



ADVERTISING KIT

2023-2024



Visit Our Website

WWW.IOWADENTAL.ORG

ABOUT OUR MEMBERS

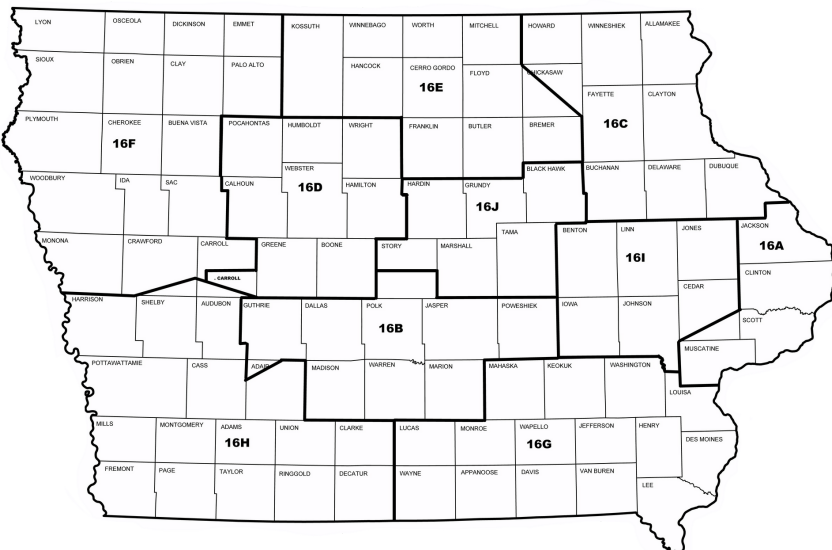
The Iowa Dental Association (IDA) is the premier professional association representing dentists in the state of Iowa. In existence since 1863, the IDA is home to about 1,800 Iowa dentists, which represents approximately 80% of the licensed dentists in the state.

All IDA member dentists are not only members of the IDA, but also the American Dental Association (ADA) and their local district dental society.

IDA's mission is to encourage the improvement of the health of the public, to promote the art and science of dentistry, and to represent the interests of the members of the dental profession and the public which it serves.

COMPONENT SOCIETIES

Members of the Iowa Dental Association are represented by IDA's 10 local component district dental societies, located throughout the state. district dental societies, located throughout the state.



NUMBER OF MEMBERS IN EACH DENTAL SOCIETY

Davenport District	156
Des Moines District	463
Dubuque District	110
Fort Dodge District	73
North Central District	83
Northwest District	120
Southeast District	106
Southwest District	84
University District	383
Waterloo District	148

E-NEWSLETTER ADVERTISING

The IDA e-newsletter reaches approximately 1,400 member dentists each Tuesday with in-depth coverage of dental industry news, legislative updates, and events.

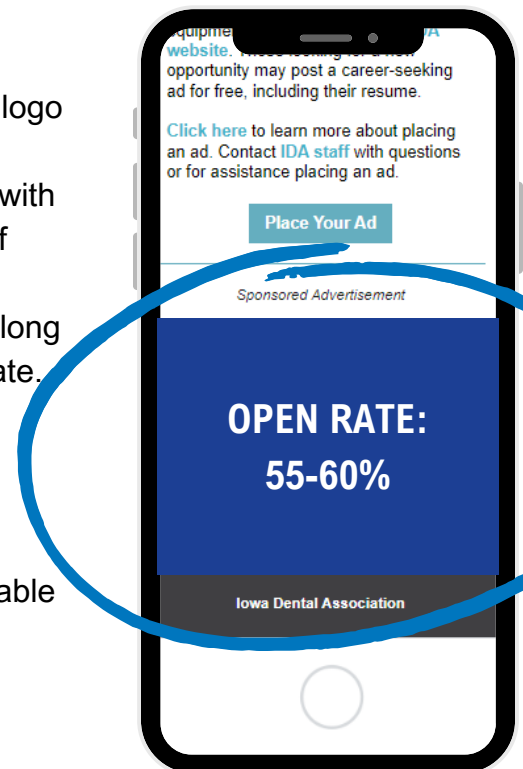
Reach your audience where they are most engaged by advertising on IDA's popular digital channels. E-newsletter ads are singular opportunities to deliver your brand to dentists via targeted emails they look to for the latest in clinical research, practice management and patient care. Advertisers can reach IDA dentists alongside content that is necessary for their practices.

IDA Today Weekly E-Newsletter Sponsored Content

- **\$500/edition.**
- 100-word article summary included in e-newsletter with company logo and link to full article on the IDA website.
- Full article included on IDA website home page (max 750 words) with company logo, link to company website, and contact information if desired.
- Submit Word document with full article and 100-word summary, along with company logo as a PNG or JPG, by the Friday prior to run date.

