

ONLINE | DIGITAL | CLASSIFIEDS

2024

# MEDIA KIT

WHERE YOUR MESSAGE MEETS  
TENNESSEE'S DENTAL  
COMMUNITY



**Tennessee**  
DENTAL ASSOCIATION



# Trusted Source

BY ADVERTISING WITH THE TDA YOU CAN ESTABLISH CREDIBILITY WITH TENNESSEE'S DENTAL COMMUNITY.

## FOCUSED TARGETING

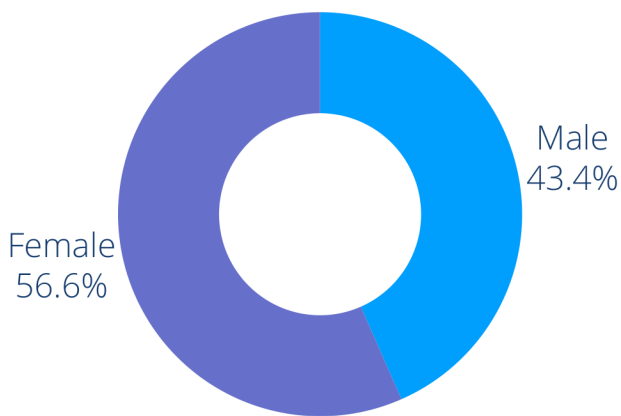
THE TDA REPRESENTS THE MAJORITY OF PRACTICING DENTISTS IN THE STATE.



