



# 2022 Display Advertising Rates & Contract

The Communicator • E-Communicator • Web Banners

Connect with Connecticut State Dental Association Members through a variety of mediums.

## BILLING INFORMATION:

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

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

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

\*E-mail (required): \_\_\_\_\_

## ADVERTISING PACKAGE OPTIONS: Mark X next to selection

\*Please select options below where applicable for advertising packages. Advertising package options must be approved by the CSDA and paid in full prior to the mailing of the winter issue of *The Communicator*. Discounted prices will be confirmed by the CSDA.

### **CROWN PACKAGE: 20% discount**

*Package ONLY available until December 15, 2021*

- 4 full page display ads in *The Communicator*
- 1 web banner any size for 1 year on CSDA.com
- 6 banner ads any size in the e-Communicator

### **VENEER PACKAGE: 10% discount**

*Package ONLY available until December 15, 2021*

- 4 display ads any size in *The Communicator*
- 1 web banner any size for 6 months on CSDA.com
- 2 banner ads any size in the e-Communicator

## THE COMMUNICATOR

*The Communicator* is our flagship publication for the CSDA. It features articles on a wide range of topics to assist dentists in their profession. Subjects include practice management, timely dental issues, dental community programs and much more.

Our winter, spring and summer publication are mailed to nearly 1,700 individuals, which includes CSDA members, state dental societies, vendors and community health groups. Our fall issue is sent to those listed above, plus ALL Connecticut Dentists (including both CSDA members and non-members) reaching more than 2,400.



## PRICING AND SPECIFICATIONS:

All ads will be in full color with no bleeds. (Mark your choice with an X)

### WINTER ISSUE

Deadline December 15

Inside Front Cover **\$1,145** (7.5" x 10")

Inside Back Cover **\$1,145** (7.5" x 10")

Full Page **\$900** (7.5" x 10")

Half Page **\$655** (7.5" x 4.91")

Quarter Page **\$445** (3.66" x 4.91")

(The Communicator options and rates continued...)

### SPRING ISSUE

Deadline March 15

- Inside Front Cover **\$1,145** (7.5" x 10")
- Inside Back Cover **\$1,145** (7.5" x 10")
- Full Page **\$900** (7.5" x 10")
- Half Page **\$655** (7.5" x 4.91")
- Quarter Page **\$445** (3.66" x 4.91")

### SUMMER ISSUE

Deadline June 15

- Inside Front Cover **\$1,145** (7.5" x 10")
- Inside Back Cover **\$1,145** (7.5" x 10")
- Full Page **\$900** (7.5" x 10")
- Half Page **\$655** (7.5" x 4.91")
- Quarter Page **\$445** (3.66" x 4.91")

### FALL ISSUE

Deadline September 15

- Inside Front Cover **\$1,165** (7.5" x 10")
- Inside Back Cover **\$1,165** (7.5" x 10")
- Full Page **\$925** (7.5" x 10")
- Half Page **\$680** (7.5" x 4.91")
- Quarter Page **\$470** (3.66" x 4.91")

## WEB BANNERS

CSDA.com offers exceptional ways to connect with the dental community. More dentists than ever rely on CSDA.com for resources they need to succeed. Reserve your ad space today to take advantage of this direct link to this exclusive audience. All ads will be active with a clickable link.

## PRICING AND SPECIFICATIONS:

(Mark your selections with an X)

### RECTANGLE (D) *Most Internal Pages*

(180 pixels x 150 pixels)

- 1 month **\$350**
- 6 months **\$1,800**
- 1 year **\$3,000**

### SKYSCRAPER (C) *Most Internal Pages*

(160 pixels x 600 pixels)

