

WDA: The Best Way to Reach Wisconsin Dentists

# 2024

## 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

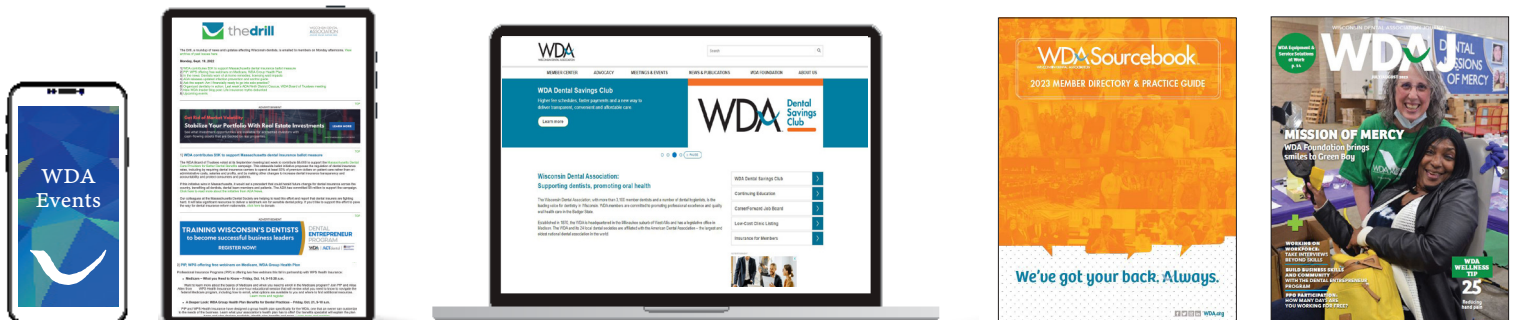
- The Drill (award-winning weekly member e-newsletter)
- WDA.org (updated daily resource)
- WDA Business Resource Toolbox (part of the WDA's Business of Dentistry microsite)
- CareerForward Job Board
- Classifieds

### 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



# 2024 Display Advertising Rates



## PRINT

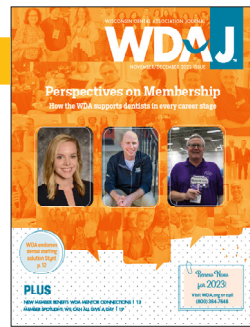
### WDA Journal (Members-only bimonthly print magazine)

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\*

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
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



Special issue mailed to ALL Wisconsin dentists!

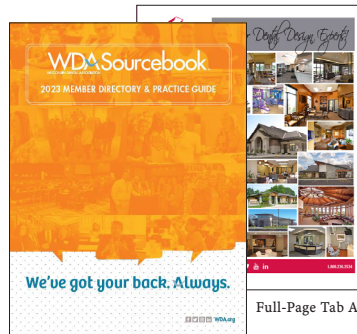
Expand your audience by advertising in our November/December issue, which is mailed to an additional 1,000 dentists in Wisconsin.  
\*Nov/Dec issue - 25% additional pricing



### 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.

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



Full-Page Tab Ad shown above.

AD SIZES	RATES	
	1x	3x
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	



\*Statistics from 2022 WDA Member Communications Survey

Questions? Please contact us:

Laura Schreiner  
Journal | Sourcebook | Classifieds & CareerForward | 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



## 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.

AD SIZE	WEEKLY RATE			
	1x	4x	8x	12x
800x150 px	\$85	\$80	\$75	\$70



**82%**  
OF WDA MEMBERS  
read The Drill regularly\*

**85%**  
OF WDA MEMBERS  
say Drill content is  
useful and relevant\*



**53%**  
Average Open Rate

**6.7%**  
Average Click Ratio

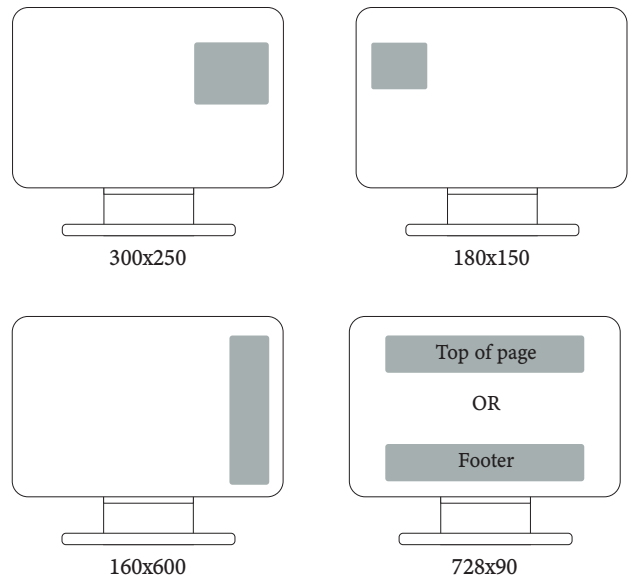
### WDA.org (Website)



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

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\*



\*Statistics from 2022 WDA Member Communications Survey

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Journal | Sourcebook | Classifieds & CareerForward | Business Resource Toolbox  
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## 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.

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

\*Include your logo at no additional charge.



**1:03**  
AVERAGE MINUTES  
SPENT ON PAGE\*\*



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

### 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](http://www.WDA.org/classifieds) and [www.WDA.org/jobs](http://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
	Add to print journal	Add Urgent icon (CareerForward only)	
	+\$25	+\$25	
	30-DAYS RATE	60-DAYS x2	

See ShopWDA.org or contracts for deadlines.

