

Media Kit

2025-26



Greater St. Louis
DENTAL SOCIETY

314-569-0444 | holly@stlouisdental.org
www.greaterstlouisdentialsociety.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 2026!

See page 8 for details.

How to contact

Holly Rogers, Managing Editor

Email: holly@stlouisdental.org

Phone: (314) 569-0444

Fax: (314) 569-0448

Web: thedentalarch.com
greaterstlouisdentialsociety.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.

Deadlines for ad material

WINTER ISSUE: JANUARY 10

- IN OFFICES BY FEB. 15

SPRING ISSUE: APRIL 10

- IN OFFICES BY MAY 15

SUMMER ISSUE: JULY 10

- IN OFFICES BY AUGUST 15

FALL ISSUE: OCTOBER 10

- IN OFFICES BY NOVEMBER 15

Formats for Advertising:

- All advertising materials should be supplied as electronic files to Holly Rogers, Managing Editor, at holly@stlouisdental.org.
- Publication size: 8.5" x 11"
 - Bleed: 1/8" on all sides
- High-resolution PDFs (with fonts embedded) are preferred. We also accept .jpg and .eps formats. For more information, please contact Holly at (314) 569-0444 or by email at holly@stlouisdental.org.

Magazine Stats



NUMBER
OF PAGES

28-32



ISSUES PER
YEAR

4



VOLUME OF
2026 EDITION

97



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:
\$800 PER ISSUE
ONE TIME RATE:
\$900 PER ISSUE

HALF PAGE

7.5" X 5"

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

1/3 PAGE ISLAND

5" X 4.875"

FULL YEAR RATE:
\$500 PER ISSUE
ONE TIME RATE:
\$600 PER ISSUE

FULL PAGE BLEED 8.5" X 11" + .125"

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

1/4 PAGE BACK COVER

7.5" X 2.4"

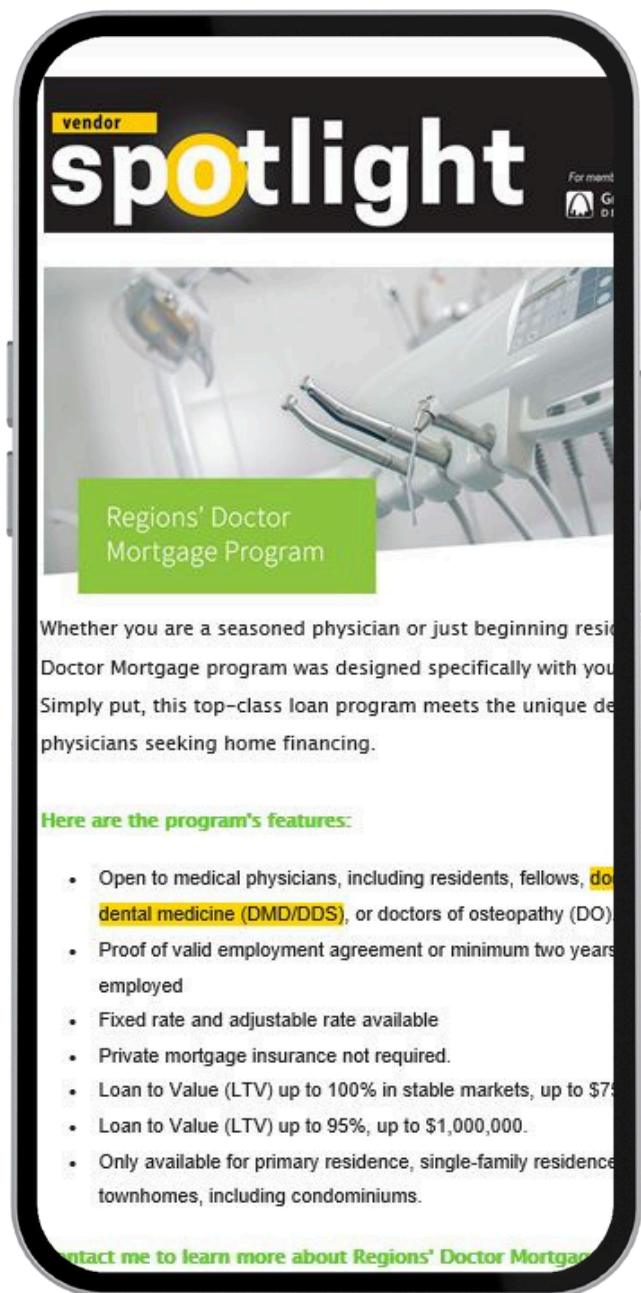
FULL YEAR RATE:
\$500 PER ISSUE
ONE TIME RATE:
\$600 PER ISSUE

