Media Kit

2027



Advertise to St. Louis dentists in 2027!



Greater St. Louis
DENTAL SOCIETY

314-569-0444 | holly@stlouisdental.org
www.greaterstlouisdentalsociety.org

The Dental **Society**

1,058
Member dentists

27%
Specialists

71%
Practicing dentists

73%
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 these 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 offer package discounts to make planning easy.

See page 15 for details.

New In **2027**



How to **contact**

Holly Rogers, Managing Editor
Email: holly@stlouisdental.org
Phone: (314) 569-0444
Fax: (314) 569-0448
Web: thedentalarch.com
greaterstlouisdentalsociety.org

The Dental Arch
Print Publication & Digital Publication
Quarterly



The Dental Arch print 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.

Formats for Advertising:

- All advertising materials should be supplied as electronic files to Holly by the deadline listed
- Publication size: 8.5” x 11”
  - Bleed: 1/4” on all sides
- High-resolution PDFs are preferred. We also accept .jpg and .png formats. For more information, please contact Holly at (314) 569-0444 or by email at holly@stlouisdental.org.

Deadlines for ad material

WINTER ISSUE: DECEMBER 30, 2026
- IN OFFICES BY JAN. 10

SPRING ISSUE: APRIL 15, 2027
- IN OFFICES BY MAY 15

SUMMER ISSUE: JULY 15, 2027
- IN OFFICES BY AUGUST 15

FALL ISSUE: OCTOBER 15, 2027
- IN OFFICES BY NOVEMBER 15

Magazine Stats

NUMBER OF PAGES **28-36**

ISSUES PER YEAR **4**

VOLUME OF 2027 EDITION **99**
YES, 99 YEARS OF THE DENTAL ARCH!

NUMBER OF SUBSCRIBERS **1,250**

Advertorial

When an advertisement just isn't enough.

If you have an idea to share, a new product, or a new business and you want to write some content to go beyond a typical ad, an "advertorial" is what you need.

Your ad won't look like a typical ad. You'll have room for text, tables, graphs, and whatever else you need to tell your story. It will look like magazine content that will hold the eyes of the readers.

Provide up to 800 words plus photos, charts, or any other information you'd like to include. Holly will compile your assets like an article and the page will be sent to you for approval prior to publication. *Holly will give you an approval deadline, typically 4 business days. Content not approved by the deadline will be published at the discretion of the Editor.*

Article will say "PAID ADVERTORIAL" at the bottom.

Content must be informative and educational and must be approved by the Editor prior to publication. Any rejected advertorial content will receive a full refund.

Limited to 2 advertisers per issue.



FULL PAGE MESSAGE
8.5" X 11"

ONE TIME RATE:
$1200 PER ISSUE

Format for Advertorial:

- All advertising materials should be supplied as electronic files to Holly by the deadline listed
- Publication size: 8.5" x 11"
- **For written content:** Provide your written content in text format (.doc or typed into an email body).
- **For graphic assets:** High-resolution PDFs are preferred. We also accept .jpg and .png formats.
- For more information, please contact Holly at (314) 569-0444 or by email at holly@stlouisdental.org.

Rates & sizes

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

1/3 PAGE COLUMN
2.4" X 10.5"

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

Most Popular

FULL PAGE BLEED
8.5” X 11” + .25”

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

Back cover

1/4 PAGE
7.5" X 2.4" +.25"

FULL YEAR RATE:
$600 PER ISSUE
ONE TIME RATE:
$700 PER ISSUE

Prime Placement, Great Price

PERFERRED PLACEMENT IS ON A FIRST COME, FIRST SERVED BASIS. ADD $100 TO PRICE PER ISSUE.
Fee does not apply to the Back Cover rate.

Did you know? The Dental Arch publication has been in clrculation for 99 years.

