

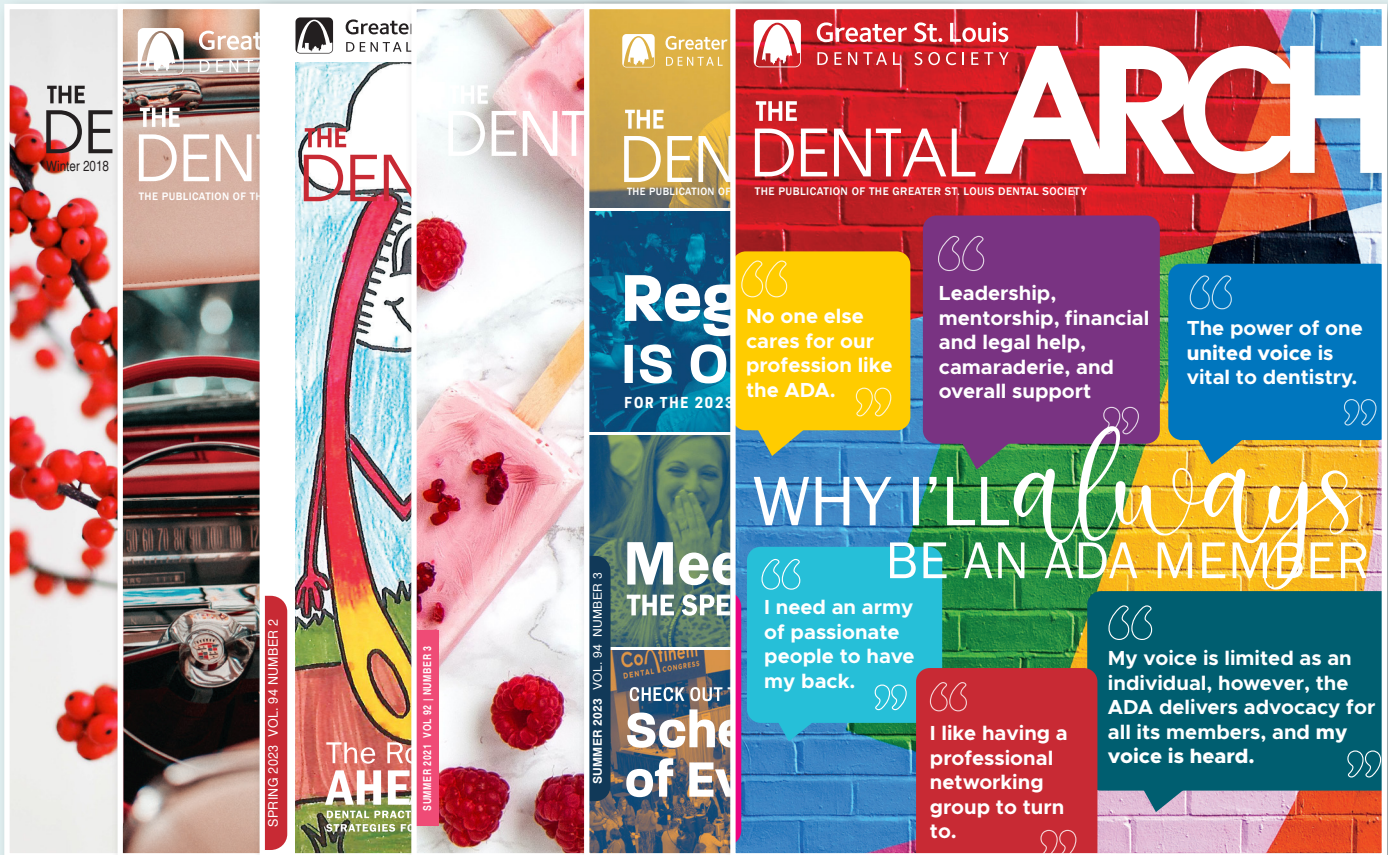


Greater St. Louis
DENTAL SOCIETY

Greater St. Louis Dental Society

PRINT & DIGITAL

2024 Advertising Rates



Advertising
Opportunities Inside

EMAIL ADVERTISING

Society Speak | Our E-Newsletter

You can sponsor our *Society Speak* e-newsletter. Greater St. Louis Dental Society members receive *Society Speak* electronically by email 14 times per year (see tentative schedule below). It is a very valuable member benefit that provides important news updates for GSLDS dentists.

