



# 2022 MEDIA KIT



MINNESOTA  
DENTAL  
ASSOCIATION®

## ABOUT THE MDA

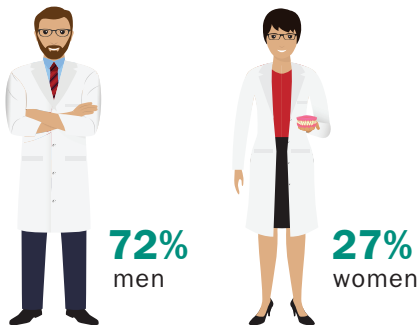
The Minnesota Dental Association was founded in 1884 and has more than 3,400 dental professionals, representing an overwhelming 70% percent of licensed dentists statewide. Our reach makes advertising with the Minnesota Dental Association a great way for your company to connect with thousands of potential customers.

## WHY ADVERTISE WITH THE MDA?

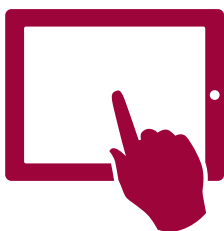
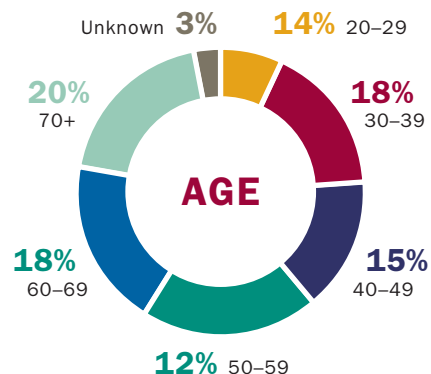
Visibility for your company is the best way to achieve success. In the dental community, Northwest Dentistry, the premier journal of the MDA, is one of the best places you can advertise. By advertising with the Minnesota Dental Association, you'll have exclusive access to decision makers in dental practices, ambitious young dentists ready to make their mark on the industry and invaluable dental professionals throughout the state and upper Midwest.

- Visibility in Minnesota's award-winning premiere dental publication
- Increased name and product recognition in the dental community
- Cultivation of strong relationships with MDA members
- Multi-platform advertising options for flexibility in your marketing plan
- Reach dental professionals and students across every specialty – general practice, oral surgery, pediatric dentistry, orthodontics and more.

## READER DEMOGRAPHICS



Over **70%** of Minnesota dentists belong to the MDA



Over **30,000** unique page views each month on [mndental.org](http://mndental.org)



**8,300** attendees each year at Star of the North meeting



**125** dental students graduate each year



**80%** general dentists  
specialty practice **20%**

## NORTHWEST DENTISTRY

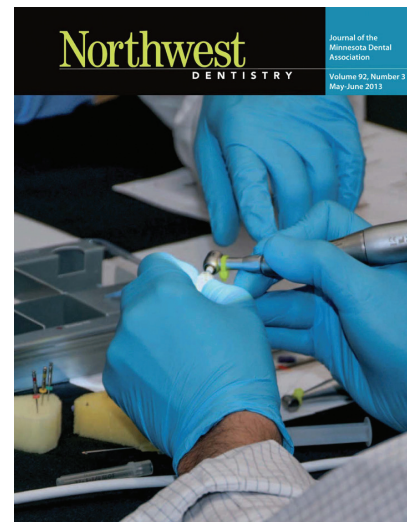
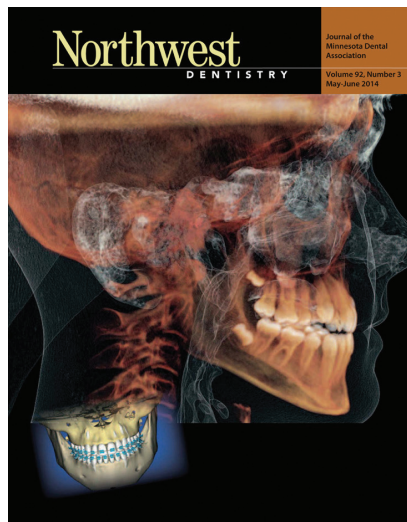
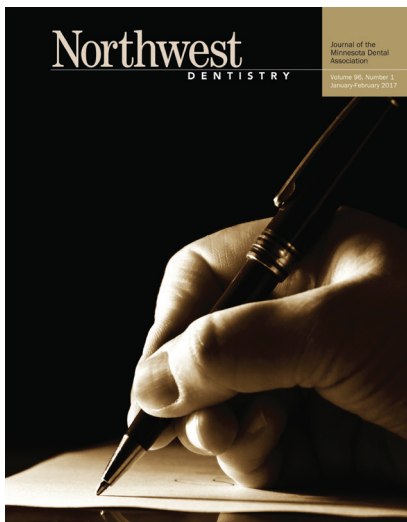
A publication of the Minnesota Dental Association, Northwest Dentistry serves as the main source for dental news in Minnesota. Over 70 percent of Minnesota's dentists are members of the Minnesota Dental Association.