Bagged Insert

The Dental Arch
Print Publication - Bagged Insert
Fall Issue Only



New Opportunity

SINGLE PAGE FLYER
8.5” X 11”
or
POSTCARD
Regular or jumbo

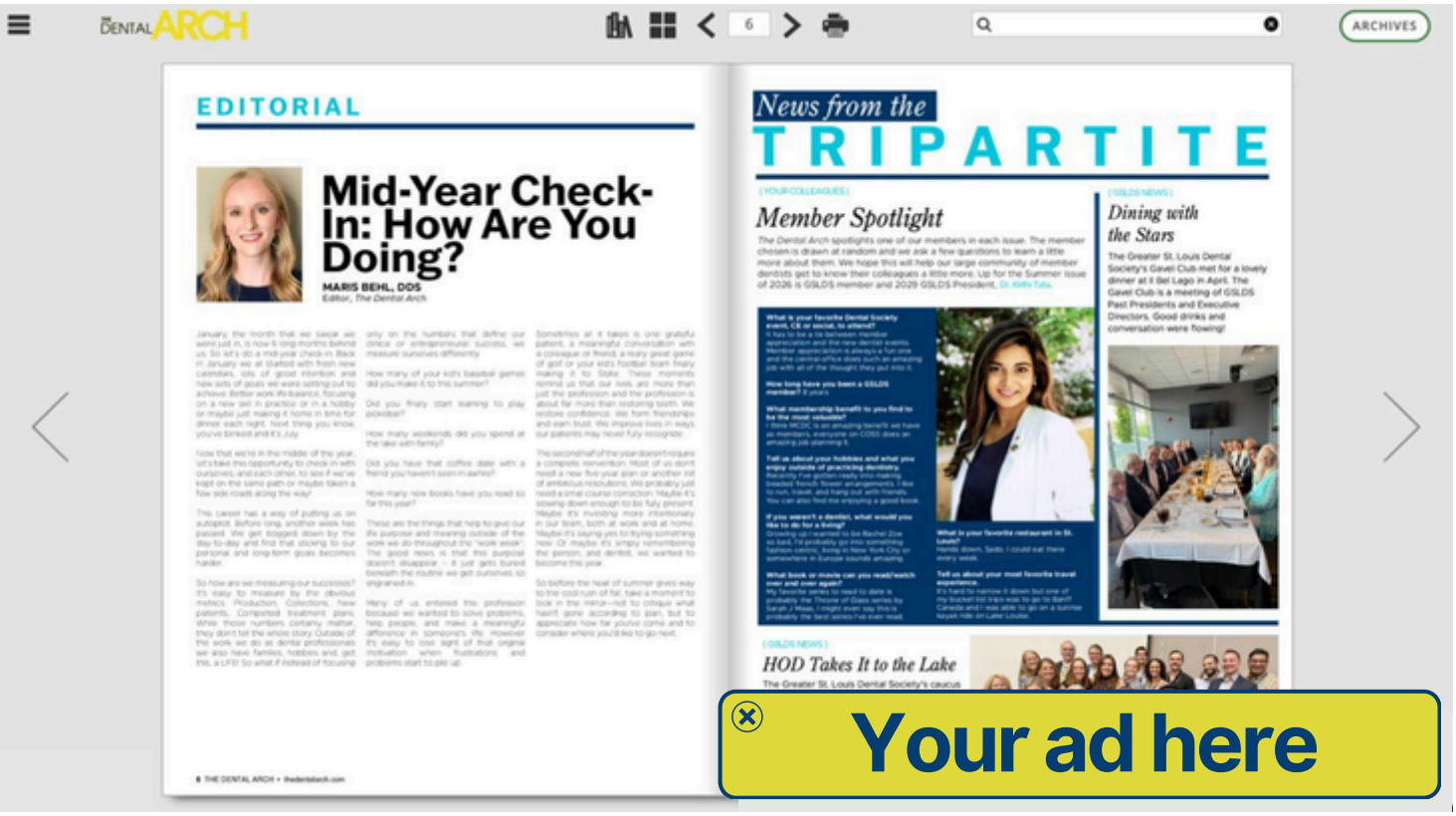
$1,500

Have extra flyers leftover from exhibiting at the Mid-Continent Dental Congress? Have a new promotion or deal you want our dentists to know about? Get your marketing piece to all our member dentists and subscribers and we pay your postage!

Your flyer or postcard will be placed in this special shrinkwrapped version of *The Dental Arch*.
Printing is at your own expense. Ship 1,300 copies of your marketing piece to the GSLDS offices or bring them to me at the Mid-Continent Dental Congress.

