



2021

CDA Media Kit

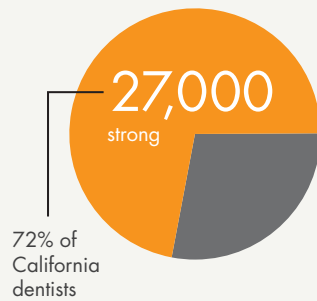


Market Profile

Reach more dental professionals with CDA.

The California Dental Association serves over 27,000 well-educated, affluent and highly respected dentists in the profession. Our members represent 15% of the American Dental Association, which means one in every seven dentists in the nation is a CDA member. If you want to increase your reach, maximize your advertising dollar and align with the best in dentistry, you've found the right place.

Who our members are



What they're reading

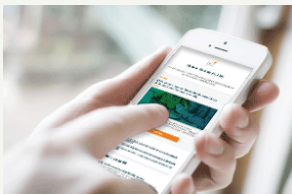


8 out of 10 dentists source the *Journal*, whereas 1 in 3 cite other publications



The *Journal* attracts approximately 20,000 readers from around the world each month, spanning from the United States to India, Brazil and the United Kingdom

How they engage



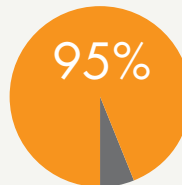
The Update e-newsletter is distributed to more than 19,000 members each week, averaging approximately 12,500 views



On average, cda.org experiences 611,000 monthly page views and users view 3+ pages each visit



Two-thirds of members who downloaded the CDA app featuring CDA Presents found it very or extremely helpful



95% spend time in the exhibit hall, with 39% spending 3 or more hours

CDA Presents Meetings & Sponsorships

Engage your target audience.

CDA Presents The Art and Science of Dentistry is a biannual convention that serves on average 20,000+ dentists, hygienists, lab techs, dental students, exhibitors, guests and media representatives. Whether in person or through CDA's virtual live events, you can connect your brand to thousands of industry professionals in creative, memorable ways with CDA's targeted tactics. These opportunities are exclusive to companies exhibiting at CDA's conventions. For pricing options, call 916.554.4952 or email sue.gardner@cda.org.



Door Clings

For a unique way to create a first impression, share your message and logo right on the convention center doors.



Escalator Signage

Get in front of attendees as they travel between C.E. courses and the exhibit hall in this highly visible location.



Reserved Seating

Display your logo on chair covers, benefit from additional signage and distribute brochures and samples.



Banners

Be the first promotion attendees see as they enter the convention and put your brand front and center.



Column Wraps

Stand out in a big way when you wrap your banner around one of the massive columns at CDA Presents.



App Banners & Alerts

Get exposure via alerts, clickable banners and more through our event app.

CDA Presents Meetings & Sponsorships



Overflow Room

Have your messaging displayed on several big screens, in-room signage and distributed literature.



Carpet Decals

Place eye-catching large 8' x 8' adhesive graphics in high-traffic registration area at front of exhibit hall.



Hotel Room Keys

Attendees look at their hotel room key at least 10 times a day. That's 10 more times they'll see your brand.



Table Clinics

Make an early impression with the future of the profession! Reach 1,500 new dentists and students each day.



The Spot

Attendees gather to learn and network. Present new or award-winning products and hold mini-presentations.



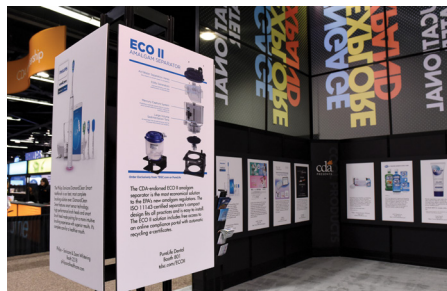
On-Site Program

Full-page color advertisements offer creative ways to drive traffic to your booth.



Lanyards

Provide attendees with badge lanyards and have them promote your brand everywhere they go.



Cool Products

Our Cool Products showcase is a great way to feature new products or share something cool.



Attendee Badges

Gain exclusive rights to advertise on the reverse side of attendee badges with additional benefits.

CDA Presents Meetings & Sponsorships



Tote Bags/Inserts

Have attendees carry your message with them all day long for maximum exposure.



