



Greater St. Louis  
DENTAL SOCIETY

# Media Kit

2024-25

**NEW**  
**Package**  
**Discounts**  
**INSIDE**

314-569-0444 | [nikki@stlouisdental.org](mailto:nikki@stlouisdental.org)  
[www.greaterstlouisdentalsociety.org](http://www.greaterstlouisdentalsociety.org)



## The Dental Society

**1,049**

Member dentists

**26%**

Specialists

**76.4%**

Practicing dentists

**74%**

General dentists

## Reach Dentists

The Greater St. Louis Dental Society represents the interests of more than 1,000 dentists in St. Louis and the surrounding areas. Through one of the opportunities, your company or organization can reach our vast membership base. Each of our opportunities come with exclusive perks and different levels of visibility.

**We are excited to offer new package discounts for 2025! See page 8 for details.**

## How to contact

**Nikki Sprehe, Managing Editor**

**Phone:** (314) 569-0444 **Fax:** (314) 569-0448

**Web:** [thedentalarch.com](http://thedentalarch.com) | [greaterstlouisdentalsociety.org](http://greaterstlouisdentalsociety.org)



# The Dental Arch 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.

Our circulation of more than 1,250 subscribers includes dentists, laboratories and dental schools in and around St. Louis. The digital edition of The Dental Arch is available online at [thedentalarch.com](http://thedentalarch.com).

## Deadlines for ad material

**WINTER ISSUE:** DECEMBER 15

- IN OFFICES BY JAN. 15

**SPRING ISSUE:** MARCH 15

- IN OFFICES BY APRIL 15

**SUMMER ISSUE:** JUNE 15

- IN OFFICES BY JULY 15

**FALL ISSUE:** SEPTEMBER 15

- IN OFFICES BY OCTOBER 15

### Formats for Advertising:

- All advertising materials should be supplied as electronic files to Nikki Sprehe, Managing Editor, at [nikki@stlouisdental.org](mailto: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](mailto:nikki@stlouisdental.org).

## Magazine Stats



NUMBER  
OF PAGES

**28-32**



ISSUES PER  
YEAR

**4**



NUMBER  
OF LIKES

**6M**



NUMBER OF  
SUBSCRIBERS

**1,250**



# Rates & sizes

PERFERRED PLACEMENT IS ON A FIRST COME, FIRST SERVED BASIS. ADD \$100 TO PRICE PER ISSUE.