Rates & sizes

Digital Banner in e-version of *The Dental Arch*





DIGITAL POP-UP BANNER
650 pixels x 75 pixels

PER ISSUE:
$75

Your ad will scroll for one whole quarter in the e-version of *The Dental Arch*. It will appear as a pop-up ad scrolling with other placed ads. The digital issue of *The Dental Arch* is available for anyone to view who navigates to the digital bookshelf. A link to the digital version of the magazine is also sent out via email to all members and posted to our social media accounts. You will reach a large number of viewers with your pop-up ad!

Please provide your ad in .png format.



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.

- **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.

NOTE: 20% MEMBER DISCOUNT DOES NOT APPLY

Vendor Spotlight Specifications

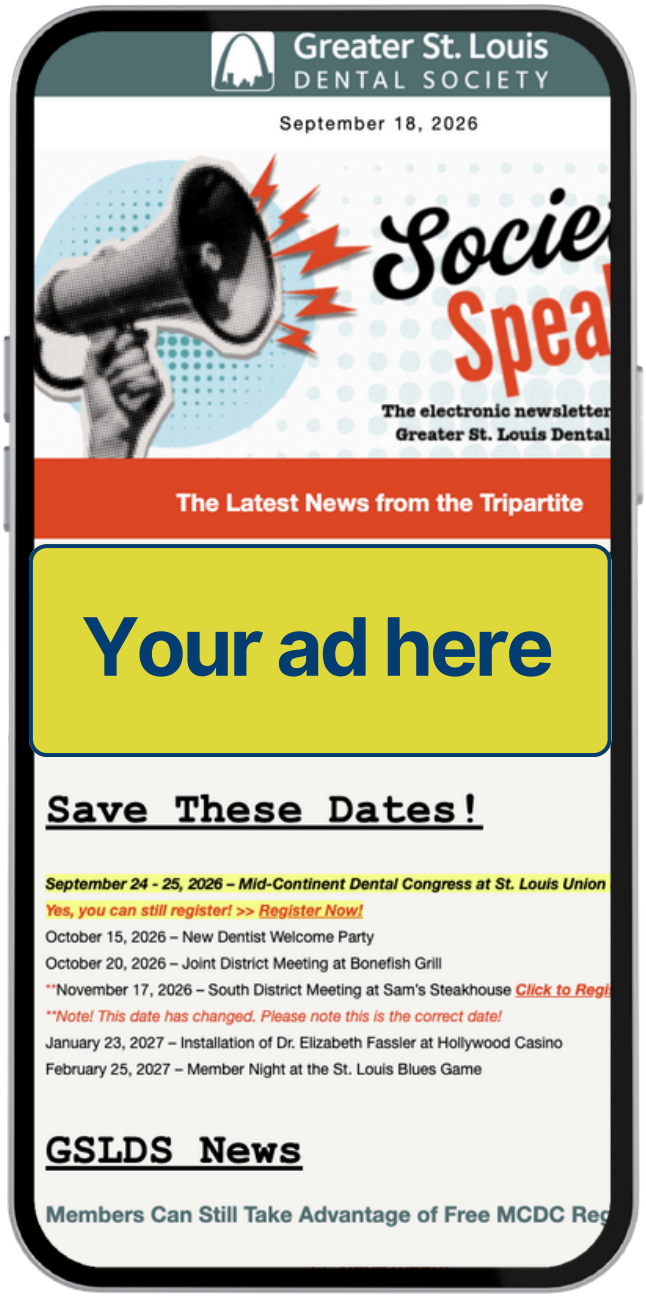
NUMBER OF SUBSCRIBERS **1,123**

ANNUAL OPEN RATE **57%**

SEND DATE **Your choice**

PRICE PER E-BLAST **$750**

Society Speak E-Newsletter
Banner Ad
Monthly



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 in the months of 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.

