

WDA: The Best Way to Reach Wisconsin Dentists

2022

Advertising & Sponsorship Opportunities

The WDA is the professional association for Wisconsin's dentists. Founded in 1870, the WDA continues to grow and thrive today, with **3,100-plus members representing over 70% of dentists in the state.**

The WDA's mission is to advance the interest of WDA members and the dental profession by promoting professional excellence and quality oral health care for the public. To that end, the WDA provides valuable services to members, including timely digital communications, an award-winning bimonthly print journal, a printed annual Sourcebook, the Annual CE & Networking Event and WDA BizTalks live and virtual events.

Digital, Journal and Sourcebook advertising, along with event and CE sponsorships, are the best way for your organization to reach Wisconsin's dental professionals!

Digital Advertising

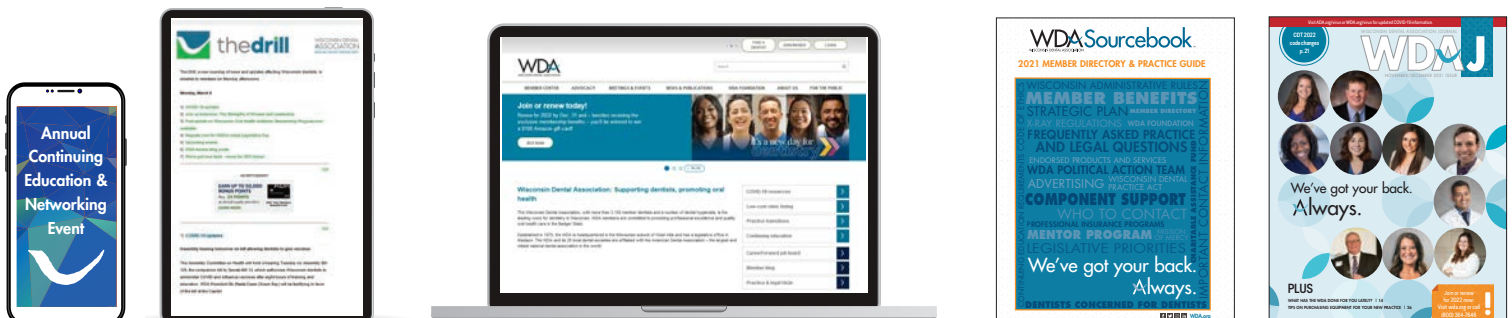
- The Drill (weekly member e-newsletter)
- WDA.org (newly renovated website, with NEW home page ad space)
- WDA Business Resource Toolbox (part of the WDA's Practice Transitions microsite)
- CareerForward Job Board
- Classifieds

Print Advertising

- WDA Journal (bimonthly, award-winning member magazine)
- WDA Sourcebook (Member Directory & Practice Guide)

Event Sponsorships

- Annual CE & Networking Event
- WDA BizTalks (live and virtual options)
- Marquette University School of Dentistry - Pierre Fauchard Academy - WDA Mentor Program



2022 Display Advertising Rates

PRINT

WDA Journal (Members-only Magazine) *Customized Bundle Options Available!*

Published bimonthly, the **WDA Journal** reaches all WDA member dentists, more than 70% of all dentists in Wisconsin. Full-color ad positions are available at a variety of sizes and rates. Reach an even wider audience by advertising in the November/December issue, which goes to every dentist in the state.



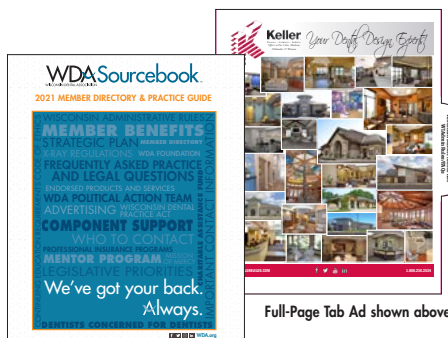
AD SIZES	RATES	
	1x	3x
FULL-PAGE - 8" x 10.5" no bleed - 8.75" x 11.25" with bleed, 7.5" x 10" Live Area	\$935	\$880
HALF-PAGE - 7.5" x 5"H	\$715	\$660
QUARTER-PAGE - 3.5" x 4.5"H	\$495	\$440
PREMIUM FRONT/BACK COVER FULL-PAGE 8" x 10.5" no bleed - 8.75" x 11.25" with bleed, 7.5" x 10" Live Area	\$1,100	\$1,045
PREMIUM BACK COVER HALF-PAGE - 7.125" x 5"	\$1,100	\$1,045

Mailed to ALL Wisconsin dentists!