*CareerForward and  
Classifieds are  
two of the*  
**TOP 10**  
MOST VIEWED  
PAGES ON WDA.ORG



Classified ads

| CareerForward



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Journal | Sourcebook | Classifieds & CareerForward | Business Resource Toolbox  
Managing Editor/Public Relations Specialist  
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[cwegner@wda.org](mailto:cwegner@wda.org) | 414-755-4118

# 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](mailto:cwegner@wda.org) to learn how you can help to underwrite programming expenses.



*Additional sponsorship opportunities will be announced in 2024.*

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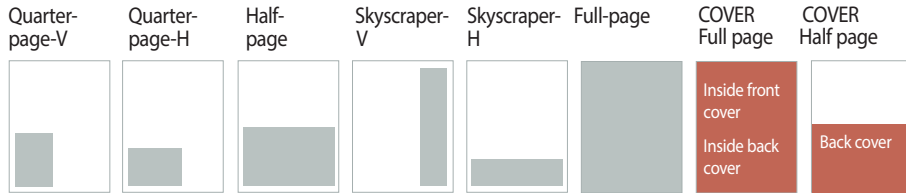
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# 2024 Display Advertising Contract

## PRINT

### WDA Journal (Members-only Magazine)

#### Ad Sizes



Month(s) of Insertion/Deadline

Month(s) of Insertion/Deadline	Quarter-page-V	Quarter-page-H	Half-page	Skyscraper-V	Skyscraper-H	Full-page	PREMIUM COVER Full page	PREMIUM COVER Half page
January/February 2023/Dec. 8, 2023								
March/April 2023/Feb. 2, 2024								
May/June 2023/April 5, 2024								
July/August 2023/May 31, 2024								
September/October 2023/Aug. 2, 2024								
November/December 2023/Oct. 4, 2024								

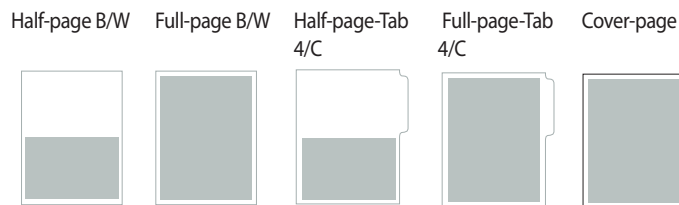
Frequency Rate (Check one)  1X  3X

Link ad to this URL: \_\_\_\_\_  YES  NO

TOTAL: \$ \_\_\_\_\_ (see ShopWDA.org or rate sheet for rates)

### WDA Sourcebook (Member Directory & Practice Guide)

#### Ad Sizes



2024 Sourcebook/Jan. 10, 2024 for payment & artwork					
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TOTAL: \$ \_\_\_\_\_ (see ShopWDA.org or rate sheet for rates)

Link ad to this URL: \_\_\_\_\_  YES  NO

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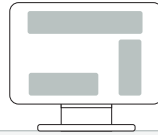
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# 2024 Display Advertising Contract

## DIGITAL

### WDA.org (Website)

Ad Size  
Rotating Ad Sizes



Month(s) of Insertion/Deadline

January 2024/Dec. 22, 2023	
February/Jan. 31, 2024	
March/Feb. 29, 2024	
April/March 29, 2024	
May/April 30, 2024	
June/May 31, 2024	
July/June 28, 2024	
August/July 31, 2024	
September/Aug. 30, 2024	
October/Sept. 30, 2024	
November/Oct. 31, 2024	
December/Nov. 29, 2024	

Frequency Rate (Check one)     1X    3X    6X    12X

TOTAL: \$ \_\_\_\_\_

(see ShopWDA.org or rate sheet for rates)

Link ad to this URL: \_\_\_\_\_     YES    NO

### The Drill (Weekly member e-newsletter)

Ad Sizes  
800 x 150 pixels



Month(s) of Insertion/Deadline      Week 1   Week 2   Week 3   Week 4   Week 5

January/Jan. 5, 2024					X
February/Feb. 1, 2024					X
March/March 1, 2024					X
April/April 1, 2024					
May/May 1, 2024					X
June/June 3, 2024					X
July/July 1, 2024					
August/Aug. 1, 2024					X
September/Sept. 6, 2024					X
October/Oct. 1, 2024					X
November/Nov. 1, 2024					X
December/Dec. 2, 2024					X

Frequency Rate (Check one)     1X    4X    8X    12X

Link ad to this URL: \_\_\_\_\_     YES    NO

TOTAL: \$ \_\_\_\_\_

(see ShopWDA.org or rate sheet for rates)

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# 2024 Display Advertising Contract



## Contact and Payment Information

Name, Title \_\_\_\_\_ Company \_\_\_\_\_

Mailing Address \_\_\_\_\_ Suite \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_ Fax \_\_\_\_\_

Grand Total \$ \_\_\_\_\_ Check One:  Check Enclosed  Visa  MasterCard  Discover

Check One:

Pay in full

Pay in installments (I understand the credit card provided will be charged prior to the month of each insertion in the WDA Journal and/or renewed posting on WDA.org. This option is not available for advertisers paying by check or purchasing ads in the WDA Sourcebook only.)

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV # \_\_\_\_\_

Billing Address (if different from mailing) \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

The Wisconsin Dental Association does not invoice for display advertising. Payment by credit card or check is required with this contract. Advertisers who cancel their ad(s) early will have their credit card charged or be billed for discounts received. The WDA reserves the right to accept or reject any advertising. See our complete advertising policy on WDA.org.

For Office Use Only:

Date Rec: \_\_\_\_\_ Ck#: \_\_\_\_\_

Acct: \$ 4400 web at time

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