## FULL PAGE 7.5" X 10.5"

**FULL YEAR RATE:**  
\$750 PER ISSUE  
**ONE TIME RATE:**  
\$850 PER ISSUE

## HALF PAGE 7.5" X 10.5"

**FULL YEAR RATE:**  
\$550 PER ISSUE  
**ONE TIME RATE:**  
\$650 PER ISSUE

## 1/3 PAGE ISLAND 7.5" X 10.5"

**FULL YEAR RATE:**  
\$450 PER ISSUE  
**ONE TIME RATE:**  
\$550 PER ISSUE

## FULL PAGE BLEED 8.75" X 11.25"

**FULL YEAR RATE:**  
\$750 PER ISSUE  
**ONE TIME RATE:**  
\$850 PER ISSUE

## 1/4 PAGE BACK COVER 7.5" X 10.5"

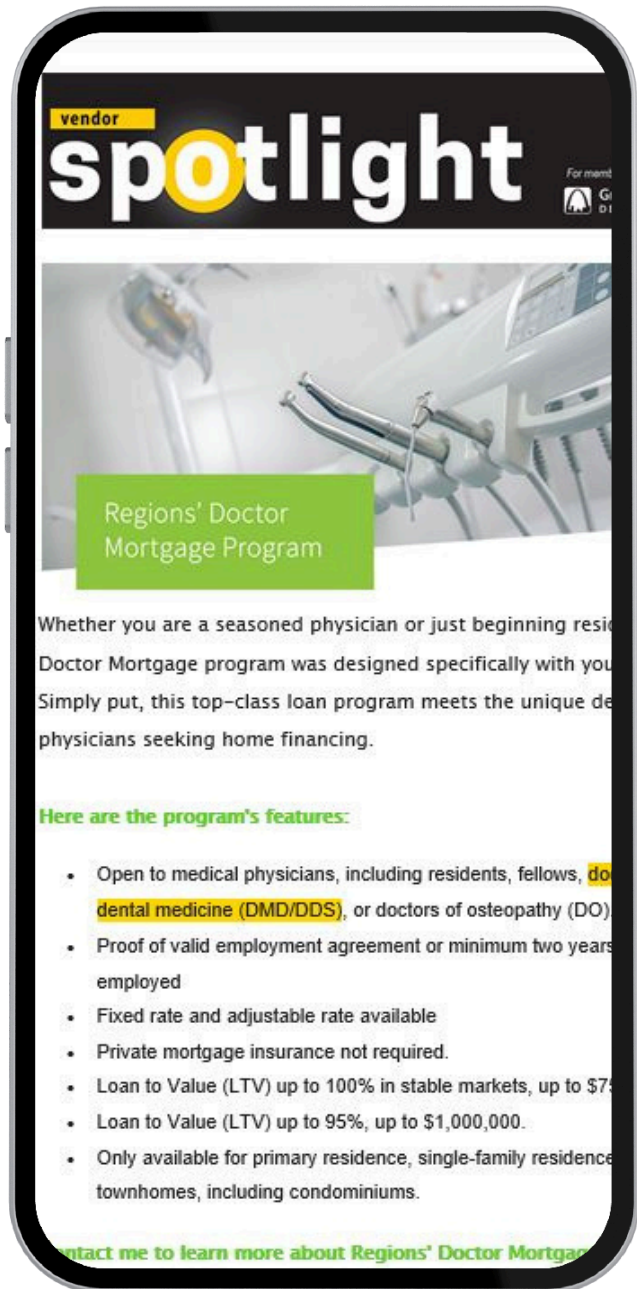
**FULL YEAR RATE:**  
\$450 PER ISSUE  
**ONE TIME RATE:**  
\$550 PER ISSUE

## 1/3 PAGE COLUMN 7.5" X 10.5"

**FULL YEAR RATE:**  
\$450 PER ISSUE  
**ONE TIME RATE:**  
\$550 PER ISSUE



# Vendor Spotlight



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 1000+ GSLDS member & Affiliate member dentists. Availability limited.

- **Frequency:** You get to pick your IDEAL SEND date! Coincide with a new product launch or other timely event.
- **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: Include a url for images/logo to link
- **Deadlines:** E-blast content 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.