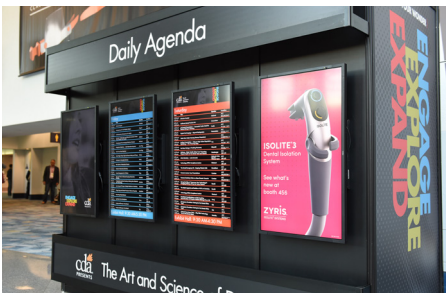
C.E. Pavilion

Sponsorship of the C.E. Pavilion includes prominent signage in the exhibit hall and classrooms, giving you great visibility.



Shuttle Buses

Sponsor CDA Presents shuttle buses for exterior signage and onboard video messaging.



Digital Daily Agenda

Have your message illuminated among the lecture and workshop information at two featured locations. One monitor exclusive to sponsor's message.



Corporate Forums

Host a speaker of your choosing, and CDA will promote your company's educational program in our marketing materials.



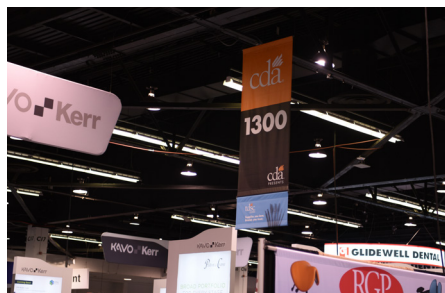
Hotel Dark Channel

Played in official hotels, this televised loop is a great way to share in-depth product info.



Brushing/Mouthwash Stations

Promote your product with the exclusive rights to set up brushing/mouthwash stations in exhibit hall floor restrooms.



Aisle Signs

Gain exceptional visibility when you promote your company beneath exhibit floor aisle signs.



Virtual Convention Sponsorships

Sponsorships at CDA Presents virtual conventions offer increased brand visibility and connect attendees to interact with your exhibit booth experience.

Publications and Digital Ads

Influence nearly 27,000 of dentistry's best and brightest.

CDA is an industry leader for publishing accurate, authoritative and relevant information. Advertisers are familiar with our award-winning publication, the *Journal*, and know that it is the ideal channel to reach the coveted dental professional demographic.

The *Journal of the California Dental Association*

Winner of the prestigious Western Publications Association Maggie Award, as well as several International College of Dentists awards, the *Journal* is delivered as a digital publication to CDA members as well as dentists in other states and around the world. The digital platform allows for dynamic content and clickable articles and advertising. Stylish and sophisticated, this full-color scientific monthly shares cutting-edge scientific developments in dental technology and clinical techniques plus peer-reviewed articles topical to the art and science of dentistry.



CDA Presents On-Site Program

With class schedules, exhibitor listings, products and services, fold-out maps and daily itineraries, the On-Site Program is indispensable to attendees and the ideal channel to drive traffic to your booth.

Publications

2021 CDA Journal rates

To place an ad, please call 916.554.4952 or email sue.gardner@cda.org.

Inside	1x	3x	6x	12x
Full page	\$2,965	\$2,775	\$2,620	\$2,450
2/3 page	2,505	2,375	2,220	2,150
1/2 page (horizontal or island)	2,100	2,015	1,925	1,780
1/3 page (horizontal, vertical or square)	1,070	995	890	760
1/6 page (horizontal or vertical)	725	675	630	585

Special positions

	12x
Back cover	\$4,070
Inside front cover	3,870
Inside back cover	3,715



Publications

2021 CDA Journal specifications

Unit	Width	Depth
Trim size	8.5"	11"
Full page	8.5"	11"
2/3 page	4.85"	9.5"
1/2 island	4.85"	7.75"
1/2 horizontal	7.375"	4.75"
1/3 vertical	2.35"	9.5"
1/3 horizontal	7.375"	3.25"
1/3 square	4.85"	4.85"
1/6 vertical	2.35"	4.75"
1/6 horizontal	4.85"	2.5"

ultrapro^{TX}

THE NEXT GENERATION
of the Ultrapro to Prophygloss Equipment Family

Our next generation Ultrapro TX prophygloss equipment family features an ergonomic handpiece, innovative prophy angles and design, and additional free prophy cones. Together they offer a powerful, comfortable, and effective solution to all your prophy needs.

