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



#### WDA: The Best Way to Reach Wisconsin Dentists



# 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 approximately 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 and our annual continuing education and awards 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 (award-winning weekly member e-newsletter)
- WDA.org (updated daily resource)
- WDA Business Resource Toolbox (part of the WDA's Business of Dentistry microsite)
- CareerForward Job Board
- Classifieds
- Print Advertising
- WDA Journal (award-winning member magazine)
- WDA Sourcebook (Member Directory & Practice Guide)

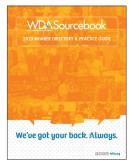
#### **Event Sponsorships**

- Continuing education events
- Annual awards dinner
- Marquette University School of Dentistry -Pierre Fauchard Academy - WDA Mentor Program



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## 2024 Display Advertising Rates



## PRINT

### WDA Journal (Members-only bimonthly print magazine)

Published bimonthly, the WDA Journal reaches all WDA member dentists, approximately 70% of dentists in Wisconsin. Full-color ad positions are available at a variety of sizes and rates.

### RANKED #1

most important communication tool by WDA members\*

82% OF MEMBERS read all or most of the WDA Journal\*

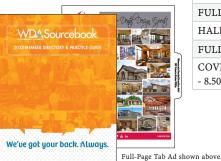
		RATES
AD SIZES	1x	3x
FULL-PAGE - 8" x 10.5" no bleed - 8.75" x 11.25" with bleed, 7.5" x 10" Live Area	\$935	\$880
HALF-PAGE - 7.5" x 5"H	\$715	\$660
SKYSCRAPER-V - 2.375" x 9.875"H	\$775	\$725
SKYSCRAPER-H- 7.5" x 2.375"H	\$775	\$725
QUARTER-PAGE - 3.5" x 4.5"H	\$495	\$440
PREMIUM FRONT/BACK COVER FULL-PAGE 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



#### 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.

> 69% OF WDA MEMBERS find the Sourcebook useful\*



	KALES
AD SIZES	
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



DATTE

\*Statistics from 2022 WDA Member Communications Survey

Questions? Please contact us:

#### Laura Schreiner

Journal | Sourcebook | Classifieds & Career*Forward* | Business Resource Toolbox Managing Editor/Public Relations Specialist lschreiner@wda.org | 414-755-4110 Amanda Peterson The Drill | WDA.org Digital Communications Manager apeterson@wda.org | 414-755-4112

Candice Wegner Events Membership, CE & Strategic Partnerships Specialist cwegner@wda.org | 414-755-4118

## **2024 Display Advertising Rates**



53% Average Open Rate

6.7%

Average Click Ratio

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#### Customized bundle options available! т

### 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 <b>drill</b>	WEEKLY RATE			
AD SIZE	1x	4x	8x	12x
800x150 px	\$85	\$80	\$75	\$70



### WDA.org (Website)

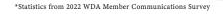


WDA.org is the online home of the Wisconsin Dental Association, with important members-only resources and communications, as well as oral health information for the public. Reach members using both mobile and desktop devices.



### 59% OF WDA MEMBERS visit WDA.org weekly or occasionally\*





#### Questions? Please contact us:

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

Candice Wegner **Events** Membership, CE & Strategic Partnerships Specialist cwegner@wda.org | 414-755-4118

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



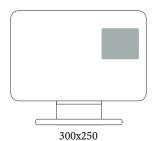
82%

OF WDA MEMBERS read The Drill regularly\*

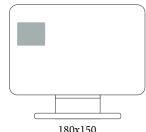
85%

OF WDA MEMBERS

say Drill content is useful and relevant\*



160x600



180x150

Top of page

OR

Footer

728x90

## 2024 Display Advertising Rates



1:03

**AVERAGE MINUTES** 

SPENT ON PAGE\*\*

23

\*\*From Jan. 1 - Oct. 27, 2023

## 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 Business of Dentistry 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.

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

\*Include your logo at no additional charge.

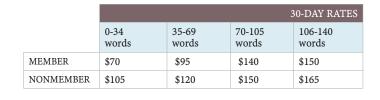


### Classifieds and CareerForward

Looking to hire a dentist, dental hygienist, assistant or office staff? Looking to buy or sell a practice? WDA's Career*Forward* 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.

> CareerForward and Classifieds are two of the

MOST VIEWED PAGES ON WDA.ORG



**V**-

	Featured Listing	Anonymous	Include Logo	
	+\$150	+\$10	+\$50	
ADDITIONAL FEATURES	Add to print journal	Add Urgent icon (Career <i>Forward</i> o	nly)	
	+\$25	+\$25		
	30-DAYS RATE	60-DAYS x2		

See ShopWDA.org or contracts for deadlines.



Classified ads

CareerForward



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## 2024 Sponsorship Rates



## > SPONSORSHIPS

Underwrite program expenses

#### 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. Dentist-mentors also benefit from this type of professional relationship, staying apprised of practice sale population and the interests of soon-to-be new dentists.

A practicing dentist is paired with each dental student, typically at the start of their first year, to develop a mentor-protégé relationship. A kickoff dinner at the start of each school year creates a welcoming connection for all participants.

Each mentor-protégé pair defines how they want their relationship to progress, including how and when they are in contact. Several learning and networking events are scheduled throughout the school year. Informal and face-to-face communication is encouraged and highly recommended for a successful experience.

Contact WDA Membership, CE & Strategic Partnerships Specialist Candice Wegner at 414-755-4118 or cwegner@wda.org to learn how you can help to underwrite programming expenses.



Additional sponsorship opportunities will be announced in 2024.

Questions? Please contact us:

Laura Schreiner

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