## Vendor Spotlight Specifications



NUMBER OF  
SUBSCRIBERS

1,097



ANNUAL  
OPEN RATE

57%



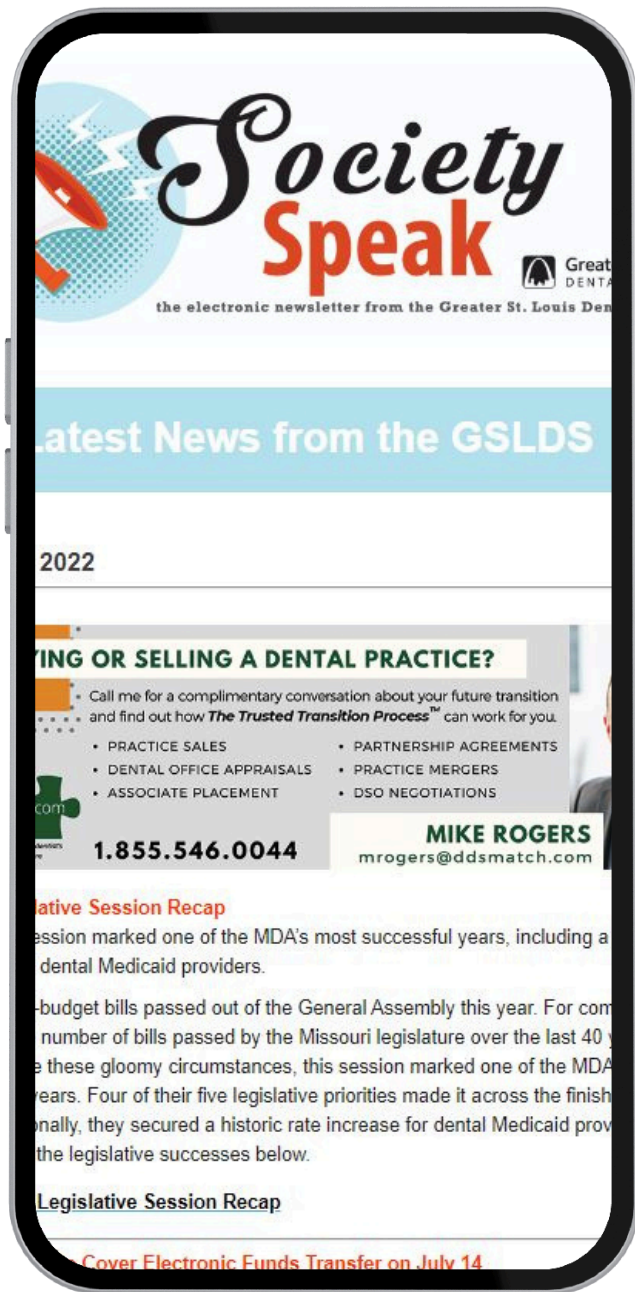
SEND DATE

Your  
choice



PRICE PER  
E-BLAST

\$750



# Society Speak

You can sponsor our Society Speak monthly 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.

- **Send Dates:** The 15th of the each month; The 5th and 20th of the month in February and September.
- **Art Requirements:** File Type: .png/.jpeg. Please include a url for the ad to link to. Size: 800 pixels by 250 pixels.
- **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.