Tentative Publication Dates

January 15
February 5; February 20
March 15
April 15
May 15
June 15
July 15
August 15
September 5; September 20
October 15
November 15
December 15

Email Open Rate
of **52.7%**
over 30% more than industry average

Frequency

Once per month; two per month in February and September.
You may purchase more than one Society Speak sponsorship.
Contact Nikki at nikki@stlouisdental.org for possible discount on multiple emails.

Method

Electronic. GSLDS also houses an archive of each issue on its website greaterstlouisdentalociety.org (accessible to members only).

Pricing

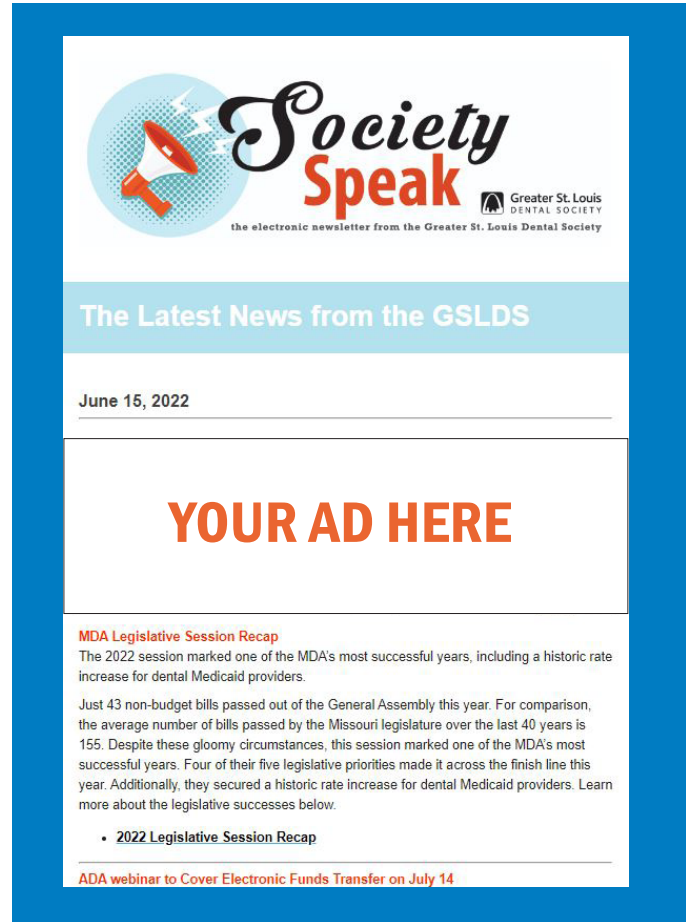
\$325 per issue

Deadlines:

Ad must be received at least 48 hours prior to publication date and meet art requirements. Ads not received by this date, will forfeit ad spot without refund.

Art requirements

File Type: .png/.jpeg. Please include a url for the ad to link to.
Size: 800 pixels by 250 pixels.



AVERAGE EMAIL OPEN RATE

Our email open rate is higher than the industry average.
Get more bang for your buck!

CIRCULATION

14,364 potential exposures per year!
1,026 per newsletter.

Vendor Spotlight | e-Blast to Members

Showcase your product or service, announce big news, help customers use a product - it's up to you!

When you purchase a Vendor Spotlight e-Blast, you get to email your company's exclusive message to our entire membership of 1200+ GSLDS member & Affiliate member dentists. Availability limited.

Your Company's custom message

Include body text, images, company flyer, personal video message, business link and/or logo. The opportunities are endless! It is fully customizable to your needs. You may purchase more than one Vendor Spotlight. Contact Nikki at nikki@stlouisdental.org for possible discount on multiple emails.

You get the full
email highlighting
YOUR COMPANY

Pick YOUR ideal send date

You get to pick the date we send out your email.* Have it coincide with a special, a new product release or other timely event.

Method

Email. GSLDS also houses an archive of each email blast on its website greaterstlouisdentalsociety.org (accessible to members only).