Reaching over 3,400 dentists, dental community members and dental students each month, advertising in the Northwest Dentistry Journal is a great way to introduce your company to thousands of potential customers.

Winner of numerous Dental Journalism Awards from the International College of Dentists, Northwest Dentistry is the publication dentists and their staff in Minnesota and the surrounding area trust for the latest clinical research, practice management and regulatory issues guidance articles. Our readers look to our journal to provide news and information on trends affecting all aspects of dental practice, including rules, regulations and legislation.

Published six times a year, Northwest Dentistry is mailed to all Minnesota Dental Association members throughout the state of Minnesota. In addition to Minnesota Dental Association members, faculty at the University of Minnesota – School of Dentistry, and other dental professionals across the United States also hold subscriptions to Northwest Dentistry. Each issue features clinical and practice management feature articles, in addition to other editorial content, research reports and news from district dental societies.

After publication, copies of the journal are accessible to members in digital form on our website.



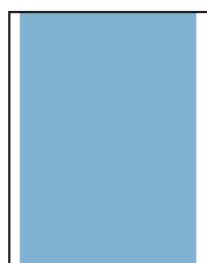
## ADVERTISING RATES

COLOR	1 TIME	3 TIMES	6 TIMES
Full Page	\$1,075	\$1,000	\$900
Half Page	\$725	\$675	\$600
Quarter Page	\$425	\$400	\$350
Outside Back Cover			\$1,700
Inside Back Cover			\$1,400
Inside Front Cover			\$1,500

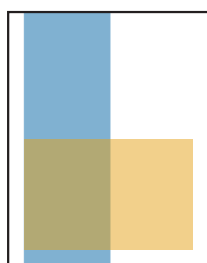
BLACK & WHITE	1 TIME	3 TIMES	6 TIMES
Full Page	\$500	\$475	\$425
Half Page	\$350	\$325	\$300
Quarter Page	\$225	\$200	\$175

## ADVERTISING DIMENSIONS

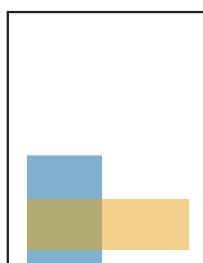
COLOR	VERTICAL	HORIZONTAL
Full Page	7" x 9.75" <i>Full page with bleeds: 8.625" x 11.125"</i>	
Half Page	3.375" x 9.75"	7" x 4.75"
Quarter Page	3.375" x 4.75"	7" x 2.25"



Full Page



Half Page



Quarter Page

## DEADLINES

ISSUE	DEADLINE
January/February	1/1/22
March/April	3/1/22
May/June	5/1/22
July/August	7/1/22
September/October	9/1/22
November/December*	11/1/22

\*Preview program for Annual Meeting

- Journal is published the first week of the even month (May/June is published the first week of June)
- A signed contract must be received by the deadline dates
- Add 10% to any rate for preferred advertisement placement
- Agencies receive 15% discount
- MDA Endorsed Vendors and Star of the North Exhibitors receive 15% discount
- Discounts may not be combined
- Frequency discounts are to be used in 6 issues from date of contract

## INSERTS

Contact Stephanie Leclair for information.

Artwork, contracts and other media kit related inquiries can be sent to:

Stephanie Leclair  
MDA Communications Director  
[sleclair@mndental.org](mailto:sleclair@mndental.org)  
612.767.4283

## NORTHWEST DENTISTRY CLASSIFIEDS ADVERTISING

Classified listings and job postings in print are available in the Northwest Dentistry journal. Ads are priced to run in 60 day/1 issue increments. For print inclusion in Northwest Dentistry, your ad must be submitted online by the 7th of each odd-numbered month (after that date, it will be included in the next issue). To submit your classifieds ad visit: [mndental.org/about/advertise](http://mndental.org/about/advertise).