Learn more at ultradent.com/ultraprotx

Journal
CALIFORNIA DENTAL ASSOCIATION

150th Anniversary
Dentistry and COVID-19

PAR & GON
Dental Practice Transitions

Your future. Your practice. Our trusted expertise.

You may be clear on achieving your financial goals but you, your spouse, and your children are already leaving about 50% of your net worth to your children.

Stop the retirement you deserve. Call today.

Wade Winkler, DDS and John Weverka, DDS

CDA. THIS IS WHERE VISION MEETS VALUE.

Innovative education. Inspiring lectures and hands-on workshops at CDA Events. The nation's leading dental association. Just a few of the benefits member benefits at cda.org.

STRENGTH. SAVINGS. CONFIDENCE.

CDA has leveraged its strength of our large membership to deliver you the ability, reliability, security, support you in a business side of practice. **Endorsed Programs** include: **CareCredit**, **Endorsed Programs** and **Endorsed Products**.

REFER A MEMBER. EARN DOUBLE REWARDS.

SHARE THE BENEFITS OF MEMBERSHIP

REFER A MEMBER. EARN DOUBLE REWARDS.

DentalPost

BUILD YOUR d-Team™

POST SEARCH HIRE

SEARCH FOR THE BEST TALENT FOR YOUR PRACTICE

The Gary and Mary West Senior Dental Center: Whole-Person Care by Community-Based Service Integration

ABSTRACT The Gary and Mary West Senior Dental Center (SMC) launched in 2016 providing a new model of accessible and affordable dental care for vulnerable seniors. The unique SMC is a focused, holistic, driving center without center in downtown San Diego. This article summarizes the SMC's unique, new whole-person community-based integrated care model, results from the first year of operations, lessons learned and considerations for low-alford dental practice care better care for seniors.

Publications

2021 CDA *Journal* artwork specifications

File formats

The preferred file format for all submissions is a PDF file with all fonts embedded. CDA does not accept QuarkXPress files, Windows files, MS Word or Publisher files or Adobe Creative Suite files without a complete set of linked images and fonts.

Color

Final files and images linked to or embedded in your final files must be in the RGB or grayscale color modes. Files in the CMYK, Lab color or other non-RGB color modes are not acceptable.

Image resolution

Photographic (raster) image resolution must be at least 150 pixels per inch at 100% size.

Mechanicals

Files should be sized according to the ad sizes listed in this media kit. Copy and other information should be placed at a minimum of 0.25" from the edge of the ad size. More is recommended. Copy should be sized at 6 points or greater to ensure readability. CDA reserves the right to place a thin border around all non-full-page ads that do not contain a border.

Incorrect files

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

Publications

2021 CDA Presents On-Site Program rates

Available exclusively to exhibiting companies.

Please call 916.554.4952 or email sue.gardner@cda.org for more information.

Inside

1x

Full page

\$2,575

Special positions

Front gatefold

\$8,500

Back gatefold

9,800

Back cover

4,000

Cover tip card

5,800

Schedule-at-a-Glance

Limited placement. Call for pricing.

Exhibit hall map

Limited placement. Call for pricing.

2021 CDA Presents On-Site Program specifications

Unit

Width

Depth

Trim size

5"

11"

Full page w/bleeds (includes .125" bleed)*

5.25"

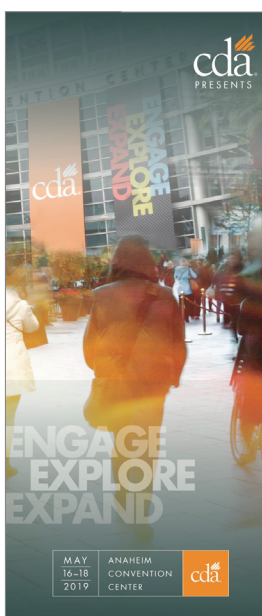
11.25"

Full page/no bleeds

4"

10"

*.125" bleed is required wherever ink goes to the edge of the page. Type, logos and other critical information must be within .5" of the edge of the 8.5 x 11 trim size.