Pricing

\$750 per e-Blast

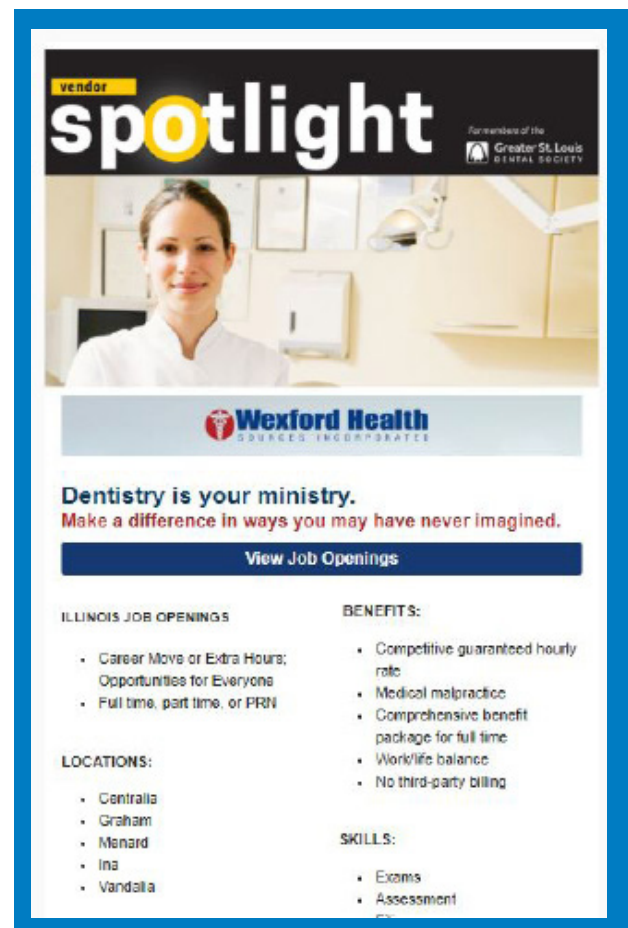
Deadlines:

E-blast content must be received at least 48 hours prior to publication date and meet all requirements. E-blast content not received by this date, will forfeit ad spot without refund.

At right is a sample only. Your e-Blast will be customized to your company needs. For prior Vendor Spotlight examples, please email nikki@stlouisdental.org.

Art requirements

- Images: .png/.jpeg. High resolution
- Videos: Link to video already hosted on web required or mp4 file provided
- Logos: .png preferred. High resolution
- URL: Please include a url for images/logo to link



**Date cannot conflict with another email being sent by GSLDS. The GSLDS reserves the right to accept or reject advertising.*

MAGAZINE ADVERTISING

The Dental Arch | Our Quarterly Publication

The Dental Arch is a multiple award-winning publication of the Greater St. Louis Dental Society. It is a quarterly magazine published in Winter, Spring, Summer and Fall. It includes a wide range of topics to assist practicing dentists including clinical, practice management, and news articles covering events of the Dental Society.

Circulation

Our circulation of more than 1,250 subscribers includes dentists, laboratories and dental schools in and around St. Louis. *The Dental Arch* is 8.5" by 11" in size and is full color throughout. The digital edition of *The Dental Arch* is available to anyone online at thedentalarch.com.

Deadlines for advertising

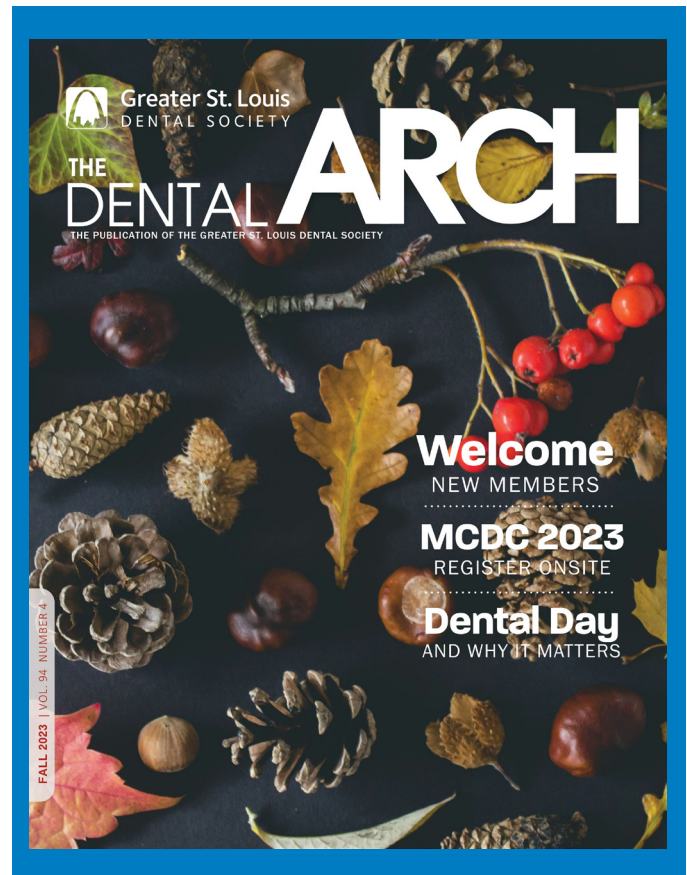
Issue	Art Due	To print	In Offices
WINTER	Dec. 1	Dec. 15	Jan. 15
SPRING	Mar. 1	Apr. 15	Apr. 15
SUMMER	June 1	July 15	July 15
FALL	Sept. 1	Oct. 15	Oct. 15

