



COLORADO DENTAL ASSOCIATION

## 2026 MEDIA KIT

# CDA ADVERTISING and SPONSORSHIP OPPORTUNITIES

**Grow your business 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 3,000 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.



## Snapshot of Our Members

### CDA MEMBERSHIP:

3,000+ Members

### GENDER:

70% Male  
30% Female

### PRACTICE:

71% GP  
29% Specialists

### COLORADO DENTAL SCHOOL

#### GRADUATES:

44% Male  
56% Female

### AGE:

6% Gen Z (1995-2009, late 20s)  
27% Millennials (1980-1994, 30s to early 40s)  
26% Gen X (1965-1979, mid-40s to 60)  
27% Baby Boomers (1946-1964, 60s to late 70s)  
12% Silent Generation (1928-1945, 80s+)  
2% Unlisted age

### GEOGRAPHY:

54% Practice in Denver Metro Area  
12% Colorado Springs  
8% Boulder Area  
11% Northern Colorado  
7% Southern Colorado  
8% Western Colorado  
1% Eastern Colorado






# 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
- Online Classified Ad Credit
- Link from cdaonline.org to your URL
- Use of CDA Logo on Approved Items
- CDA Member Mailing Data
- Annual Session Luncheon Sponsor
- Event Posts on cdaonline.org homepage

Total Value  
**Package Cost**  
Difference

Peak	Summit	14er
 1 Posts 1 Posts 1 Online Issues Small Size - 12 mo. Qtr Pg - 2 Issues - Included Included 1 Sets - -	 2 Posts 2 Posts 2 Online Issues Med Size - 12 mo. Half Pg - 4 Issues Included/\$200 Included Included 2 Sets - -	 3 Posts 3 Posts 4 Online Issues Large Size - 12 Mo. Full Pg - 4 Issues Included/\$400 Included Included 3 Sets Included 4 events
\$4,404.00	\$8,340.00	\$13,596.00
3,500.00	6,000.00	10,000.00
904.00	2,340.00	3,596.00

Pick the package that best suits your needs or contact Becky O'Guin, director of communications, at [becky@cdaonline.org](mailto:becky@cdaonline.org) or 303-996-2846 to discuss tailored options.



# 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.

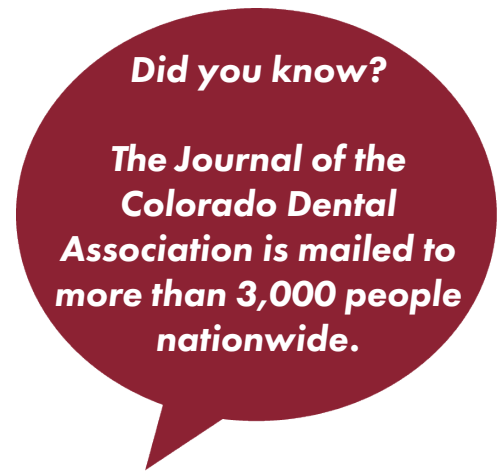
## Publication Dates

Winter Journal/January

Spring Journal/April

Summer Journal/July

Autumn Journal/October



## 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 3,000 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 80,000 users a year?

## Website Banner Ads

The CDA's website has more than 80,000 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.

### Membership



Joining the CDA is one of the best investments you can make. The CDA represents nearly 63% of Colorado's licensed dentists with a membership of over 3,400 dental professionals. By joining the CDA, you receive a 10-part membership in the American Dental Association, CDA, and your local component society.



**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

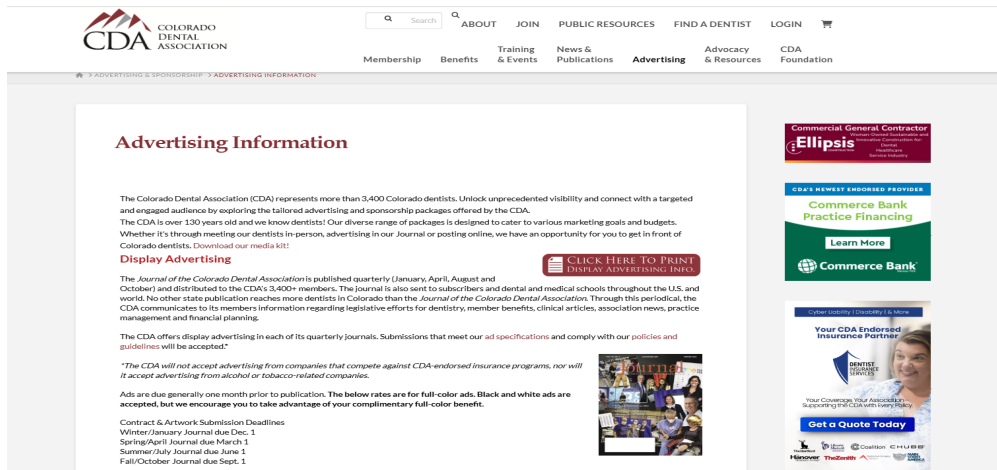
Start month: \_\_\_\_\_

### 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.

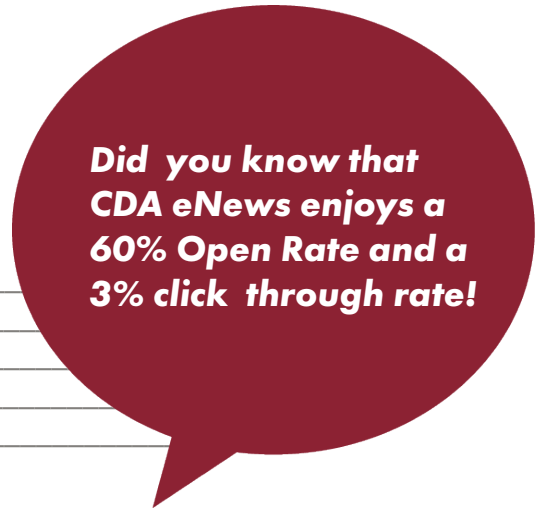
Check #: \_\_\_\_\_

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 2,000 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 1200 X 400 pixels.
- Acceptable file formats include 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

### eNews November 2025



From advancing legislation to new innovations and member perks designed for you, the ADA, CDA and your local society are here to provide the support you need to propel your success.

When you renew for 2026, you'll continue to support our profession and maintain your access to members perks including:

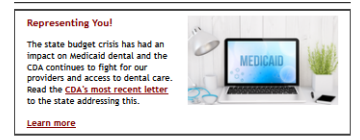
- CDA government relations focused on efforts at the state and local level: Direct advocacy to address dental insurance issues, Medicaid dental benefits, and fluoride education and support in local communities.
- Dental insurance support: Members can contact the ADA Third-Party Payer Concierge™ for personal help with difficult insurance problems, or explore on-demand resources to help find answers to insurance questions.
- Advocacy for you, your patients and the profession: The unified voice of our members amplifies our impact as we advocate for changes that benefit our profession and patients.
- Continuing education: With 500+ hours of CE (many free or discounted for members) it's easy to keep current and meet requirements.

Renew your ADA, CDA and local society membership today to continue accessing the tools you need to thrive personally and professionally.

**Renew Now!**

Did you know you can set your membership to auto-renew and choose your payment plan? Renew today to select your preferred payment option.

Disclaimer: If you have already renewed your membership for 2026 or have auto-renewal, no further action is needed. If you have any questions about your membership dues, please contact us at 303-740-6900 or info@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 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.

