



## **2025 MEDIA KIT**

# **CDA ADVERTISING and SPONSORSHIP OPPORTUNITIES**

**Unlock growth opportunities with the CDA,  
reaching Colorado's Dental Community!**

**Web, Enews, Social, Print, Classifieds, Sponsorships, Special Events**

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The Colorado Dental Association (CDA) represents more than 3,400 Colorado dentists. Unlock unprecedented visibility and connect with a targeted and engaged audience by exploring the tailored advertising and sponsorship packages offered by the CDA.

The CDA is over 130 years old and we know dentists! Our diverse range of packages is designed to cater to various marketing goals and budgets. Whether it's through meeting our dentists in-person, advertising in our Journal or posting online, we have an opportunity for you to get in front of Colorado dentists.



## Our Members

### GENDER:

70% Male  
30% Female

### PRACTICE:

76% GP  
24% Specialists

### COLORADO DENTAL SCHOOL

#### GRADUATES:

44% Male  
56% Female

### AGE:

1% Gen Z (1995-2009, late 20s)  
32% Millennials (1980-1994, 30s to early 40s)  
28% Gen X (1965-1979, mid-40s to 60)  
14% Baby Boomers (1946-1964, 60s)  
22% Silent Generation (1928-1945, 70s+)  
3% Unlisted age

### CDA MEMBERSHIP:

3,400+ Members

### GEOGRAPHY:

58% Practice in Denver Metro Area  
12% Colorado Springs  
8% Boulder Area  
4% Northern Colorado  
7% Southern Colorado  
10% Western Colorado  
1% Eastern Colorado

### PRACTICE MODEL:

Vast Majority Private Practice  
10% Practice in a DSO, overall  
29% New dentists (0-10 years out of school)  
practice in at least 10 locations  
27% Practice in a DSO, 0-5 years out of school



# Reach Your Audience

Become a CDA Advertiser  
Elevate Your Brand

## Marketing Benefit

- CDA Social Media Post: Instagram
- CDA Social Media Post: Facebook
- CDA eNews Banner Ad
- Tile Ad on cdaonline.org
- Display Ad in CDA Journal
- Link from cdaonline.org to your URL
- Use of CDA Logo on Approved Items
- CDA Member Mailing Data
- Annual Session Luncheon Sponsor
- Face-to-Face Access to CDA event/s
- Speak at an NDC Study Club (educ content)
- Option to Provide Swag at Member Events
- Event Posts on cdaonline.org Homepage
- Strategic Marketing Session with CDA

Total Value  
**Package Cost**  
Difference

	Peak	Summit	14er
	- - 1 Online Issue Small Size - 6 mo. Qtr Pg - 2 Issues Included Included 1 Set - 1 Event of Choice - - - -	- - 2 Online Issues Med Size - 12 mo. Half Pg - 4 Issues Included Included 1 Set Included 2 Events of Choice - - - -	2 Posts 2 Posts 3 Online Issues Large Size - 12 Mo. Full Pg - 4 Issues Included Included 2 Sets Included 4 Events of Choice 1 Study Club Included 3 Events advertised Included
	\$4,034.00	\$8,073.00	\$15,404.00
	\$3,000.00	\$6,000.00	\$12,000.00
	\$1,034.00	\$2,073.00	\$3,404.00

Please reach out to Becky O'Guin to discuss how being an elevated partner can grow your brand and your business at 303-996-2846/becky@cdaonline.org.





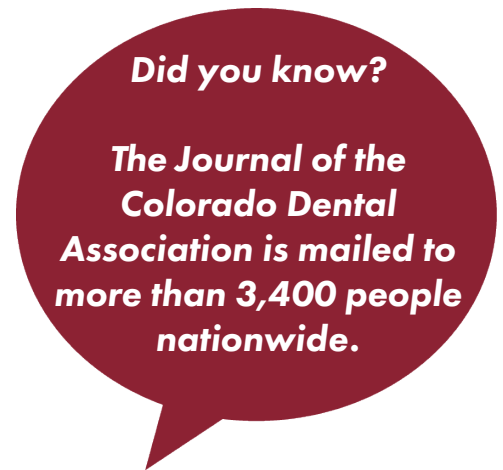
# CDA Journal Advertising

The Journal of the Colorado Dental Association is published quarterly and is distributed to the CDA's dentist members, dental schools and other subscribers.