## Society Speak Specifications



NUMBER OF  
SUBSCRIBERS

1,097



SOCIETY  
SPEAK  
OPEN RATE

60%



EXPOSURES  
PER YEAR

over 15k



PRICE PER  
SPONSORSHIP

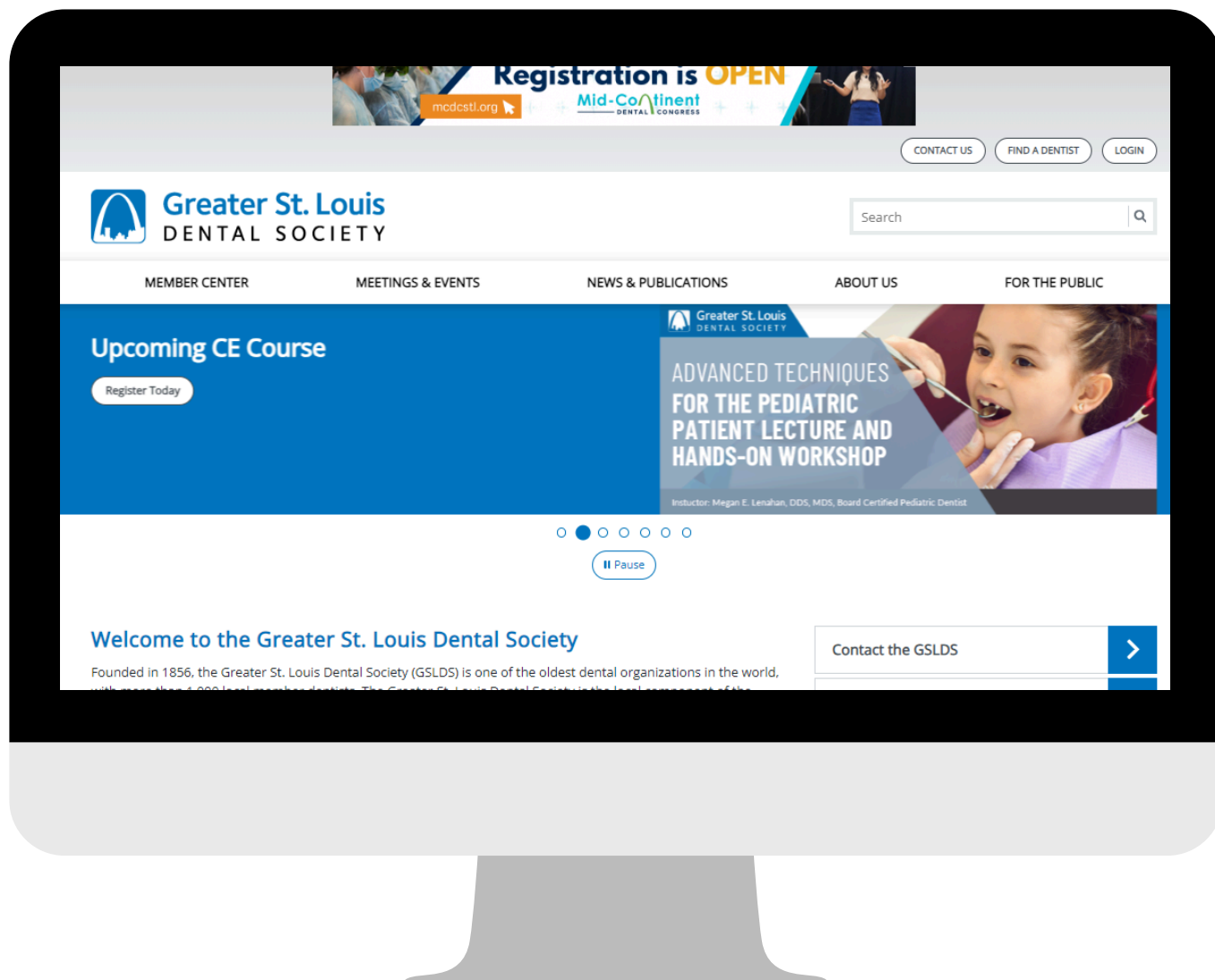
\$350

# Dental Society website

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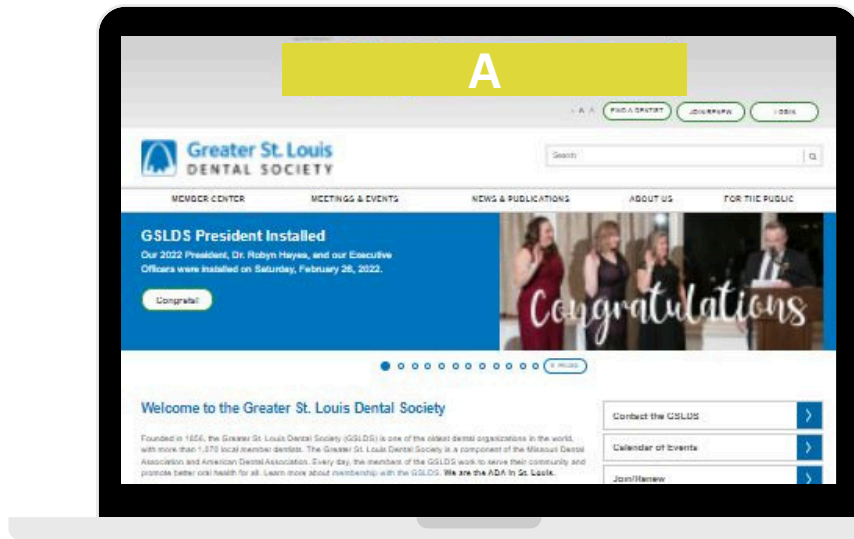
Our website, [greaterstlouisdentalsociety.org](http://greaterstlouisdentalsociety.org) is the online location Greater St. Louis Dental Society and St. Louis area dental decision makers visit for information.

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.