IDA Today Weekly E-Newsletter Ad

- **\$500/edition.**
- Exclusive, redirectable ad.
- Submit 600x400 px, high-resolution JPG or PNG file with redirectable link by the Friday prior to run date.



BANNER ADVERTISING

IDA banner advertising offers an exceptional opportunity to connect with the Iowa dental community.

The screenshot displays the Iowa Dental Association (IDA) website. At the top, a blue banner reads "Leaderboard ad: 728 x 90". Below this is the IDA logo and a search bar. A navigation menu includes links for MEMBER SERVICES, ADVOCACY, EDUCATION, FOUNDATION, NEWS & PUBLICATIONS, PUBLIC RESOURCES, ABOUT US, and WELLNESS. The "News & Publications" section is active, showing a list of links on the left: Iowa News, ADA News, Advertise with IDA, IDA Newsletter, IDA Legislative & Rules Updates, and COVID-19 Update. The main content area features a breadcrumb trail: Home > News & Publications > Advertise with IDA. Below this, the "Advertise with IDA" section is highlighted, containing two sub-sections: "Webinar Sponsorship" and "Website Banner Ads". The "Webinar Sponsorship" section lists benefits such as \$2,500 for individual sponsorship, a two-minute presentation at the beginning of the webinar, a two-minute clip shared on social media, logo and link inclusion in marketing, access to a mailing list, and contact with IDA staff. The "Website Banner Ads" section lists a \$500 fee for 30-day posting, rotation of ad positions, and submission of four separate ad sizes: 728x90 px, 300x250 px, 160x600 px, and 180x150 px, with a maximum file size of 40K. On the right side of the page, a blue box indicates a "Skyscraper: 160 x 600" ad placement. On the left side, another blue box indicates a "Rectangle: 180 x 150" ad placement.

Website Banner Ads

- **\$500 for 30-day posting.**
- Ads will rotate position on the website.
- Submit PNG or JPG files in four separate sizes: 728x90 px 300x250 px 160x600 px and 180x150 px.
- Max file size: 40K.

Dimensions:

Leaderboard: 728 x 90 Skyscraper: 160 x 600 Rectangle: 180 x 150

File Formats:

GIF, PNG, JPG

DENTAL PRODUCTS & SERVICE VENDORS

PAGE SPOTLIGHT

- **\$500 for six-month period.**
- Submit Word document with 200-word or less product/company description including contact information and link to company website, along with company logo as a PNG or JPG.

[Home](#) > [Member Services](#) > [Dental Product & Service Vendors](#)

Dental Product & Service Vendors

Browse the various categories below to find dental product and service vendors to meet your needs. Please note that only the companies indicated with the IDA Endorsed badge below are endorsed by the IDA. For a list of IDA-endorsed companies only, [click here](#). This page has been created as a resource for IDA members to highlight additional products and services available.



These products and services are exclusively endorsed by the IDA, and many offer discounts or special benefits to IDA members.

Apparel for Staff	>
Credit Card Processing	>
Credit Cards	>
Emergency Medical Kits	>
Information Technology	>
Insurance	>
Interpretation & Translation Services	>
Legal Advice	>

WEBINAR SPONSORSHIP

- **\$2,500 for individual webinar sponsorship.**
- Two-minute presentation or video at the beginning of the webinar and opportunity to attend the duration of the webinar.
- Two-minute clip from webinar shared on IDA social media channels.
- Logo and link to website included in all marketing for the webinar (e-newsletter articles, promotion on IDA website, social media, etc.).
- Access to mailing list of attendees (physical addresses only). The registration page for the webinar will include a question asking registrants to indicate if they are interested in learning more about the webinar sponsor; all those who indicate yes will be included in a separate tab on the mailing list spreadsheet to generate leads.
- Most exposure if offering CE.
- Contact IDA staff for available webinars to sponsor.



ADVERTISING ORDER FORM

Please complete the order form and email it to info@iowadental.org. After the form is reviewed by IDA staff, you will receive an email following up with payment information.

Basic Information

Name	Company
<input type="text"/>	<input type="text"/>
Phone Number	Email
<input type="text"/>	<input type="text"/>

Address

Additional Questions?

Orders

- ☐ IDA Today Weekly E-Newsletter Sponsored Content
- ☐ IDA Today Weekly E-Newsletter Ad
- ☐ Banner Ads
- ☐ Dental Products & Service Vendors Page Spotlight
- ☐ Webinar