Formats for Advertising:

All advertising materials should be supplied as electronic files to Nikki Sprehe, Managing Editor, at nikki@stlouisdental.org.

- Publication size: 8.5" x 11"
- Bleed: 1/8" on all sides
- Trim size: 8.5" x 11"

High-resolution PDFs (with fonts embedded) are preferred. We also accept .jpg and .eps formats. For more information, please contact Nikki at (314) 569-0444 or by email at nikki@stlouisdental.org.



Advertising Audience:



Member Status

- Practicing - 76.4% Retired - 23.5%

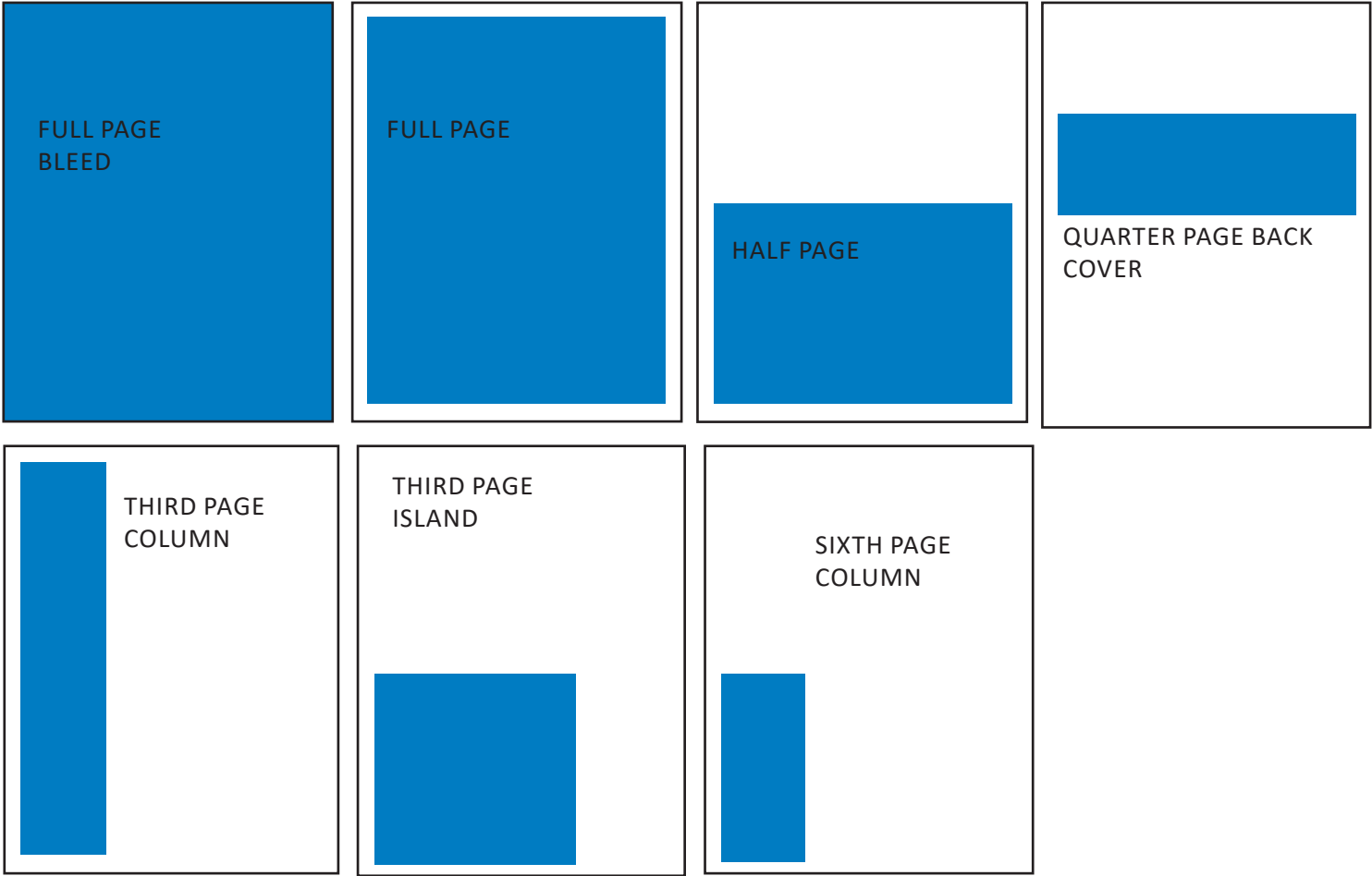


Dental Specialty

- General Practice - 74%
- Orthodontics - 7.8%
- Oral Surgery - 5.2%
- Pediatric Dentistry - 3.6%
- Endodontics - 3.4%
- Periodontics - 3.1%
- Prosthodontics - 1.1%
- Oral Pathology - 0.2%
- Dental Public Health - 0.1%

The Dental Arch | Publication Ad Sizes and Rates

Ad Size	Measurement	Rate One Time Ad	Rate Full Year (4 issues)
Full Page	7.5" w by 10" h	\$800	\$2800 (\$700 per issue)
Full Page Bleed	8.75" w by 11.25" h	\$800	\$2800 (\$700 per issue)
Full Page Inside Cover	7.5" w by 10" h	N/A	\$3200 (\$800 per issue)