Expand your audience by advertising in our November/December issue, which is mailed to every dentist in Wisconsin.
*Nov/Dec Issue 25% additional pricing

WDA Sourcebook (Member Directory & Practice Guide)

WDA Sourcebook (Member Directory & Practice Guide) is published annually and distributed to all WDA member dentists, many of whom keep it handy (or access it online) as a comprehensive resource.



Full-Page Tab Ad shown above.

AD SIZES	RATES
HALF-PAGE - 7.5" x 4.75"H or 3.5" x 7.50" V	\$525
FULL-PAGE - 7.5" x 9.875" no bleed	\$660
HALF-PAGE TAB - 7.5" x 4.75"H	\$750
FULL-PAGE TAB - 7.5" x 9.875" no bleed	\$1,100
COVER - 7.5" x 9.875" no bleed - 8.50" x 11.25" with bleed, 7.5" x 9.875" Live Area	\$1,100

Questions? Please contact us:

Amy Saari
WDA Journal | WDA Sourcebook | Classifieds & CareerForward
Managing Editor/Communications & Public Relations Coordinator
asaari@wda.org | 414-755-4110

Amanda Peterson
The Drill | WDA.org
Digital Communications Manager
apeterson@wda.org | 414-755-4112

Candice Wegner
WDA Business Resource Toolbox and Events
Continuing Education & Special Programs Coordinator
cwegner@wda.org | 414-755-4118

2022 Display Advertising Rates

DIGITAL *Customized Bundle Options Available!*

The Drill (Weekly member e-newsletter)



The Drill, a weekly roundup of news and updates affecting Wisconsin dentists, is emailed to all WDA members on Monday afternoons. With open and click-through rates well above industry averages, The Drill is a valuable resource for members looking for timely, relevant information.



the drill

AD SIZE	WEEKLY RATE			
	1x	4x	8x	12x
800x150 px	\$75	\$70	\$65	\$60

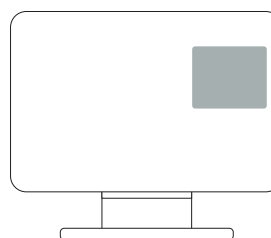
WDA.org (Website) *Newly Renovated!*



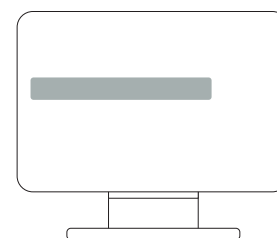
*Home Page Advertising
Now Available!*

WDA.org is the online home of the Wisconsin Dental Association, with important members-only resources and communications, as well as oral health information for the public. A complete renovation will launch in January 2022, providing new opportunities – including prominent home-page advertising – to reach members using both mobile and desktop devices.

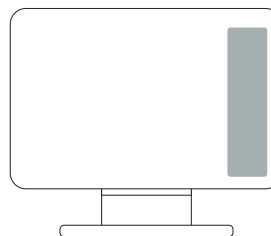
ROTATING - AD SIZES	MONTHLY RATES			
	1x	3x	6x	12x
300x250 px (Home page)	\$200	\$190	\$180	\$170
800x150 px				
160x600 px				
728x90 px (Top of page, Footer)				



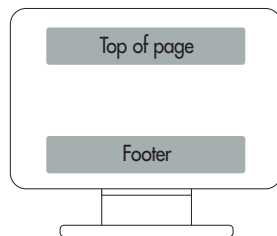
300x250



800x150



160x600



728x90

Questions? Please contact us:

Amy Saari
WDA Journal | WDA Sourcebook | Classifieds & CareerForward
Managing Editor/Communications & Public Relations Coordinator
asaari@wda.org | 414-755-4110

Amanda Peterson
The Drill | WDA.org
Digital Communications Manager
apeterson@wda.org | 414-755-4112

Candice Wegner
WDA Business Resource Toolbox and Events
Continuing Education & Special Programs Coordinator
cwegner@wda.org | 414-755-4118

2022 Display Advertising Rates

DIGITAL *Customized Bundle Options Available!*

WDA Business Resource Toolbox

The **WDA Business Resource Toolbox** is a valuable guide for dentists as they build their team of trusted business advisers. The toolbox is located within our Practice Transitions microsite on WDA.org.

This is your opportunity to be front and center as Wisconsin's dentists navigate the business side of joining, growing, purchasing or selling a practice.

Contact WDA Continuing Education and Special Programs Coordinator Candice Wegner to learn how to make your annual commitment.



	RATE
AD SIZE	1x/year per each category*
60 words	\$550

*Include your logo at no additional charge.