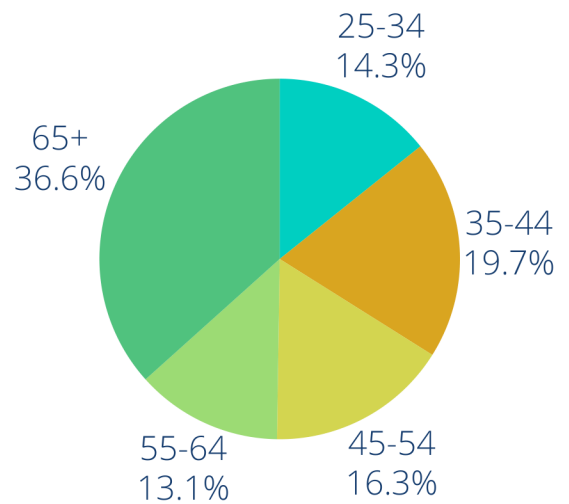
# Audience

## 2,400+ MEMBERS

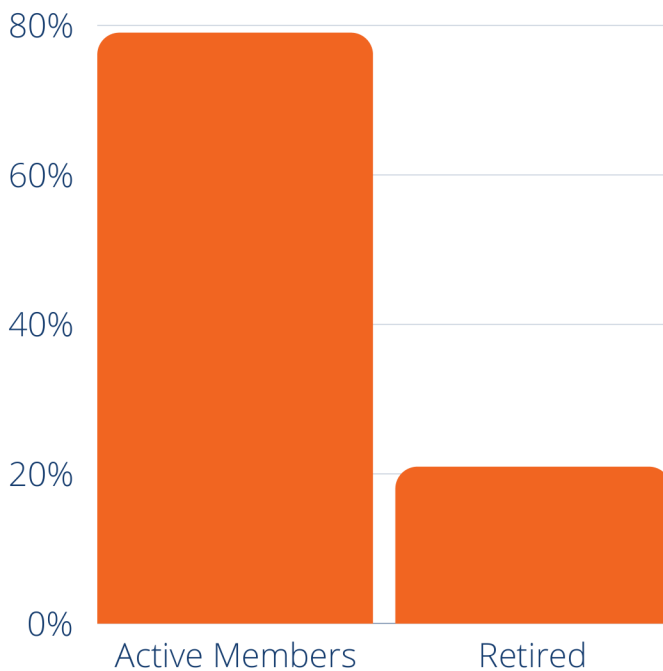
### Gender



### Age



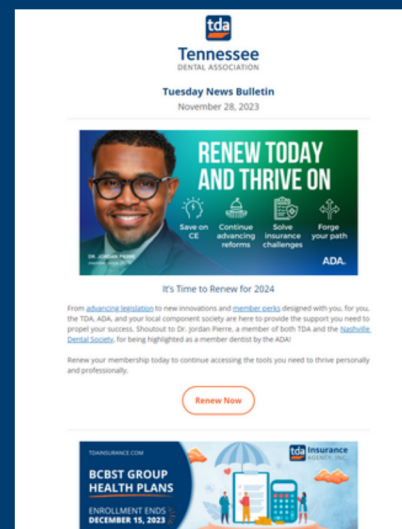
### Member Status



Source: American Dental Association, as of November 2023



THE TENNESSEE DENTAL ASSOCIATION (TDA) PUBLICATIONS OFFER MEMBERS ENGAGING CONTENT HIGHLIGHTING MEMBER STORIES AND INFORMATION ON DENTISTRY-RELATED NEWS, ADVOCACY INITIATIVES, LEADERSHIP OPPORTUNITIES, AND CONTINUING EDUCATION.



## TDA NEWS

#01

The TDA News is the official newsletter for members of the Association. This publication covers a wide variety of dental-related content, including news and announcements, wellness, practice management, early-career dentist content, and much more.

## TDA E-news Bulletin

#02

The TDA News Bulletin is a weekly e-newsletter covering member-specific news from the American Dental Association, the TDA, and our local component societies.

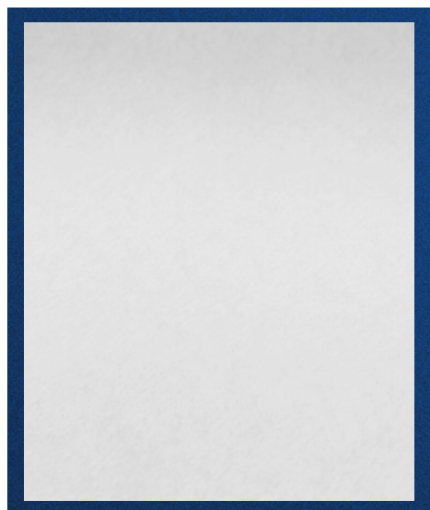
Open rate is 62%



# TDA Newsletter

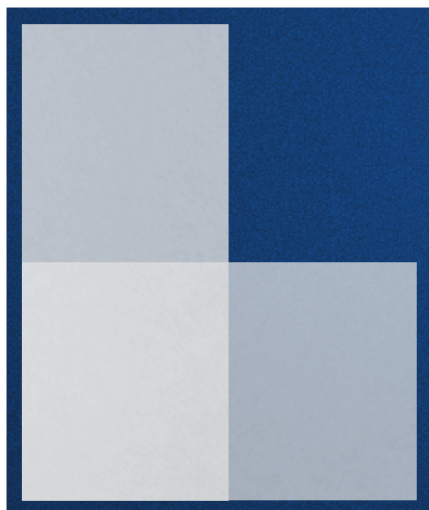
## ADVERTISING RATES & SPECIFICATIONS

Prices listed below are the cost to place a single ad in the publications above.



**Full Page** (7 ½ x 10)

1 Issue \$825  
3 Issues \$775/ad  
6 issues \$725/ad



**½ page horizontal** (7 ¼ x 4 ¾)  
**½ page vertical** (4 ¾ x 7 ¼)

1 Issue \$550  
3 Issues \$500/ad  
6 issues \$450/ad



**¼ page** (3 ½ x 4 ¾)

1 Issue \$375  
3 Issues \$325/ad  
6 issues \$275/ad

Inside front cover/back cover \$1,125 per issue.

## CLASSIFIED ADS

The TDA allows both members and non-members to submit ads for TDA Classifieds. To submit your ad, please visit [tndental.org](http://tndental.org). Your listing will be pending until a TDA staff member responds with the word count, cost, verification of ad category and payment information. Payments must be made with credit card at time of placement (VISA/MC ONLY). Your ad will be placed online and in the next available publication of *TDA News*. The TDA reserves the right to decline ads for any reason. For questions or to place a classified, call 615-628-0208.