Half Page	7.5" w by 4.9" h	\$600	\$2000 (\$500 per issue)
Half Page Back Cover	7.5" w by 4.9" h	N/A	\$2400 (\$600 per issue)
Quarter Page Back Cover Only	7.5" w by 2.4" h	N/A	\$1800 (\$450 per issue)
Third Page Island	4.9" w by 4.8" h	\$500	\$1800 (\$450 per issue)
Third Page Column	2.4" w by 10" h	\$500	\$1800 (\$450 per issue)
Sixth Page Column	2.4" w by 4.9" h	\$400	\$1400 (\$350 per issue)



DIGITAL ADVERTISING

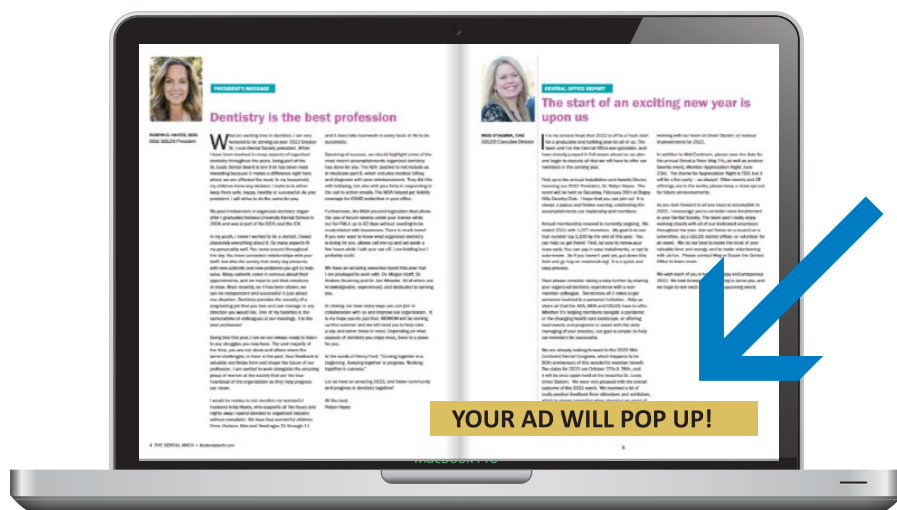
The Dental Arch | e-Publication

The digital *Arch* offers another great, affordable advertising opportunity! Our new format broadens the readership to include anyone with access to the internet, so your potential audience is HUGE! Just a click from your banner ad and your prospect is connected to your website.

The Dental Arch Digital Edition

Current advertisers can add a banner ad to their current contract for only \$50-\$75 per issue. The ad will be featured on the digital edition in a constant rotation every 10 seconds*. Advertise a special, an event or just your company information and website. Buy more than one banner ad and do all three!