1/3 PAGE COLUMN

2.4" X 10.5"

FULL YEAR RATE:
\$500 PER ISSUE
ONE TIME RATE:
\$600 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%



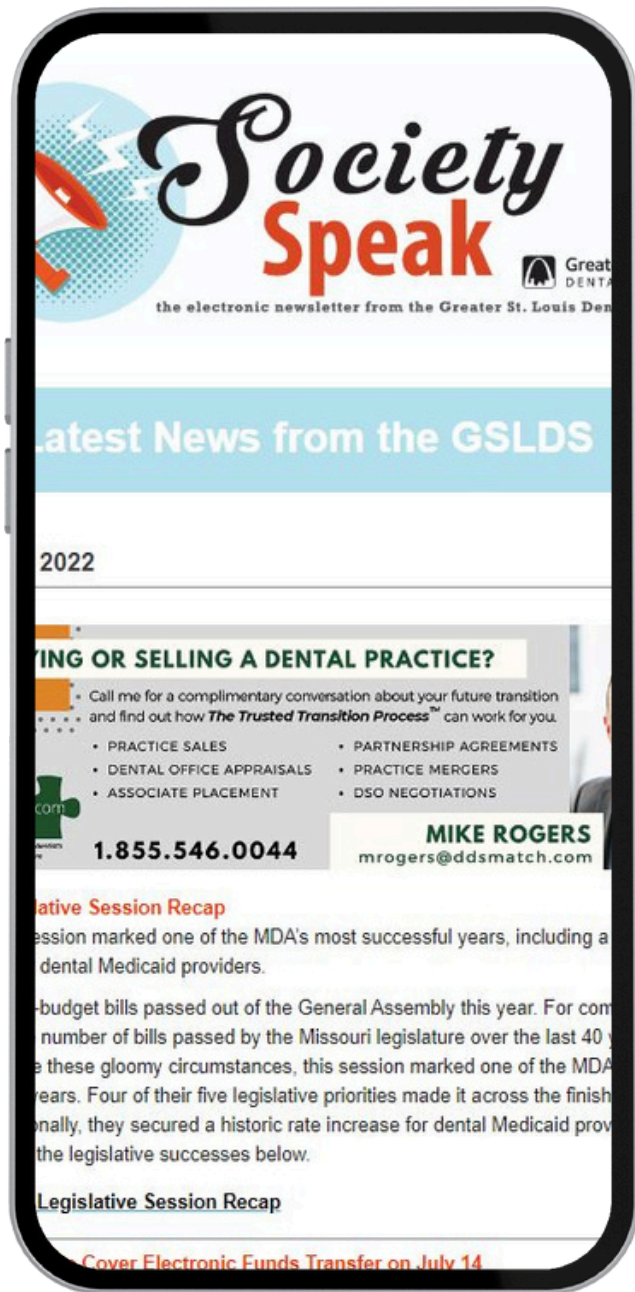
SEND DATE

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

1,083



SOCIETY
SPEAK
OPEN RATE

60%



EXPOSURES
PER YEAR

over 15k



PRICE PER
SPONSORSHIP