- 1 month **\$450**
- 6 months **\$2,400**
- 1 year **\$4,200**

### LEADERBOARD (A) *All Site Pages*

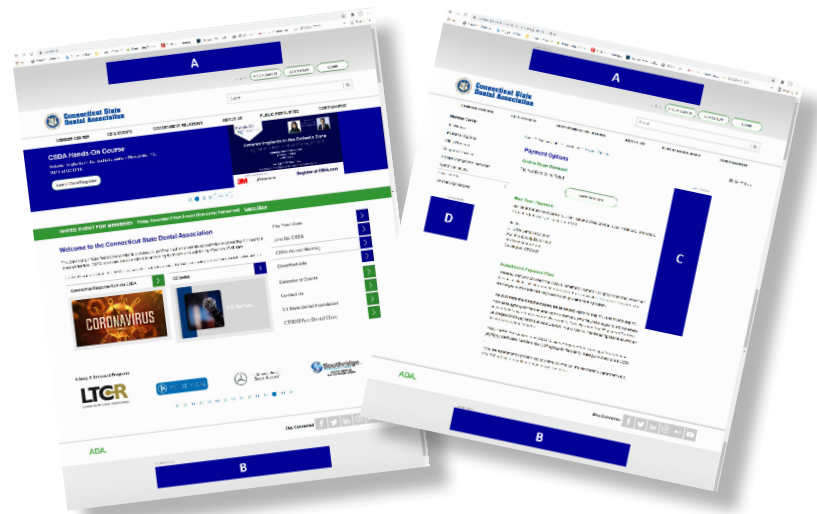
(728 pixels x 90 pixels)

- 1 month **\$550**
- 6 months **\$3,000**
- 1 year **\$5,400**

### FOOTER (B) *All Site Pages*

(728 pixels x 90 pixels)

- 1 month **\$450**
- 6 months **\$2,400**
- 1 year **\$4,200**



WEB BANNER URL:

## E-COMMUNICATOR

E-Communicator are published bi-weekly. Our e-newsletter is distributed to approximately 2,000 CSDA members. This publication has an open rate of around 35%, which is above the industry average of 25%.

Ad placement will depend on availability. The CSDA will confirm dates available for advertising. Two advertisers are allowed per e-newsletter, unless an exclusive banner is purchased (cost of two banners).

### PRICING AND SPECIFICATIONS:

(Mark your selections with an X)

#### SMALL WEB BANNER

Single Ad with 2 banners per e-newsletter

**\$155 per issue** (305 pixels x 90 pixels)

(# of issues) \_\_\_\_\_ x \$155 per issue = \_\_\_\_\_

#### EXCLUSIVE WEB BANNER

**\$310 per issue** (630 pixels x 90 pixels)

(# of issues) \_\_\_\_\_ x \$310 per issue = \_\_\_\_\_

#### WEB BANNER URL:

\_\_\_\_\_



### PAYMENT AND CONTRACT

Please e-mail, fax or mail form to:

Karen Wright  
Connecticut State Dental Association  
835 West Queen Street  
Southington, CT 06489

**E-mail:** [kwright@csda.com](mailto:kwright@csda.com)

**Fax:** (860) 378-1807

#### CHECK PAYMENT

Check enclosed made payable to: *Connecticut State Dental Association*

#### CREDIT CARD PAYMENT

Master Card       Visa       American Express

Account #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Card Holder's Name: \_\_\_\_\_

Advertisers must pre-pay for the first issue/advertisement for multiple ads placements. Advertising package selections must be paid in full. All advertising space is offered on a first-come, first-serve basis, and is based on availability. If advertising deadlines fall on a holiday or weekend, deadlines will be extended to the next business day. All credit card transactions are processed in U.S. dollars. Once ad is placed, refunds will not be issued. The CSDA reserves the right to release ad space if payment or contract is not received by indicated due dates. The CSDA reserves the right to accept or withdraw an ad at its discretion. The CSDA will send approval of this signed contract, and will be considered valid once signed. The CSDA will hold all advertisers liable for all payments under this contract.

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

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

# Connecticut State Dental Association