Visit THEDENTALARCH.COM to see a sample banner ad. Sign up today by completing the advertising contract. **Ads placed on a first come, first serve basis.*



Deadline & requirements for digital edition:

Ad must be received by the following deadline date.
Winter issue - Jan. 1; Spring issue - March 1; Summer issue - June 1; Fall issue - September 1. Must be in .jpeg or .png (*preferred*) format and sized to 650 pixels x 75 pixels. Email ad to nikki@stlouisdental.org.

Classified Advertising:

The GSLDS Online Classifieds are a great way to reach your audience, and are one of the most popular parts of greaterstlouisdentalsociety.org.

This section lists the latest classified ads in all areas of dentistry including practice sales, practice and job opportunities for dentists and auxiliaries, those seeking opportunities, the personal sale of used equipment and service advertising.

Classified advertisements run online at greaterstlouisdentalsociety.org and are confined to practice sales, practice and job opportunities for dentists and auxiliaries, those seeking opportunities, the personal sale of used equipment and service advertising. Please call Nikki at (314) 569-0444 or email nikki@stlouisdental.org to place a classified. (GSLDS reserves the right to limit number of words.)

Classified Rates:

GSLDS/ADA Member	\$20 month
Non-Dentist	\$30 month
Non-ADA Dentist	\$75 month

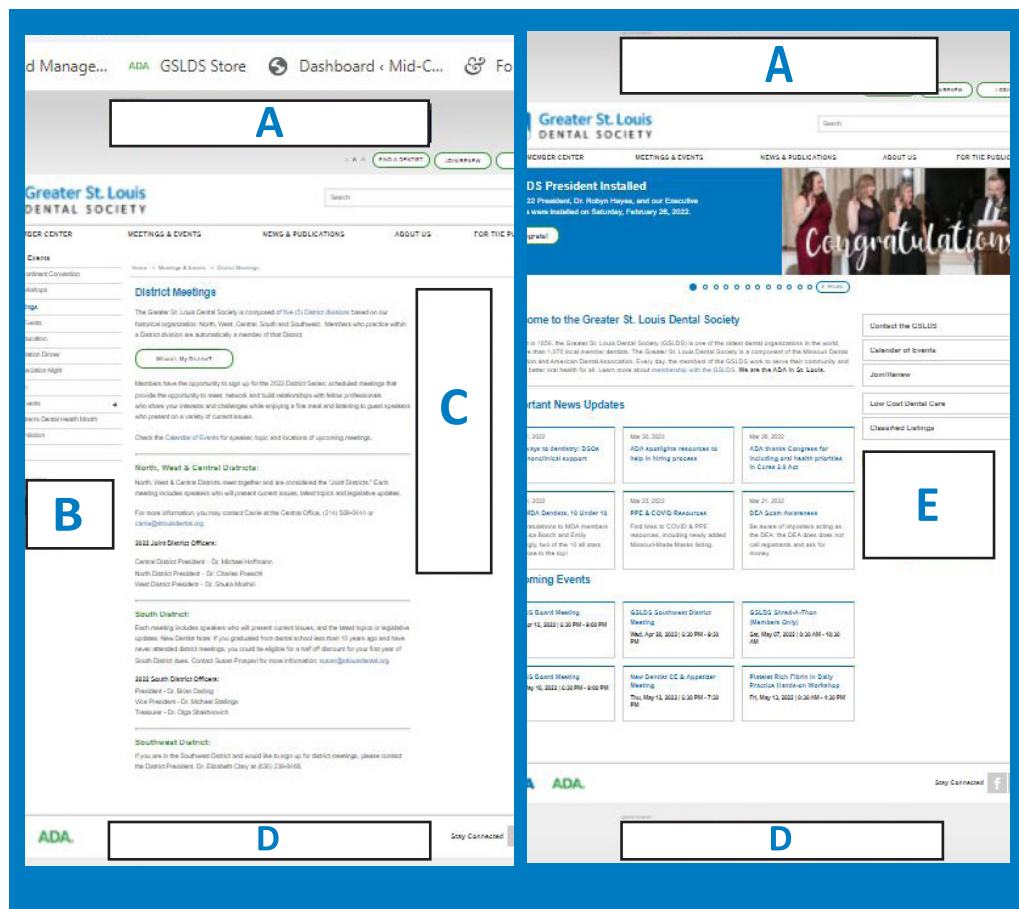
greaterstlouisdentalociety.org | Official Website

greaterstlouisdentalociety.org is the online location Greater St. Louis Dental Society and St. Louis area dental decision makers visit for information. It is one of our most popular and most visited resources for our members and delivers comprehensive practice management information, the latest member news and access to their ADA profile data. Page views were up 52% from 2021 to 2023.