PROGRAM SPEAKERS		PROGRAM SPEAKERS	
	Jason Tyson As a senior vice president with Bank of America Practice Solutions, Mr. Tyson manages the West Coast health care division. He has more than 15 years of experience in finance. (page 61) Conflict of Interest Disclosure: Mr. Tyson is an employee of Bank of America Practice Solutions.		Josh Wren, DMD Dr. Wren is the owner of Wren Pediatric Dentistry and the founder of Pediatric Dental Samarra. His main goal is to prevent dental caries, dental phobias, infection, pain, space loss, etc. (pages 20, 63) Conflict of Interest Disclosure: Dr. Wren has received financial support from Air Techniques.
	Mikala R. Vargo Ms. Vargo serves Southern California and has more than 11 years of financing experience. (pages 71, 102) Conflict of Interest Disclosure: Ms. Vargo is a regional manager for Bank of America Practice Solutions.		Benjamin M. Wu, DDS, PhD Dr. Wu is a professor and chair of the division of advanced prosthodontics and director of the Weintraub Center for Regenerative Biotechnology at the UCLA School of Dentistry. (page 137) Conflict of Interest Disclosure: None reported.
	Andrew Ventura Mr. Ventura helps doctors successfully transition into an ownership role by providing not only financing solutions, but also leveraging his experience in the health care market to help ensure a smooth and successful transition. (page 88) Conflict of Interest Disclosure: Mr. Ventura is the West Region business development manager for Wells Fargo Practice Finance.		Thomas F. Wushoff, DDS Dr. Wushoff is the current chair of the CDA Council on Peer Review and has been a peer review volunteer for 20 years. He received his dental degree from the UCSF School of Dentistry and practices in Woodside Village, Calif. (page 109) Conflict of Interest Disclosure: None reported.
	Thomas A. Vriolo, EPH, CCP Dr. Vriolo serves the profession of dentistry as a clinical educator, professional speaker and published author in the areas of oral pharmacology and local anesthesia. (pages 133, 146) Conflict of Interest Disclosure: None reported.		Markus K. Yang, DDS Dr. Yang balances a private practice in San Francisco and teaching at the Pacific Ocean School of Dentistry. His interests range from new technologies to photography. (page 53) Conflict of Interest Disclosure: None reported.
	Richard D. Walker, DDS, MSD Dr. Walker studied prosthodontics at the University of Washington. He is a recipient of the American Board of Prosthodontics and holds a full-time faculty position at the Loma Linda School of Dentistry. (page 72) Conflict of Interest Disclosure: None reported.		Bretley L. Yee, DDS Dr. Yee practices general dentistry in Sacramento, Calif. He has served on the ethics chair for the Sacramento District Dental Society and currently volunteers for CDA Peer Review. (page 125) Conflict of Interest Disclosure: None reported.
	Keith Washington, BA Mr. Washington has 20 years of software product management and development experience. He has a passion for helping dentists grow their practices with innovative products and services. (page 18) Conflict of Interest Disclosure: Mr. Washington is the vice president of products for Paces.		Jason F. Yegor, DDS, PhD, MPH, MS, DrPH Dr. Yegor is an associate professor in the department of pediatric dentistry at the Indiana University School of Dentistry in Indianapolis. (page 20, 102) Conflict of Interest Disclosure: Dr. Yegor has received honoraria from Air Techniques.
	Daniel R. Watkins, Esq. Mr. Watkins handles employment liability, property substantiation, complex health claims and medical and dental malpractice actions. He is licensed in California and Nevada and serves on TDC's defense panel. (pages 84, 125) Conflict of Interest Disclosure: None reported.		Rita Zamora Ms. Zamora is an international speaker and published author on social media marketing and online reputation management. (page 62, 73) Conflict of Interest Disclosure: Ms. Zamora is a consultant for Rita Zamora Connections.
	Neil V. Whitteman, DMD Dr. Whitteman is an assistant clinical professor and director of the Center for Pediatric Dentistry at the UCLA School of Dentistry. (page 133) Conflict of Interest Disclosure: None reported.		Hossein M. Zarrinkalk, DDS Dr. Zarrinkalk is a graduate of the Loma Linda School of Dentistry and maintains a private practice in Ventura, Calif., with emphasis on complex dental implant and reconstructive surgery. (page 126, 127) Conflict of Interest Disclosure: None reported.