# Sizes & Rates

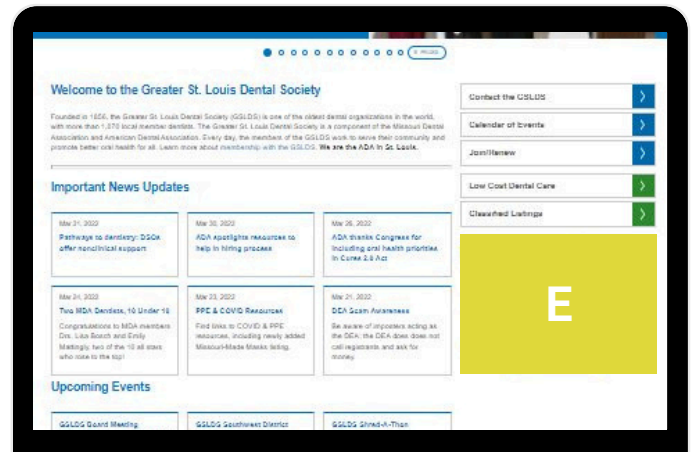


← **Leaderboard (A)**  
728 pixels x 90 pixels  
**\$200 per month**

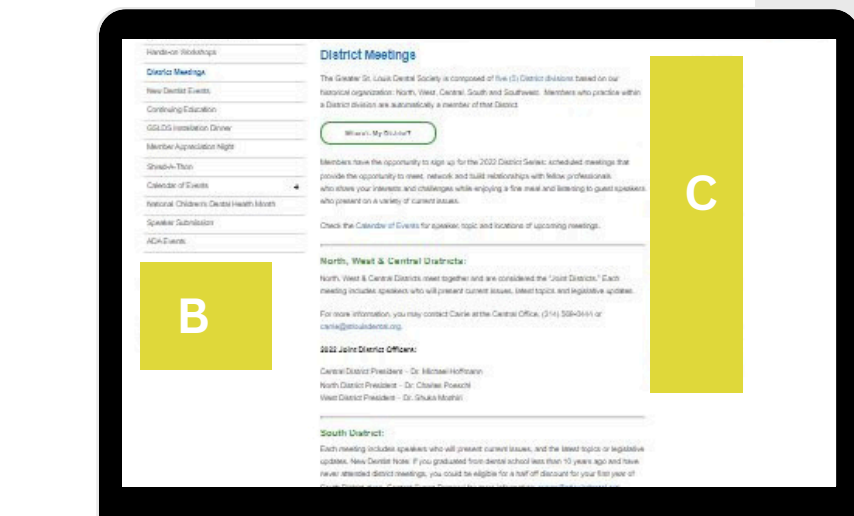
**Large Rectangle (E)**  
*home page only*  
300 pixels by 250 pixels  
**\$150 per month** ↓

↓ **Rectangle (B)**  
180 pixels x 150 pixels  
**\$150 per month**

**Skyscraper (C)**  
160 pixels x 600 pixels  
**\$150 per month** ↓



**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.



# Directory Advertising

We provide our 1000+ member dentists with a membership directory so that they have easy access to contact information for their colleagues. **It is used all year long, multiple times daily by dentists and staff.**

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

## Annual guidebook

### Deadline for directory advertising:

March 1, 2025

### Limited Display Advertising Opportunities

A limited number of display advertising spots are available to our vendors. First come, first served.

All display advertisers receive the listing in the Dental Companies section in the directory at no additional charge. (\$300 value)

### 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](mailto:nikki@stlouisdental.org).



# New Advertising Packages for 2025

SPACES LIMITED; FIRST COME, FIRST SERVED

## The best bang for your buck

Pay once for a full year of advertising through multiple channels **AND SAVE MONEY!**

COMPLETE PACKAGE INCLUDES (LIMITED TO 6 ADVERTISERS)	VALUE IF PURCHASED SEPARATELY
Full page ad in The Dental Arch (full year, 4 issues)	\$3,000
Website Leaderboard Banner (2 months)	\$400.00
Pop up ad in digital edition of The Dental Arch	\$200
2 Vendor Spotlight email (sent date of your choice)	\$1,500.00
Ad in Society Speak e-newsletter (1 month)	\$300.00
Directory ad 1/2 page	\$1000.00
Printed hard copy of directory	\$125.00
Social media mention - Arch	Only available to current Dental Arch advertisers
Insert in Annual Membership Certificate Mailing ( <i>must be reserved by Dec. 1, 2024</i> )	\$650.00
<b>TOTAL VALUE</b>	<b>\$7,150.00</b>