## AD CATEGORIES

- For Sale or Lease: Dental Practice Sales/Leases
- For Sale or Lease: Equipment
- Products/Services

## ADD-ON OPTION

- Include ad in one weekly email: \$45\*  
*Requires the advertising commitment to one issue.*

## RATES

- TDA Members: One free classified ad per year of 100 characters (i.e. letters, space, punctuation) or less. Each character, in excess of 100, is an additional 40 cents per character.
- Non-Members: The first 100 characters (i.e. letters, space, punctuation) are \$50. Each character, in excess of 100, is an additional 40 cents per character.

# TDA e-News Bulletin

## ADVERTISING RATES & SPECIFICATIONS

Prices listed below are the cost to place a single ad in the publication above.

Deadline for e-News is the 1st of the month.

### BANNER

- Creative Size: 728x90
- File Type: GIF/JPEG/PNG
- Click Through URL
- Best For: Awareness, driving traffic.
- **Rate:** 1 email (\$100), 2 emails (\$190), 4 emails (\$360)

### BILLBOARD

- Creative Size: 970x250
- File Type: GIF/JPEG/PNG
- Click Through URL
- Animation: 10-12 seconds max.
  - When using animation, include branding and call-to-action on first frame.
- Best For: Branding, awareness, more visibility.
- **Rate:** 1 email (\$200), 2 emails (\$390), 4 emails (\$720)

### RECTANGLE TEXT BOX

- Ad Size: 180x150, Image/logo
- 250-300 characters ad copy, excluding spaces.
- Best For: Communicating value.
- **Rate:** 1 email (\$400), 2 emails (\$790), 4 emails (\$1,560)

### MEDIUM RECTANGLE

- Creative Size: 300x250
- File Type: GIF/JPEG/PNG
- Click Through URL
- Animation: 10-12 seconds max.
  - When using animation, include branding and call-to-action on first frame.
- Best For: Branding, Awareness, more visibility.
- **Rate:** 1 email (\$450), 2 emails (\$890), 4 emails (\$1,760)



TUESDAY NEWS BULLETIN

**Banner**

ADVERTISEMENT

**Billboard**

ADVERTISEMENT

**Lorem ipsum dolor sit amet**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Rectangle  
Image or  
logo**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse.

ADVERTISEMENT

**Medium  
Rectangle**

ADVERTISEMENT



[tndentalassociation.org](http://tndentalassociation.org) | 615-628-0268 | [tda@tndentalassociation.org](mailto:tda@tndentalassociation.org)



# TDA Career Center

QUICKLY CONNECT WITH THOUSANDS OF HIGHLY ENGAGED PROFESSIONALS THROUGH SAME-DAY JOB POSTINGS.



## Employers:

FIND YOUR NEXT GREAT HIRE



**PLACE**  
your job in front of highly qualified TDA members and job seekers.



**SEARCH**  
our resume database of qualified candidates.



**MANAGE**  
jobs and applicant activity right on our site & limit applicants only to those who fit your requirements.



**FILL**  
your jobs more quickly with great talent.

**30 DAY JOB POSTING** \$249.00

**PREMIUM JOB POSTING PACKAGE** \$499.00

- *Posted for 30 Days*
- *Remains High in Search Results*
- *Highlighted to Stand Out*

**ULTIMATE RECRUITMENT PACKAGE** \$699.00

- *TalentBoost Upgrade Distributes Job to Network of 1,000+ National, Niche and Local Job Boards*
- *Posted for 30 Days*
- *Remains High in Search Results*
- *Highlighted to Stand Out*

Place an ad at  
[tda.careerwebsite.com](https://tda.careerwebsite.com)

# TDA MEDIA KIT 2024

---

## ADVERTISING STANDARDS

The Tennessee Dental Association (TDA) welcomes advertising to inform members about products and services available to them and their practice of dentistry. Advertising must be factually accurate, dignified, and intended to provide and contribute useful information. The appearance of an advertisement in any TDA publication or online does not constitute an endorsement by the TDA or its components, except where such endorsement is specifically authorized and approved. All advertising must be received in final format. The TDA cannot guarantee ad positioning.