Publications

2021 CDA editorial/advertising calendar

CDA Journal

Month	Features	Guest Editor	Ad Deadline	Materials Deadline
January	General topics	No Guest Editor	Dec 1, 2020	Dec 7, 2020
February	Oral and maxillofacial surgery	Dr. Dennis Song	Jan 1, 2021	Jan 7, 2021
March	Business of dentistry	Arthur Curley, JD	Feb 1, 2021	Feb 8, 2021
April	Oral cancer	Dr. Allesandro Villa	Mar 1, 2021	Mar 8, 2021
May	CBCT	Dr. Sanjay Mallya	Apr 1, 2021	Apr 7, 2021
June	Prosthodontics and implants	Dr. Evangelos Rossopoulos	May 1, 2021	May 7, 2021
July	Diabetes and other chronic	Dr. Jayanth Kumar	Jun 1, 2021	Jun 7, 2021
August	E-cigarettes	Dr. Benjamin Chaffee	Jul 1, 2021	Jul 7, 2021
September	Stem cell research	Dr. Rungnapa Yang	Aug 1, 2021	Aug 7, 2021
October	Pediatrics	Dr. Sharine Thenard	Sep 1, 2021	Sep 7, 2021
November	Health literacy II	Dr. Lindsey Robinson	Oct 1, 2021	Oct 7, 2021
December	Dental student research	Dr. Mariela Padilla/USC	Nov 1, 2021	Nov 7, 2021

Topics are subject to change.

CDA Presents On-Site Program

Meeting	Ad Deadline	Materials Deadline
Anaheim 2021	Feb 26, 2021	Mar 20, 2021
San Francisco 2021	Jun 22, 2021	Jul 10, 2021

Publications

Artwork specifications

File formats

The preferred file format for all submissions is a press-quality PDF file with all fonts embedded. Also accepted are Adobe Creative Suite files (InDesign, Illustrator, Photoshop) that have been packaged with a complete set of fonts and linked images. Adobe Creative Suite submissions must be accompanied by a PDF proof. CDA does not accept QuarkXPress files, Windows files, MS Word or Publisher files or Adobe Creative Suite files without a complete set of linked images and fonts.

Color

Final files and images linked to or embedded in your final files must be in the CMYK or grayscale color modes. Files in the RGB, Lab color or other non-CMYK color modes are not acceptable. Total 4-color ink density should not exceed 320%. To optimize readability, we recommend that smaller type and body copy not be specified with a 4-color build.

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. Files that bleed must include crop marks at the trim with an additional 0.125" bleed on each side that prints to the edge of the 8.5 x 11 page. Copy and other information should be placed at a minimum of 0.25" from the trim size. More is recommended. Copy should be sized at 6 points or greater to ensure readability. CDA reserves the right to place a thin border around all non-full-page ads that do not contain a border.

Incorrect files

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

Digital Advertising

Meet your audience where they're most engaged by advertising on CDA's popular digital channels. Through online and email platforms, you'll benefit from ad-tracking, readership analytics and direct links to your company, products and promotions.

Connect with CDA members.

We have everything you need to connect digitally with our members wherever they work or travel.

Access the latest dentistry-related news on cda.org.

Averaging 611,000 views a month, CDA's highly visited website delivers dentistry-focused insights and guidance, covering news and advocacy efforts affecting the profession. The site also features resources to assist members in navigating regulatory compliance, employment, dental benefit plans and practice management issues. Advertising opportunities are available in the menu, homepage, newsroom and article pages.

2021 cda.org rates

To place an ad, please call 916.554.4952 or email sue.gardner@cda.org.

Digital graphics RGB Color space 72 dpi	30 days
Home Page Ad Banner (600 pixels x 200 pixels)	\$1,300
Home Page Large Leaderboard (900 pixels x 90 pixels)	1,300
Mega Menu Ad Banner (600 pixels x 200 pixels)	1,100
Newsroom Ad Banner (600 pixels x 200 pixels)	1,000
Newsroom Square (250 pixels x 250 pixels)	500
Newsroom Small Square (200 pixels x 200 pixels)	400
Article Ad Banner (600 pixels x 200 pixels)	700
Article Half Page (300 pixels x 600 pixels)	700

Digital Advertising

CDA Update e-Newsletter

A recurring email digest that reaches approximately 19,000 members, highlighting breaking news developments affecting the profession, updates from leadership and links to timely resources focused on supporting dentists.