Classifieds and CareerForward

Looking to hire a dentist, dental hygienist, assistant or office staff? Looking to buy or sell a practice? **WDA's CareerForward Job Board** and **Classifieds** help quickly spread the word to professionals throughout the state. Ads are priced by the word and appear in both the print edition of the WDA Journal and on the WDA website at www.WDA.org/classifieds and www.wda.org/jobs.



	30-DAY RATES			
	0-34 words	35-69 words	70-105 words	106-140 words
MEMBER	\$70	\$95	\$140	\$150
NONMEMBER	\$105	\$120	\$150	\$165

ADDITIONAL FEATURES	Featured Listing	Anonymous	Include Logo
	+\$150	+\$10	+\$50
	Add to print journal	Add Urgent icon (CareerForward only)	
	+\$25	+\$25	
	30-DAYS RATE	60-DAYS x2	

See ShopWDA.org or contracts for deadlines.

Questions? Please contact us:

Amy Saari
WDA Journal | WDA Sourcebook | Classifieds & CareerForward
Managing Editor/Communications & Public Relations Coordinator
asaari@wda.org | 414-755-4110

Amanda Peterson
The Drill | WDA.org
Digital Communications Manager
apeterson@wda.org | 414-755-4112

Candice Wegner
WDA Business Resource Toolbox and Events
Continuing Education & Special Programs Coordinator
cwegner@wda.org | 414-755-4118

2022 Event Sponsorship Rates

EVENTS

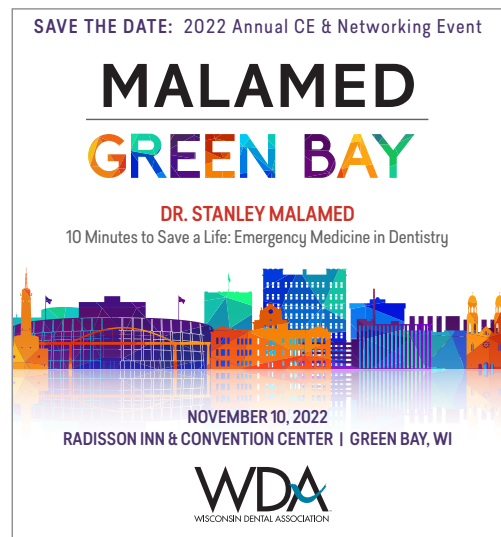
Annual Continuing Education & Networking Event

Join us as a sponsor for our 2022 WDA Annual CE and Networking event at the Radisson Hotel & Conference Center in Green Bay, WI on Thursday, November 10, 2022.

The Wisconsin Dental Association is teaming up with the Brown Door Kewaunee Dental Society to host a fantastic program with renowned dental speaker Dr. Stanley Malamed. He will present "10 Minutes to Save a Life: Emergency Medicine in Dentistry" for dentists and their dental teams. The all-day CE course will be followed by a networking social.

Enjoy various sponsorship options starting at \$800!

Contact WDA Continuing Education and Special Programs Coordinator Candice Wegner at 414-755-4118 or cwegner@wda.org before July 31, 2022 to learn about the options and to make your commitment.



Marquette University School of Dentistry – Pierre Fauchard Academy – WDA Mentor Program

Through the **Marquette University School of Dentistry – Pierre Fauchard Academy – Wisconsin Dental Association Mentor Program**, student-protégés obtain counsel and guidance necessary to begin a career in the dental profession and are introduced to important individuals in the industry.

Contact WDA Continuing Education and Special Programs Coordinator Candice Wegner at 414-755-4118 or cwegner@wda.org to learn how you can help to underwrite programming expenses.



BizTalks



We hear it from members – particularly new dentists and practice owners – all the time: While they learned a lot about dentistry in dental school, they didn't learn much about the business side of running a dental practice. "WDA BizTalks" is our live and virtual, member-exclusive CE programming featuring valuable information to make better, more confident business decisions. The WDA is looking to partner with businesses that support the association to present on various business, practice management and practice transition topics.

Contact WDA Continuing Education and Special Programs Coordinator Candice Wegner at 414-755-4118 or cwegner@wda.org to learn how you can become a WDA BizTalks partner.

Questions? Please contact us:

Amy Saari
WDA Journal | WDA Sourcebook | Classifieds & CareerForward
Managing Editor/Communications & Public Relations Coordinator
asaari@wda.org | 414-755-4110

Amanda Peterson
The Drill | WDA.org
Digital Communications Manager
apeterson@wda.org | 414-755-4112

Candice Wegner
WDA Business Resource Toolbox and Events
Continuing Education & Special Programs Coordinator
cwegner@wda.org | 414-755-4118