Deadlines for artwork are generally one month prior to publication. **Content Deadlines:** Dec. 1, March 1, June 1, Sept. 1.

## Publication Dates

Winter/January Journal  
 Spring/April Journal  
 Summer/July Journal  
 Autumn/October Journal



## Rates listed are per issue

Size	1 Issue Rate	2 Issue Rate	3 Issue Rate	4 Issue Rate
Back Cover	\$1,501.00	\$1,430.00	\$1,358.00	\$1,290.00
Inside Front Cover	\$1,437.00	\$1,369.00	\$1,301.00	\$1,236.00
Inside Back Cover	\$1,328.00	\$1,265.00	\$1,202.00	\$1,142.00
2 Full-Page Spread	\$2,622.00	\$2,497.00	\$2,372.00	\$2,254.00
Full Page	\$1,311.00	\$1,248.00	\$1,185.00	\$1,126.00
1/2 Page	\$1,037.00	\$987.00	\$938.00	\$891.00
1/3 Page	\$878.00	\$837.00	\$795.00	\$756.00
1/4 Page	\$833.00	\$794.00	\$754.00	\$717.00
1/6 Page	\$739.00	\$704.00	\$668.00	\$636.00



## Ad Specifications

Please ensure your ads are the right size with an 1/8" bleed and a 1/2" save area for text.

Full Page  
8.25" x 10.75"  
1/8 inch bleeds on all sides (Full Bleed)

Publication Trim Size & Live Area  
8.25" x 10.75" & 7.25" x 9.75"

1/2 Page  
7.25" x 4.75"

1/3 Page  
7.25" x 3.125"

1/6 Page  
4.75" x 2.25"

1/4 Page  
3.5" x 4.75"

1/3 Page  
4.75" x 4.75"

1/6 Page  
2.25" x 4.75"

### Artwork Submissions

High quality PDF files are preferred. All copy is subject to the approval of the CDA.

### Acceptable File Formats

Adobe Photoshop: jpg, tif, set to 300 dpi/CMYK

Adobe Acrobat: PDF file, set to X-1a:2001, 300 dpi, embed fonts.

Adobe Illustrator eps or ai file, outline fonts

Adobe InDesign include fonts and graphics



No other state publication reaches more dentists in Colorado than the *Journal of the Colorado Dental Association*.



Ads and contracts should be submitted to Becky O'Guin, CDA director of communications at [becky@cdaonline.org](mailto:becky@cdaonline.org)

You can find the ad contract in the media kit or online at [cdaonline.org/media-kit](http://cdaonline.org/media-kit)

# Display Advertising Pricing & Contract

The Journal of the Colorado Dental Association is distributed quarterly to over 3,400 dentists. Journal issues are distributed in January, April, July and October. Discounted pricing is offered for multiple issue commitments. **(See ad rates)** Artwork deadlines are generally one month prior to publication.

Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Journal Ad Size: \_\_\_\_\_  
# of Issues: \_\_\_\_\_  
Issue Months: \_\_\_\_\_  
(i.e., Jan., April, July and/or Oct.)  
Ad Rate: \_\_\_\_\_

*The CDA reserves the right to accept or reject advertising in the Journal of the Colorado Dental Association at its discretion.*

Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVC Code: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

We will charge your credit card upon placement of your artwork in the journal.