2021 CDA email newsletter rates

To place an ad, please call 916.554.4952 or email sue.gardner@cda.org.

Digital graphics RGB Color space 72dpi	1x	2x
Full-Width Ad Banner (600 pixels x 200 pixels)	\$1,200	\$1,000
Second Full-Width Ad Banner (600 pixels x 200 pixels)	1,100	900


(Rates listed are per insertion. Limited to two (2) banner ads per newsletter.)

Email Ad Banner
600 pixels x 200 pixels

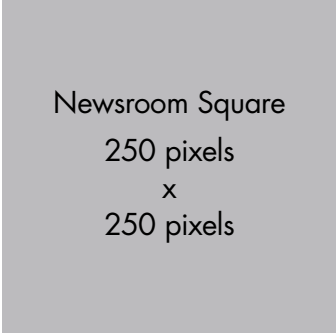
Digital Advertising

2021 cda.org website ad configurations

(Sizes shown are 50% actual size)




Ad Banner
600 pixels x 200 pixels



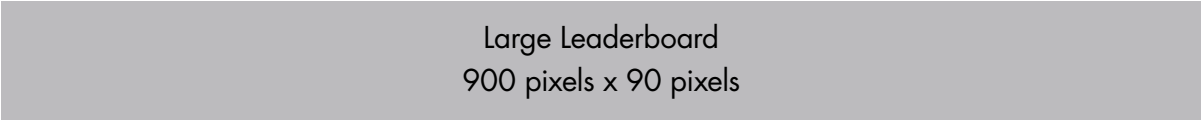
Newsroom Square
250 pixels
x
250 pixels



Newsroom
Small Square
200 pixels
x
200 pixels



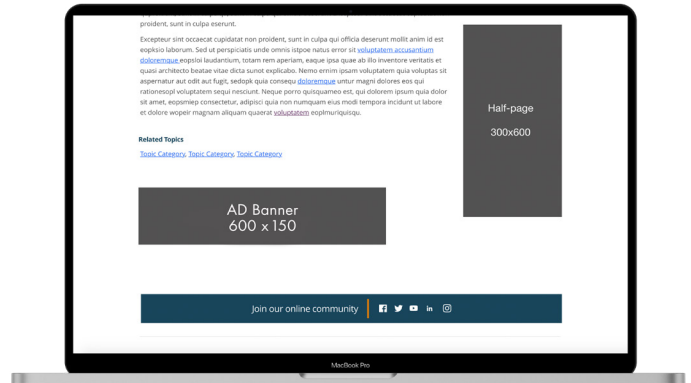
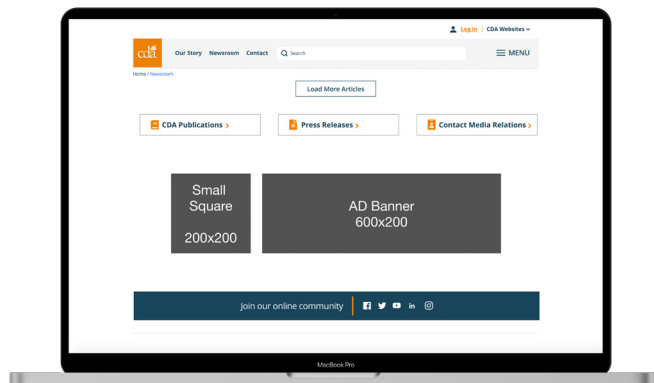
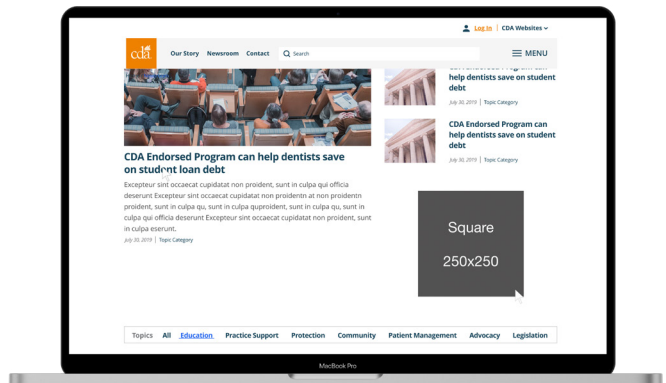
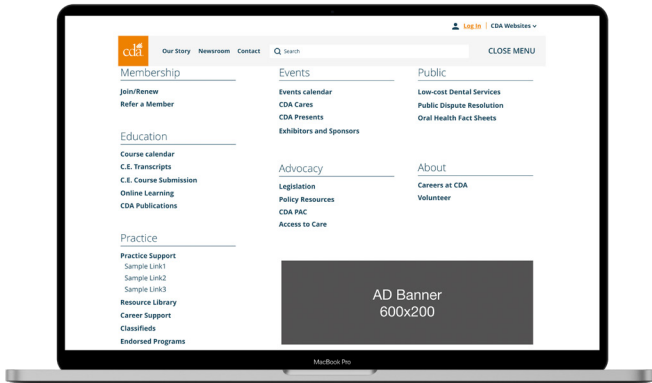
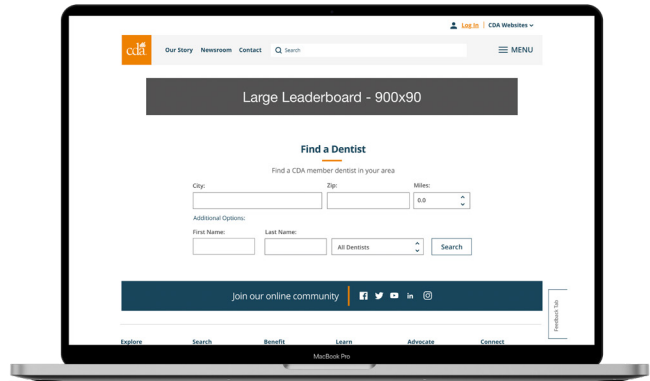
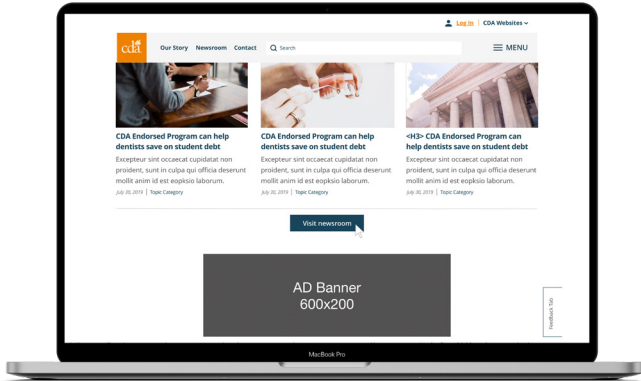
Landing Page
300 pixels x 600 pixels



Large Leaderboard
900 pixels x 90 pixels

Digital Advertising

2021 cda.org website ad placement examples



Digital Advertising

CDA Presents app

Our app is the most convenient source of convention information. From maps to schedules, attendees rely on the app to get from one exhibit to the next. We offer click-throughs, banners, announcements and more. App advertisements are exclusive to companies exhibiting at CDA's conventions.

App advertising rates

2021 CDA Presents mobile app rates (call 916.554.4952 for sizes and availability)

Activity feed screen banner splash page (exclusive)	\$5,000
Event rotating banner (limited to 10 companies, equal rotation)	1,000
Push notifications	1,500
Activity feed posts	500
Enhanced exhibitor listing	150



Digital Advertising

Digital artwork specifications

File formats

The preferred file format for all submissions is a JPG or PNG file. CDA does not accept QuarkXPress files, Windows files, MS Word or Publisher files or Adobe Creative Suite files without a complete set of linked images and fonts.

Color

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Image resolution

Photographic (raster) image resolution must be at least 72 pixels per inch at 100% size.