Advertising submitted to the TDA is subject to review and publisher approval. The TDA unconditionally reserves the right to decline or edit any advertisement submitted. No cancellations are accepted after the publication deadline. Ads must be paid in full prior to publication.

## PUBLICATION DATES & DEADLINES (SUBJECT TO CHANGE)

- **Issue 1:** January/February
  - Deadline – Jan 05; Pub – by Jan. 22
- **Issue 2:** March/April
  - Deadline – February 05; Pub – by March 18
- **Issue 3:** May/June
  - Deadline – April 08; Pub – by May 17
- **Issue 4:** July/August
  - Deadline – June 10; Pub – by July 19
- **Issue 5:** September/October
  - Deadline – August 09; Pub – by Sept. 20
- **Issue 6:** November/December
  - Deadline- October 10; Pub – by Nov. 18

## METHOD

Electronic. The TDA also houses an archive of each issue on its website at [tndental.org](http://tndental.org).

## TDA NEWS CREATIVES

### File Formats

The preferred file format for all submissions is a PDF file with all fonts embedded. The TDA does not accept QuarkXPress files, Windows files, MS Word or Publisher files or Adobe Creative Suite files

### Image Resolution

Photographic (raster) image resolution must be at least 300 pixels per inch at 100% size. Mechanicals Files should be sized according to the ad sizes listed in this media kit.

### Incorrect Files

Digital files that are not in compliance with the above specifications may be rejected.

## PAYMENTS

Payments should be made to:  
Tennessee Dental Association  
660 Bakers Bridge Ave Ste 300,  
Franklin, TN 37067.

For additional information or to make a payment using a credit card (MasterCard or VISA only) call the TDA Executive Office.

## QUESTIONS

For questions related to advertising in TDA Publications, please call 615-628-0208, email [tda@tndental.org](mailto:tda@tndental.org).





# TDA Advertising Agreement

## CONTACT INFORMATION

Company Name \_\_\_\_\_  
Primary Contact \_\_\_\_\_ Title \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Email \_\_\_\_\_ Phone \_\_\_\_\_ Ext. \_\_\_\_\_

## TDA NEWS & JOURNAL OF THE TDA ADVERTISING

**Issue: (circle at least one; indicate year)**

- Jan-Feb 20\_\_\_\_
- March-April 20\_\_\_\_
- May-June 20\_\_\_\_
- July-Aug 20\_\_\_\_
- Sept-Oct 20\_\_\_\_
- Nov-Dec 20\_\_\_\_

**Size: (circle one)**

- Full Page
- 1/4 Page
- Half Page (Vertical)
- Half Page (Horizontal)
- Full Page Inside Front Cover
- Full Page Inside Back Cover

For **Classified ads**, please email your copy to [tda@tndental.org](mailto:tda@tndental.org). When submitting your classified ad, please specify the issue(s) you'd like the ad to run and if you are choosing the add-on option. Submissions can also be made online at [tndental.org](http://tndental.org).

## TDA E-NEWS BANNER ADVERTISING

**Month** \_\_\_\_\_

**Ad Size**      Billboard      Banner      Medium Rectangle      Rectangle Text

**Package**      1 email      2 emails      4 emails

## PAYMENT INFORMATION

Checks should be made payable to the Tennessee Dental Association; Credit card payments by MasterCard or Visa only.

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_  
Name on Card \_\_\_\_\_ Security Code \_\_\_\_\_  
Amount to be charged \_\_\_\_\_ Signature of Cardholder \_\_\_\_\_

By signing this agreement I authorize the TDA to place this ad and am agreeing to the TDA Advertising Standards listed in this media kit. The TDA reserves the right to edit copy or reject any ad and does not assume liability for the contents of advertising. If applicable, I am authorizing the TDA to bill the credit card listed above and an adherence to payment via the card issuer's agreement.

Signature \_\_\_\_\_