Please make all checks payable to:  
Colorado Dental Association, 8301 East Prentice Avenue, Suite 400,  
Greenwood Village, CO 80111.  
Check #: \_\_\_\_\_

Please return this completed contract to Becky O'Guin at [becky@cdaonline.org](mailto:becky@cdaonline.org) or fax to 303-740-7989. All ads and contracts are due on the first day of the month prior to publication.



# Our digital channels are thriving!

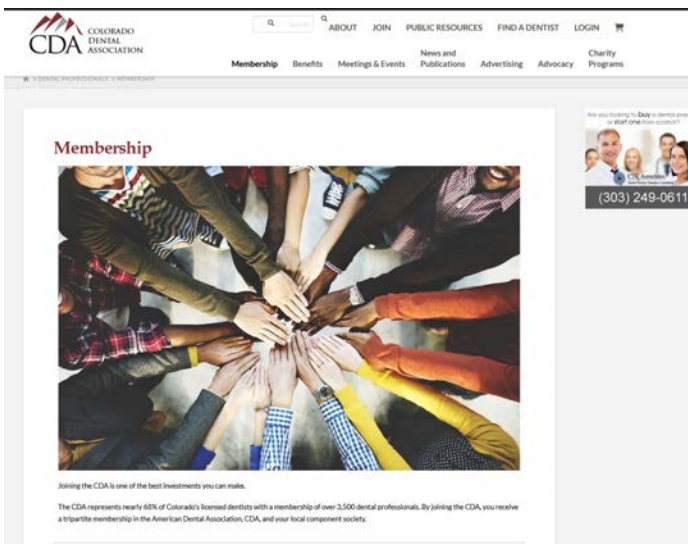
Getting in front of your audience has never been easier.



Did you know that the CDA Website has more than 70,000 users a year?

## Website Banner Ads

The CDA's website has more than 70,000 users a year who log more than 200,000 page views a year. The Classified Ads page has the highest number of page views at 24,000 a year. We work hard to ensure that our website is up to date and our advertisers get noticed.



**Large Banner**  
230 x 360 pixels  
\$200 monthly

**Medium Banner**  
230 x 200 pixels  
\$150 monthly

**Small Banner**  
230 x 80 pixels  
\$100 monthly

You can find the website advertising contract in the media kit or online at [cdaonline.org/media-kit](http://cdaonline.org/media-kit)



# Website Advertising Agreement

All ads are subject to editorial approval. The CDA reserves the right to refuse an ad or make changes to an ad prior to posting/printing if necessary. Ads are posted online on the first of each month. We do not prorate our ads, but we can post your ad immediately upon special request.

Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## Ad Request Details

Please select from the following options below.

### Ad Tile Size

- Small: 230 x 80 pixels \$100/mo.
- Medium: 230 x 200 pixels \$150/mo.
- Large: 230 x 360 pixels \$200/mo.

## Ad Duration

- 1 month
- 2 months
- 3 months
- 6 months
- 1 year

Start month: \_\_\_\_\_

## Ad Image(s)

- Static one image ad
- Animated cycling images ad

Where would you like your ad to be linked?

Link: \_\_\_\_\_



Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVC Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Charges to your credit card will not be made until after your ad is placed.

Please make all checks payable to:  
Colorado Dental Association, 8301 East Prentice Avenue, Suite 400,  
Greenwood Village, CO 80111.

Check #: \_\_\_\_\_

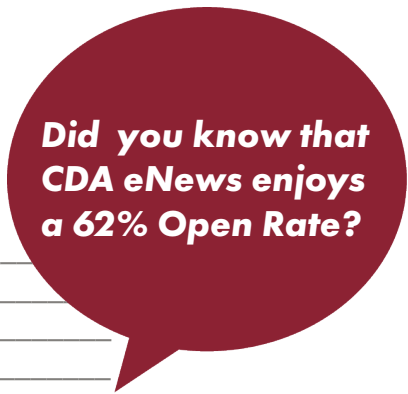
Please return this completed contract to Becky O'Guin by e-mail at  
becky@cdaonline.org or fax at 303-740-7989.