### NORTHWEST DENTISTRY CLASSIFIEDS PRICING

MDA MEMBERS	NON-MEMBERS
\$25 for up to 25 words + \$0.25/addt'l word	\$50 for up to 25 words + .75/addt'l word

## HESY-RE.COM ADVERTISING

Post a practice for sale, job opportunity, or used equipment on Hesy-Re.com. Dental professionals can search postings and sign up for email digests to be alerted of opportunities that match their criteria.

### HESY-RE.COM PRICING PER LISTING (All posts expire after 30 days)

MDA MEMBERS	NON-MEMBERS	PROMOTED LISTING
\$50	\$100	+\$25



## BANNER ADVERTISING

Placing an ad on the MDA website is a great way to connect with customers. Updated daily, our recently redesigned website is incredibly user friendly and attracts users from across Minnesota and throughout the Midwest. Visitors come to our site for continuing education information, job and classified postings, annual meeting information, district and membership updates and much more. Web traffic periodically increases by 25% as members get information on special events like Give Kids A Smile and MN Mission of Mercy. Ads are priced to run in 60 day increments and are 652 pixels wide x 606 pixels tall.

### BANNER CATEGORIES

### PRICE

Northwest Dentistry 6x color contracted advertisers	Free
Northwest Dentistry 6x black & white contracted advertisers	\$50
Northwest Dentistry non-contracted advertisers	\$150

## ARTWORK MECHANICS

- Files must be created in CMYK with a minimum of 300 dpi (for print); and RGB with a minimum of 72 dpi (for website).
- High resolution print-ready PDFs should be prepared with crops and bleeds, with all fonts and graphics embedded.
- Artwork for new and updated advertisements must be submitted via email by the issue deadline (i.e., artwork for ads running in the July/August issue should be submitted by July 1).
- Artwork for ads that have been previously submitted and scheduled to re-run as-is should be noted and confirmed via email by the same deadline.

## ADVERTISING STANDARDS & REQUIREMENTS

The publisher, the Minnesota Dental Association's Editorial Advisory Board, or its designated agent, shall determine whether an advertisement or sponsor meets the advertising standards and requirements below and reserves the right to refuse any advertisement.

Advertising in Northwest Dentistry is required to conform to the following standards and requirements:

- Advertising text material or illustrations shall not be blatant, in bad taste, or derogatory of other products or services, nor make exaggerated claims or misleading statements.
- Products or services to be advertised must be related to dental practice, the activities of dental organizations, or of interest to dentists and their families as a whole.
- The advertising of any product used in the course of dental treatment that has not been accepted either by the American Dental Association Council on Dental Materials, Instruments and Equipment or the American Dental Association Council on Dental Therapeutics may be rejected for publication.
- Advertising shall not include products which do not meet the standards of the Federal Trade Commission or the Food and Drug Administration.
- Advertising by a dental laboratory shall not attempt to induce or entice a dentist to neglect professional responsibility or to delegate this responsibility to a person not legally licensed to assume it.
- Advertising to announce non-professional activities will be accepted only from the American Dental Association; its constituent or component organizations; recognized national, international, state or local dental or dental auxiliary organizations; an accredited college, university or other institution of higher learning; national, international, state or local societies for specialty areas of dental practice recognized by the American Dental Association.
- Advertising for educational courses of study for dentists or dental auxiliaries will be accepted if presented under the auspices of the American Dental Association; its constituent or component organizations; an accredited college, university or other institution of higher learning; recognized national, international, state or local dental or dental auxiliary organizations; the recognized national certifying boards, or national, international, state or local societies for specialty areas of dental practice recognized by the American Dental Association. Advertising for a course of study which is not presented as above, but which has received approval for continuing education credit by the Minnesota Board of Dentistry, is also acceptable provided that it meets the other criteria herein.
- The advertiser agrees to hold harmless the publisher and its agents for any and all claims against the advertiser or the publisher resulting from any advertisement published in Northwest Dentistry at the direction of the advertiser.
- If new copy does not arrive by closing date, preceding advertisement will be repeated.
- Cancellations must be received via email prior to the closing date.
- Frequency contracts not fulfilled are subject to short-rate billing at three-time or one-time rate, based on number of consecutive insertions. Pro-rate options to six-time rate upon renewal of contract if issues have been placed.
- Digital artwork is archived for approximately three years unless otherwise instructed.
- Discounts may not be combined. To receive vendor discount, a 2022 SON contract must be signed and in place or be a current MDA Endorsed Vendor. Companies must be represented by a legitimate agency to receive discount.

