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.

<table>
<thead>
<tr>
<th>AD SIZES</th>
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<td>FULL-PAGE - 8” x 10.5” no bleed - 8.75” x 11.25” with bleed, 7.5” x 10” Live Area</td>
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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.

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<td>$1,100</td>
</tr>
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</table>

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

Wisconsin Dental Association  6737 W. Washington St., Suite 2360  West Allis, WI 53214 | WDA.org
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.

WDA.org  (Website)  Newly Renovated!

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.

Questions? Please contact us:

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Managing Editor/Communications & Public Relations Coordinator
asaari@wda.org  |  414-755-4110

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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
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.

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<th>AD SIZE</th>
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<tr>
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*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.

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<td>+$150</td>
<td>+$10</td>
<td>+$50</td>
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</table>

Add to print journal | Add Urgent icon (CareerForward only) | +$25 | +$25

30-DAYS RATE 60-DAYS x2

See ShopWDA.org or contracts for deadlines.

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

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**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.

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**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.

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