# eNews Advertising Agreement

The Colorado Dental Association distributes the CDA eNews to over 2,700 dentist members in Colorado via email.



Company Name: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## Ad Size and Pricing

- The ad cost for an eNews banner ad is \$400.
- The ad size is 550 x 150 pixels.
- Acceptable file formats include GIF, JPG or PNG files no larger than 2MB.

## eNews Banner Advertising Agreement

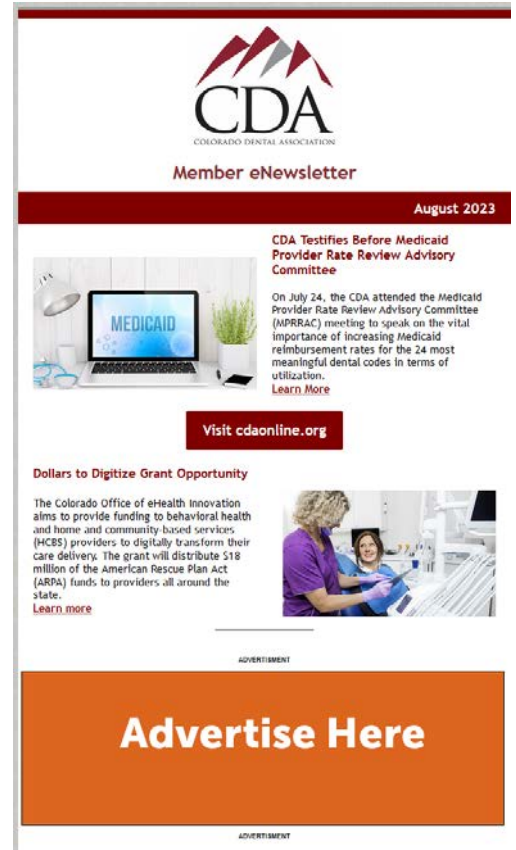
Ads are subject to editorial approval. The CDA reserves the right to refuse an ad or make changes to an ad prior to posting. CDA members receive the eNews in February, March, May, June, August, September, November and December.

## ENews Banner Ad

- 7 Issues \$2,600.00  
 4 Issues \$1,500.00  
 1 Issue \$ 400.00

## ENews Ad deadlines

- February 3  
 March 10  
 May 5  
 June 9  
 August 4  
 September 10  
 November 3  
 December 8



Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVC Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Charges to your credit card will not be made until after your ad is placed.

Please make all checks payable to:  
 Colorado Dental Association, 8301 East Prentice Avenue, Suite 400,  
 Greenwood Village, CO 80111.  
 Check #: \_\_\_\_\_

Please return this completed contract to Becky O'Guin by e-mail at becky@cdaonline.org or fax at 303-740-7989.



# Social Media Posting Agreement

You can now reach our unique audience through social media. You can purchase ads to reach our 2.8K followers on Facebook and/or our 1.2K followers on Instagram.

Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_



### Instagram Post

Please submit a high resolution jpg or png photo.

Recommended **video format** is MP4

Max video length: 120 seconds



### Facebook Post

Please submit a high resolution jpg or png photo.

Instagram Post \$275

Facebook Post \$125

Cost is per post. If you have a specific day or time you want the post to run please enter it here or if you are purchasing more than one post you can email the schedule to [becky@cdaonline.org](mailto:becky@cdaonline.org). Also include any special text, hashtags and your social media handle/public username for the post. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please email post text and photos to [becky@cdaonline.org](mailto:becky@cdaonline.org)

Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CVC Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Charges to your credit card will not be made until after your ad is placed.

Please make all checks payable to:  
Colorado Dental Association, 8301 East Prentice Avenue, Suite 400,  
Greenwood Village, CO 80111.

Check #: \_\_\_\_\_

Please return this completed contract to Becky O'Guin by e-mail at [becky@cdaonline.org](mailto:becky@cdaonline.org) or fax at 303-740-7989.