**GREAT
VALUE!**

Deadline & requirements for website ads:

Ad must be received by the 15th of the month prior to posting on website. Must be in .jpeg or .png (*preferred*) format and sized to exact dimensions listed above. Email ad to nikki@stlouisdental.org.



Ad Size	Measurement	Rate Jan. -June (per month)	Rate July - December (per month)
Leaderboard (A)	728 pixels x 90 pixels	\$150	\$200
Large Rectangle (E) <i>home page only</i>	300 pixels by 250 pixels	\$100	\$150
Rectangle (B)	180 pixels x 150 pixels	\$50	\$100
Skyscraper (C)	160 pixels x 600 pixels	\$100	\$150
Bottom Leaderboard (D)	728 pixels x 90 pixels	\$100	\$150

NEW DIRECTORY ADVERTISING

Membership Directory | Annual guidebook

We provide our 1000+ member dentists with a membership directory so that they have easy access to contact information for their colleagues. This member benefit is a high-quality spiral bound book that includes member photos – something our members have asked for. It is used all year long, multiple times daily by dentists and staff.

We also include a special tabbed section for dental companies, vendors, services, sales and labs. Make sure your company is included! It is \$300 to add your listing. You can include contact information of local reps, website, address, phone numbers and a brief 10-15 word description of your product or service.

Make sure you are listed when they go looking for your company contact.

Deadline for directory advertising:

March 1, 2024

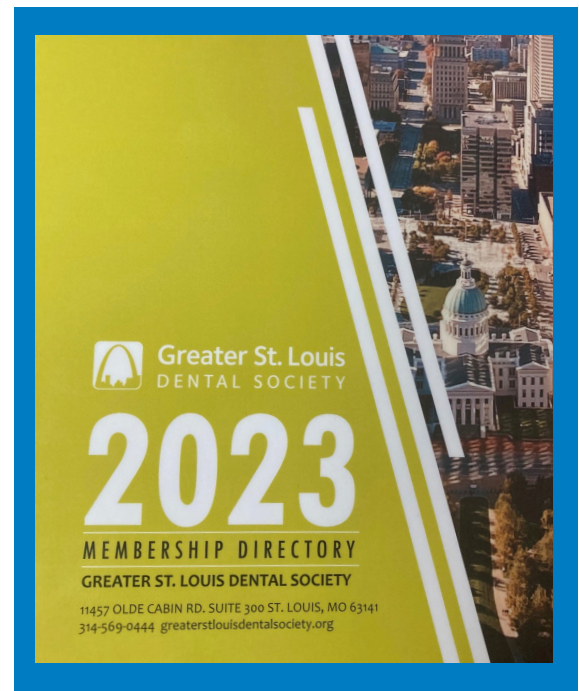
Limited Display Advertising Opportunities

Beginning in 2024, we are opening a limited number of display advertising spots to our vendors. Sizes available are half and full page. First come, first served. This is a great opportunity to have your company right in the hands of member dentists all year long.

All advertising materials should be supplied as electronic files to Nikki Sprehe, Managing Editor, at nikki@stlouisdental.org.

- Publication size: 5.5" x 8.5"
- Bleed: 1/8" on all sides
- Half page: \$1,000
- Full page: \$1,500
- Inside Back or Front Cover: \$2,000

High-resolution PDFs (with fonts embedded) are preferred. We also accept .jpg and .eps formats. For more information, please contact Nikki at (314) 569-0444 or by email at nikki@stlouisdental.org.



