, indirect, or punitive damages of any nature. Any other damages, consequential or otherwise, are specifically excluded. The Advertiser specifically waives any rights to any claim for loss or damage.
7. The Advertising Agreement may be terminated by the ODA or Advertiser by a written notice thirty (30) days prior to the listed artwork deadline for the next issue in which the Advertiser was committed. In the event that the Advertiser has committed to a premium placement full page ad, the Advertiser is responsible for payment in full of all reserved ads in the Agreement.
8. All Advertisers must sign and submit an Advertising Agreement and Advertising Order Form prior to ads being sent to press or published online. Advertisers must submit ads and other requested content or information required prior to deadline. ODA reserves the right to exclude ads if advertiser does not meet deadline or is behind on payments.
9. The Advertiser agrees to indemnify and holds the ODA, its officers, trustees, members, employees, and agents harmless from any liability, including costs and attorney fees, arising out of or relating to the content of any ad, newsletter, or other marketing material.
10. Advertisers who have not paid invoices in full within 30 days of receipt via email may be excluded from the next issue in which ad(s) were to appear. The Advertiser remains financially responsible for the remainder of the Advertising Contract and will be reported to a collection agency for non-payment after 90 days and/or at the discretion of ODA staff.

**By signing below, I affirm I have read, understand, and agree to the terms set forth in the the ODA Advertising Agreement.**

**Printed Name:**

**Advertiser:**

**Signature:**

**Date Signed:**