Mechanicals

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Incorrect files

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

CDA Advertising

Advertising standards

The California Dental Association (CDA) welcomes advertising in its publications and website. Such advertising must be factually accurate, dignified and aimed at contributing to the advancement of the profession of dentistry. CDA reserves the right to accept or reject advertising, at its sole discretion, for any product or service submitted for publication. Acceptance of advertising by CDA does not in any way constitute endorsement or approval by CDA of the advertised service or product, and advertisers may not make such claims in any way.

General requirements

1. All advertisements submitted for display in any CDA publication, website or mobile app are subject to review by staff and its advisors. Advertisers must submit ads by ad materials deadlines in order for materials to be reviewed by CDA staff. Every effort will be made to review artwork in a timely manner.
2. Advertisements must not be deceptive or misleading. Advertisements must clearly identify the advertiser and the product or service being advertised. All claims of fact must be fully supported and meaningful in terms of performance or any other benefit. CDA may require a sample or copy of any advertised product or a full description of any advertised service, and proof of the efficacy or reliability of any products.
3. Products and services must be germane to and effective and useful in the practice of dentistry, or of interest to dentists and their families. Products and services and their indicated uses must conform to principles of acceptable dental practice and of dental ethics. Alcoholic beverages and tobacco products are not eligible for advertising.
4. Advertisers must comply with all laws and regulations applicable to the manufacture, distribution and sale of a product or service. If it is CDA's belief that an advertiser has not complied, then it shall be sufficient grounds for rejection of an advertisement.
5. Advertisements will not be accepted if they conflict with or appear to violate CDA policy, the CDA Code of Ethics or its Bylaws, or if the advertisements are deemed offensive or contain attacks of a personal, racial or religious nature.
6. Advertising for dental education courses designed to directly enhance the knowledge, skill or competence of the dentist will be eligible for publication only if the course sponsor has received "registered provider" status from the Dental Board of California under Title 16, California Code of Regulations, Section 1016.
7. CDA reserves the right to decline advertising for any educational course that involves the teaching or use of a product or technique that conflicts with CDA policy or is the subject of an unfavorable or cautionary report by a recognized dental agency. The eligibility of an advertisement for a course conducted by or under the auspice of an organization or commercial venture other than the American Dental Association, CDA or a CDA component will be determined on a case-by-case basis. Acceptance of advertisements for courses and education materials offered by commercial ventures and directed to the income of a dentist or to the commercial aspects of a dental practice will be reviewed for attractiveness, accuracy and dignity to determine eligibility.
8. CDA will not accept advertising for seminars, consultants or other educational programs that suggest, imply, promise or guarantee increased revenue (in dollar amounts) or specific numbers of new patients to a dental practice, that will occur as a result of attending the advertised program or seminar. CDA will not accept advertising that, in general, implies that the volume of a practice, either in income or in numbers of patients, may be increased at the expense of proper patient care. CDA will also not accept advertising that seeks information for, or in any way pertains to, class-action lawsuits.
9. Comparative advertising of dental products and dental services is not allowed.
10. Advertisements on behalf of insurers not admitted in California must comply with all California Department of Insurance requirements, including, but not limited to, California Insurance Code Section 1764.1, by prominently affixing in boldface 16-point type along the bottom of the ad that: "Insurance sold by this company is not regulated by the California Department of Insurance or the California Insurance Guarantee Association." All insurance ads must meet California Insurance Code guidelines for advertising.
11. Placement of advertising with respect to employment, purchase or sale of a practice or the like will be at the discretion of CDA. Advertisements for employment must conform to all applicable federal and state laws and regulations and may not discriminate against any persons based on race, sex, age, national origin, religion, handicap or country of dental education. In addition, CDA prohibits discrimination in advertisements on account of lawful political affiliation, marital status, handicap, sexual orientation and country of training.
12. CDA will not accept advertisements that simulate editorial copy or advertorial copy that purports to provide information in a specialized field.
13. Advertisements must not quote the names, statements or writings of any individual, public official, government agency, testing group or other organization without their consent.
14. Advertising placements will not influence editorial copy. Editors have the final approval over content in CDA publications.
15. Advertisements for CDA endorsed programs must also follow separate guidelines and review processes.
16. Advertisers agree to and are bound by conditions on CDA rate cards and CDA insertion orders.