ADVERTISING CONTRACT



ADVERTISER COMPANY NAME: _____

PRINCIPAL CONTACT: _____

Address _____
Name Title

City State Zip

Phone: _____ Email: _____

DEADLINES: Submissions will not be accepted after these deadlines and no refunds will be given for missed deadlines:

- SPRING ISSUE - March 1
- SUMMER ISSUE - June 1
- FALL ISSUE - Sept. 1
- WINTER ISSUE - Dec. 1

ADVERTISING SIZE

	Single Issue	Yearly
<input type="checkbox"/> Full Page	\$800/issue	\$2,800 (\$700 per issue)
<input type="checkbox"/> Half Page	\$600/issue	\$2,000 (\$550 per issue)
<input type="checkbox"/> Third Page Column or Island	\$500/issue	\$1,800 (\$450 per issue)
<input type="checkbox"/> Quarter Page Back Cover Only	N/A	\$1,800 (\$450 per issue)
<input type="checkbox"/> Sixth Page Column	\$400/issue	\$1,400 (\$350 per issue)

ADVERTISING EXTRAS

<input type="checkbox"/> Add digital banner	\$75/issue	\$200
<input type="checkbox"/> Add Preferred Placement	N/A	\$400
<input type="checkbox"/> Black and white only	Subtract \$100 per issue	

WEBSITE ADVERTISING

	Jan.-June	July-Dec.
<input type="checkbox"/> Leaderboard	\$150/month	\$200/month
<input type="checkbox"/> Large Rectangle	\$100/month	\$150/month
<input type="checkbox"/> Rectangle	\$50/month	\$100/month
<input type="checkbox"/> Skyscraper	\$100/month	\$150/month
<input type="checkbox"/> Bottom Leaderboard	\$100/month	\$150/month

- ☐ **SOCIETY SPEAK e-NEWSLETTER** \$325/month

Indicate Preferred Months: _____

- ☐ **VENDOR SPOTLIGHT e-BLAST** \$750

Indicate Preferred Date: _____

DIRECTORY ADVERTISING

<input type="checkbox"/> Full page ad	\$1,500
<input type="checkbox"/> Full page inside front/back cover	\$2,000
<input type="checkbox"/> Half page ad	\$1,000
<input type="checkbox"/> Company Listing	\$300

ADVERTISING AGREEMENT: We have read and understand the advertising terms & conditions on page 8.

Signed: _____

PAYMENT METHOD: ☐ Check ☐ Visa ☐ MasterCard ☐ American Express

Total Amount Due: _____

Card # _____ Exp. Date ____/____/____ CVV code: _____

Signature: _____

indicates approval for charges

THE DENTAL ARCH

& greaterstlouisdentalsociety.org

TERMS AND CONDITIONS:

Advertising and email content must be factual, dignified and tasteful, with the intention to provide useful product and service information. All advertisement and email content submitted to the GSLDS is subject to publisher approval. The GSLDS reserves the right to accept or reject advertisement and/or email content, at its sole discretion, for any product or service submitted for publication. Contracts may be cancelled immediately by GSLDS if account is not paid within 60 days of invoice date. If account is handled through an agency and is past due, the client/company will be made aware and contacted directly to receive advertising payment. Individual artwork, in the form of advertisements, is not accepted by the GSLDS. All artwork and email content must be accompanied by a signed insertion order or contract. The sole remedy errors in advertisements or emails caused by the GSLDS shall be an additional printing or sending of the same content in THE DENTAL ARCH, SOCIETY SPEAK, OR VENDOR SPOTLIGHT in the next immediate issue or email. No cash refund will be issued. Advertisers and advertising agencies assume liability for all content of advertisement printed (including text, representations, and illustrations), and they assume responsibility, including costs and attorney fees, for any claims arising there from made against the publisher. Classified advertisements in THE DENTAL ARCH and online at www.greatersaintlouisdentalsociety.org are confined to practice sales, practice and job opportunities for dentists and auxiliaries, those seeking opportunities, the personal sale of used equipment and service advertising. The appearance of advertising in THE DENTAL ARCH is not a guarantee or endorsement by the Society of a product or service, or the claims made for a product by a manufacturer. CANCELLATION POLICY: Contracts may be terminated by either the GSLDS or advertiser/agency, by written notice, 30 days prior to print deadline. Cancellations will result in a \$100 fee per advertisement. Within 30 days of print deadline, no refunds will be considered.

Contact

The Dental Arch

the publication of the Greater St. Louis Dental Society
11457 Olde Cabin Rd., Suite 300
St. Louis, MO 63141

Phone: (314) 569-0444

Fax: (314) 569-0448

Web: thedentalarch.com | greaterstlouisdentalsociety.org

Editor

Jeffrey B. Dalin, DDS
jeff@dalindental.com

Advertising Requests

Nikki Sprehe
nikki@stlouisdental.org