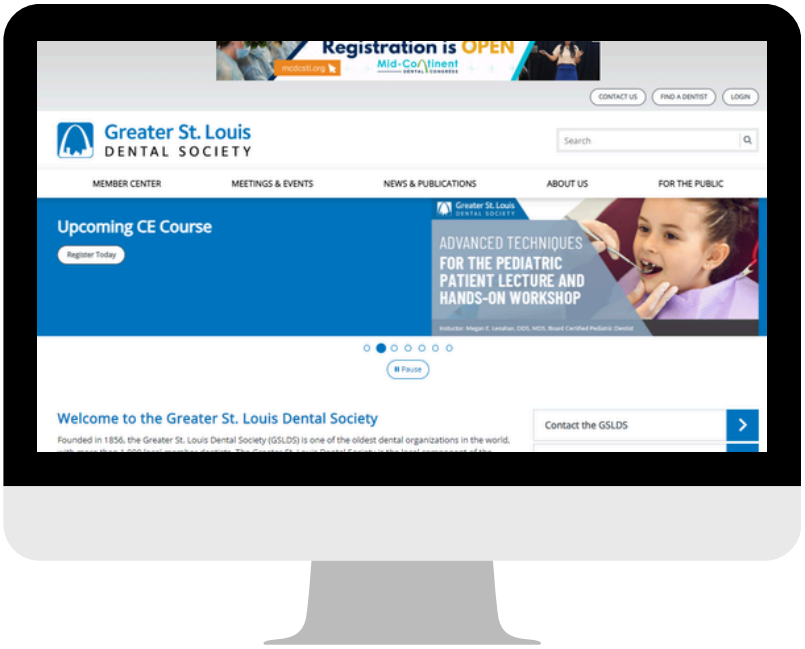
Society Speak Specifications

NUMBER OF SUBSCRIBERS	1,083	SOCIETY SPEAK OPEN RATE	32%
EXPOSURES PER YEAR	over 15k	PRICE PER SPONSORSHIP	$350

Dental Society website

Our website, 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.