**YOUR COST: \$5,500**

DELUXE PACKAGE INCLUDES (LIMITED TO 6 ADVERTISERS)	VALUE IF PURCHASED SEPARATELY
Half page ad in The Dental Arch (full year, 4 issues)	\$2,200.00
Website Skyscraper Ad (2 month)	\$300.00
Ad in Society Speak e-newsletter	\$300.00
1 Vendor Spotlight email (sent thedate of your choice)	\$750
Directory ad 1/2 page	\$1,000.00
Printed hard copy of directory	\$125.00
Social media mention - Arch	Only available to current Dental Arch advertisers
<b>TOTAL VALUE</b>	<b>\$4,650</b>

**YOUR COST: \$3,500**

Selection of months and dates for Society Speak and Vendor Spotlight emails are based on a first come, first served basis. If advertiser wishes for a preferred placement in *The Dental Arch*, please add \$400 to package price (\$100 per issue).



# Advertising Standards

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. Advertising Slots: Publisher offers advertising slots in The Dental Arch, Society Speak, [greaterstlouisdentalsociety.org](http://greaterstlouisdentalsociety.org), Membership Directory and Vendor Spotlight, to be filled on a first-come, first-served basis. Advertisers may reserve available slots by submitting a completed and signed Advertising Contract. The timestamp of the received booking form will determine the order of reservations. 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 test, 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](http://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.

## How to contact

**Nikki Sprehe, Managing Editor**

314-569-0444 | Fax: 314-569-0448

[nikki@stlouisdental.org](mailto:nikki@stlouisdental.org)

[greaterstlouisdentalsociety.org](http://greaterstlouisdentalsociety.org)

[thedentalarch.com](http://thedentalarch.com)

# Advertising Agreement

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 PACKAGES

- ☐ COMPLETE PACKAGE \$5,500 (a savings of over \$1,500)
- ☐ DELUXE PACKAGE \$3,750 (a savings of \$1,000)

## ADVERTISING SIZE

- |   | Single Issue | Full Year   |
|---|--------------|-------------|
| <input type="checkbox"/> Full Page                    | \$850/issue  | \$750/issue |
| <input type="checkbox"/> Half Page                    | \$650/issue  | \$550/issue |
| <input type="checkbox"/> Third Page Column or Island  | \$550/issue  | \$450/issue |
| <input type="checkbox"/> Quarter Page Back Cover Only | \$550/issue  | \$450/issue |

## ADVERTISING EXTRAS

- |  |             |              |
|--|-------------|--------------|
| <input type="checkbox"/> Add digital banner      | \$75/issue  | \$50/issue   |
| <input type="checkbox"/> Add Preferred Placement | \$100/issue | \$100 /issue |

## WEBSITE ADVERTISING

- |   |             |
|---|-------------|
| <input type="checkbox"/> Leaderboard        | \$200/month |
| <input type="checkbox"/> Large Rectangle    | \$150/month |
| <input type="checkbox"/> Rectangle          | \$150/month |
| <input type="checkbox"/> Skyscraper         | \$150/month |
| <input type="checkbox"/> Bottom Leaderboard | \$150/month |

- ☐ **SOCIETY SPEAK e-NEWSLETTER** \$300/month

*(if selecting one of the packages, indicate preferred month for your Society Speak)*

Indicate Preferred Months: \_\_\_\_\_

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

*(if selecting one of the packages, indicate preferred month(s) for one or two Vendor Spotlight emails)*

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 (included at no charge with full & half page ads) |

**ADVERTISING AGREEMENT:** We have read and understand the advertising standards. Signed:

\_\_\_\_\_

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

Total Amount Due: \_\_\_\_\_

Card # \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV code: \_\_\_\_\_

Signature: \_\_\_\_\_

*indicates approval for charges*