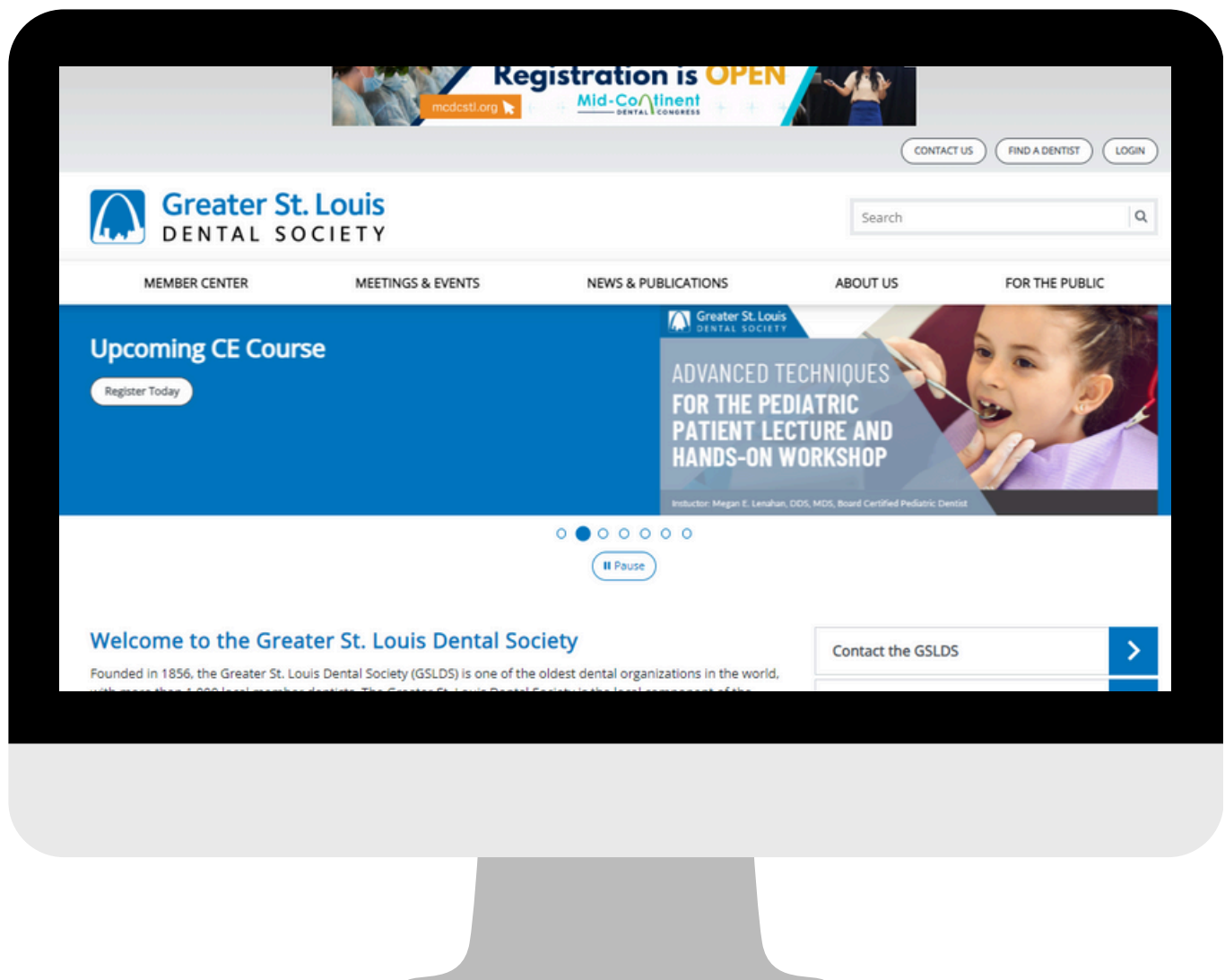
\$350

WEBSITE ADVERTISING

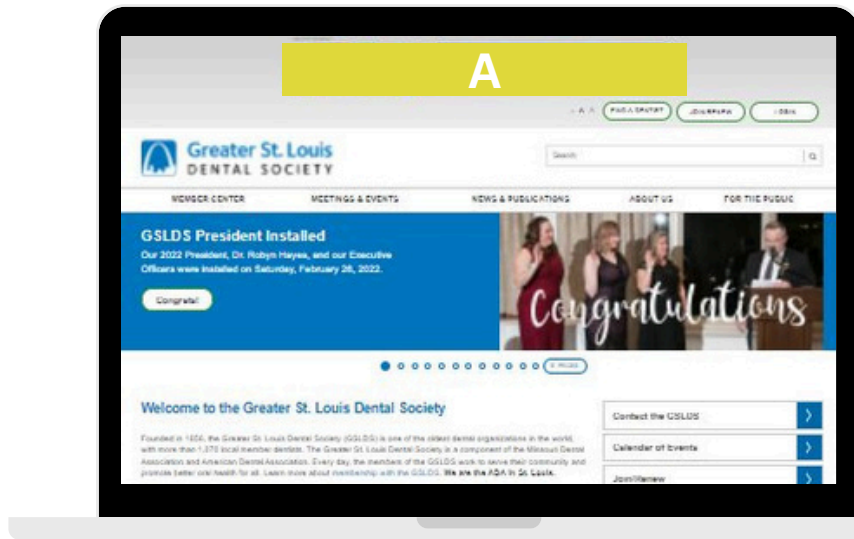
Dental Society website

Our 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.



Sizes & Rates

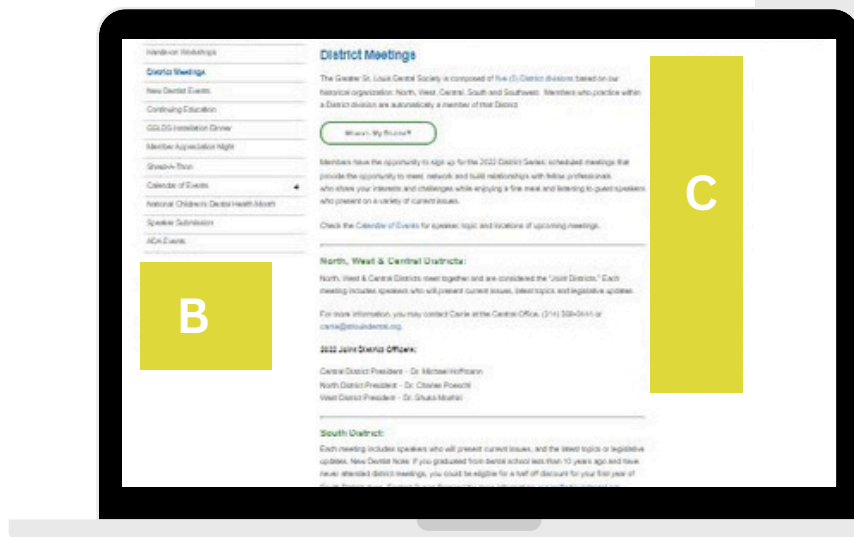
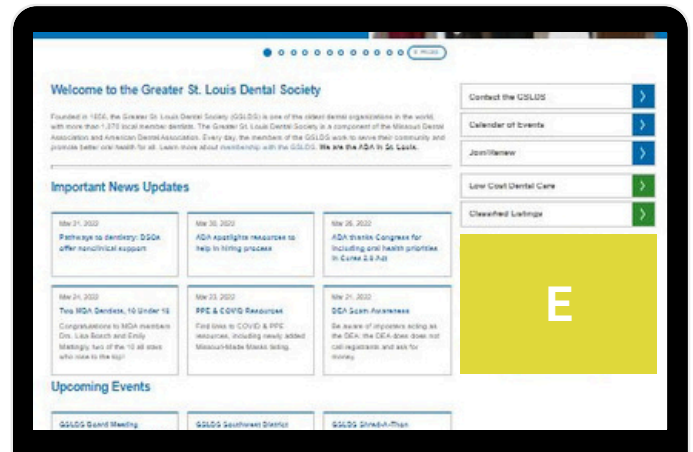


← **Leaderboard (A)**
728 pixels x 90 pixels
\$200 per month

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 holly@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, 2026

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: \$3,000

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

Purchasing a Copy (no listing or ad)

Cost is \$100 for a printed copy of the Annual Guidebook.