## INDEMNITY CLAUSE

The publisher is not responsible for errors in advertisements. Advertisers and advertising agencies assume liability for all content (including text, representations and illustrations) or advertisements printed, and also assume responsibility for claims arising from such advertisements made against the publisher.

The publisher is not liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of government, suppliers, USPS, mother nature, or other circumstances beyond the publisher's control.

The publisher and its employees will not be held responsible for losses or expenses resulting from the publication of advertisements, including but not limited to, claims or suit for libel, violation of right of privacy, copyright infringement or plagiarism.

## PAYMENT TERMS

Payment is due within 30 days of the invoice date. If payment is not received within 30 days, a new invoice will be issued with a cancellation of any discount that may have been applied, as well as a 2% late penalty. If payment has not been received in 60 days, an additional 2% late penalty will be assessed. All invoices will be mailed. Credit card information is not kept on file.

**ADVERTISING CONTACT**

Advertiser \_\_\_\_\_ Contact \_\_\_\_\_  
 Address \_\_\_\_\_ City, State, Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_ Website \_\_\_\_\_

**NORTHWEST DENTISTRY JOURNAL ADVERTISING OPTIONS**

COLOR OPTION	1 TIME	3 TIMES	6 TIMES
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$1,075	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$900
<input type="checkbox"/> Half Page	<input type="checkbox"/> \$725	<input type="checkbox"/> \$675	<input type="checkbox"/> \$600
<input type="checkbox"/> Quarter Page	<input type="checkbox"/> \$425	<input type="checkbox"/> \$400	<input type="checkbox"/> \$350
<input type="checkbox"/> Outside Back Cover			<input type="checkbox"/> \$1,700
<input type="checkbox"/> Inside Back Cover			<input type="checkbox"/> \$1,400
<input type="checkbox"/> Inside Front Cover			<input type="checkbox"/> \$1,500

BLACK & WHITE OPTION	1 TIME	3 TIMES	6 TIMES
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$475	<input type="checkbox"/> \$425
<input type="checkbox"/> Half Page	<input type="checkbox"/> \$350	<input type="checkbox"/> \$325	<input type="checkbox"/> \$300
<input type="checkbox"/> Quarter Page	<input type="checkbox"/> \$225	<input type="checkbox"/> \$200	<input type="checkbox"/> \$175

**ISSUE OPTIONS** *Artworks is due by the 1st of each odd-numbered month.*

☐ Jan/Feb    ☐ Mar/Apr    ☐ May/Jun    ☐ Jul/Aug    ☐ Sep/Oct    ☐ Nov/Dec

**NORTHWEST DENTISTRY JOURNAL ADVERTISING ADDITIONS**

☐ Preferred Position: + 10% of standard rate    ☐ Agency Discount: 15%    ☐ Vendor Discount: 15%  
*MDA Endorsed Vendor or Star of the North Exhibitor*

**DIGITAL BANNER ADVERTISING ON MDA WEBSITE**

☐ 6x Color Contracted    ☐ 6x B&W Contracted    ☐ Non-Contracted  
 NWD Journal Advertiser    NWD Journal Advertiser    NWD Journal Advertiser  
 FREE/2 months    \$50/2 months    \$150/2 months

**Print classified ads for Northwest Dentistry can be submitted online at [mndental.org/about/advertise](http://mndental.org/about/advertise).**

**COMMENTS** (ex. full page, 3 times, M/J, J/A, S/O 2022)

Total \_\_\_\_\_ Send invoice to: ☐ Advertiser    ☐ Agency  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

*By signing this order form, the advertiser, agrees to all terms and conditions under Advertising Standards and Requirements.  
 Completed order forms should be sent via email to Stephanie Leclair at [sleclair@mndental.org](mailto:sleclair@mndental.org).*