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)	\$3,200
Website Leaderboard Banner (2 months)	\$400
Pop up ad in digital edition of The Dental Arch	\$200
2 Vendor Spotlight email (sent date of your choice)	\$1,500
Ad in Society Speak e-newsletter (1 month)	\$350
Directory ad 1/2 page	\$1000
Printed hard copy of directory	\$100
Social media mention - Arch	Only available to current Dental Arch advertisers
Insert in Annual Membership Certificate Mailing (<i>must be reserved by Dec. 1, 2025</i>)	\$650
TOTAL VALUE	\$7,400

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
Website Skyscraper Ad (2 month)	\$300
Ad in one Society Speak e-newsletter (month of your choice, as available)	\$350
1 Vendor Spotlight email (sent the date of your choice)	\$750
Directory ad 1/2 page	\$1,000
Printed hard copy of directory	\$100
Social media mention - Arch	Only available to current Dental Arch advertisers
TOTAL VALUE	\$4,700

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, 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 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

Holly Rogers, Managing Editor

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

holly@stlouisdental.org

greaterstlouisdentalsociety.org

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:

- WINTER ISSUE - January 10
- SPRING ISSUE - April 10
- SUMMER ISSUE - July 10
- FALL ISSUE - October 10

ADVERTISING PACKAGES

- ☐ COMPLETE PACKAGE \$5,500 (a savings of \$1,900)
- ☐ DELUXE PACKAGE \$3,750 (a savings of \$1,200)

ADVERTISING SIZE

- | | Single Issue | Full Year |
|---|--------------|-------------|
| <input type="checkbox"/> Full Page | \$900/issue | \$800/issue |
| <input type="checkbox"/> Half Page | \$650/issue | \$550/issue |
| <input type="checkbox"/> Third Page Column or Island | \$600/issue | \$500/issue |
| <input type="checkbox"/> Quarter Page Back Cover Only | \$600/issue | \$500/issue |

ADVERTISING EXTRAS

- ☐ Add digital banner \$75/issue \$50/issue
- ☐ Add Preferred Placement \$100/issue \$100 /issue

WEBSITE ADVERTISING

- ☐ Leaderboard \$200/month
- ☐ Large Rectangle \$150/month
- ☐ Rectangle \$150/month
- ☐ Skyscraper \$150/month
- ☐ 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

- ☐ Full page ad \$1,500
- ☐ Full page inside front/back cover \$3,000
- ☐ Half page ad \$1,000
- ☐ 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



Greater St. Louis
DENTAL SOCIETY

Vendor Spotlight | e-Blast to Members

--- VENDOR EMAIL OPPORTUNITY ---

Email your announcement directly to the inboxes of our 1,000+ member dentists! Each e-Blast is fully customized to your needs and can include anything including an up to 400 word message, image, logo, video, flyer...and more! Plus, you are able to pick your ideal send date! We can work with you to create an E-blast dedicated to your message. GSLDS also houses an archive of each email blast on its website greaterstlouisdentalociety.org (accessible to members only).

e-Blast content must be received at least 48 hours prior to publication date and meet art requirements. e-Blasts are scheduled to deploy on whatever date you specify, with the caveat that we will only send one per day, so dates have to be reserved. Please complete the below form and return to holly@stlouisdental.org or fax to 314-569-0448.

ADVERTISER COMPANY NAME: _____

PRINCIPAL CONTACT: _____

Name Title

Address _____

City State Zip

Phone: _____ Email: _____

REQUESTED SEND DATE FOR EMAIL: _____

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

Signed: _____

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

Total Amount Due: \$750

Card # _____

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

Signature: _____
indicates approval for charges