Website Specifications

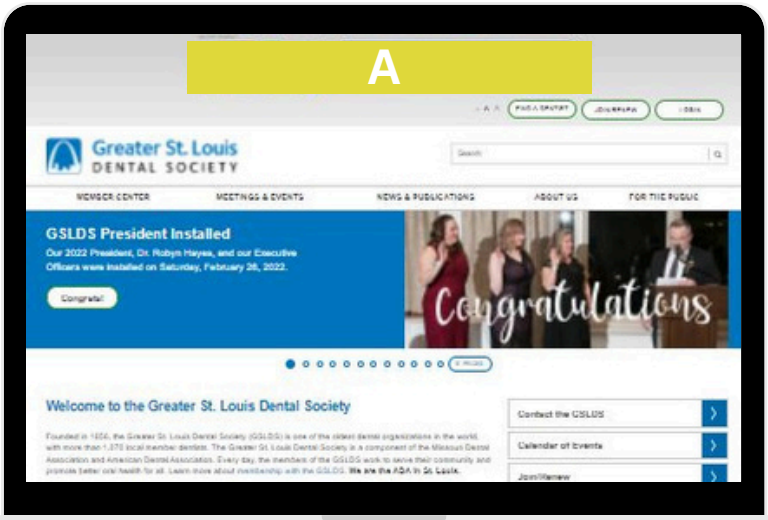
AVERAGE MONTHLY VISITORS **4,143**

AVERAGE TIME ON SITE **2.1 MINUTES**

EXPOSURES PER YEAR **over 49k**

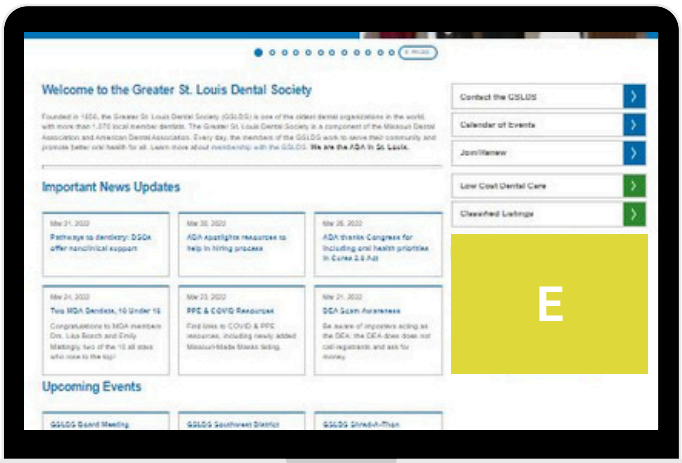
PRICE RANGE **$150-$200 PER MONTH**

Rates & sizes



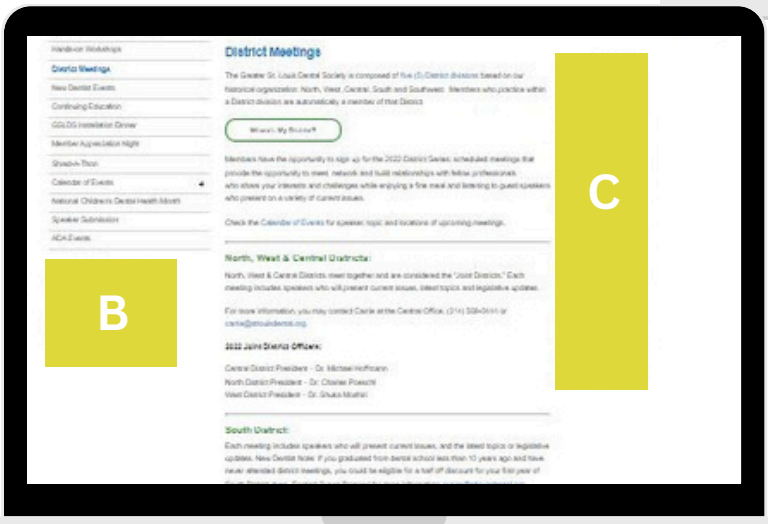
Leaderboard (A)
728 pixels x 90 pixels
$200 per month

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.

Membership **Directory**

Member Directory
Printed Spiral Bound Book
Annual

Vendor Rates

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.

Deadline for directory advertising:
March 1, 2027

Limited 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 for full page ads

- Listing only: $300
- Half page: $500 **AWESOME PRICE**
- Full page: $1,500
- Inside Back Cover or Inside 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.

Advertisers receive a copy of the Membership Directory ($100 value).



Purchase a Copy (no listing or ad) Purchase a printed copy of the Membership Directory to have contact information for all our member dentists and specialists.

$100
Contact Holly in March 2027 to purchase.

Membership **Directory**

Member Directory
Printed Spiral Bound Book
Annual

Member Rates

For GSLDS Members & Affiliate Members

Get your practice name in front of 1000+ member colleagues so that they have easy access to your information for referrals. **It is used all year long, multiple times daily by dentists and staff.**

All members are automatically listed by speciality and name with their headshot and receive a printed, spiral bound copy of the Membership Directory in April.

Purchase these larger ad spaces to make your practice top-of-mind when your colleagues look to their Directory for referrals.



Deadline for directory advertising:
March 1, 2027

Limited Advertising Opportunities
A limited number of display advertising spots are available to our members. First come, first served.

SPECIAL MEMBER RATES
Publication size: 5.5" x 8.5"
Bleed: 1/8" on all sides for full page ads

- Half page: $400 **AWESOME PRICE**
- Full page: $1,000
- Double Full page: $1,850
- Inside Back Cover: $3,000
- Inside Front Cover: $3,000
- Back Cover: $3,500

High-resolution PDFs 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.

Note: All doctors listed in your advertisement must be members of the Greater St. Louis Dental Society. Ads featuring non-member doctors will be asked to be revised and re-submitted.

PRINT ADVERTISING

GSLDS **Double Shot**

Directory + MCDC Special Offer Members Only

$3,000

Member-Only Opportunity
For GSLDS Members & Affiliate Member Specialists

New for 2027! GSLDS Member Specialist and Affiliates can take advantage of a “double shot” of advertising. Bundle a full-page ad in the 2027 Membership Directory ($1,000 value) when committing early to a coffee truck sponsorship at the 2027 Mid-Continent Dental Congress.

Your Travelin’ Tom’s Coffee Truck Sponsorship already includes ($2,500 value):

- Logo displayed on the coffee truck digital monitor
- A-Frame sign (22"x28") placed near Coffee Truck with your logo noting free coffee for MCDC attendees
- Acknowledged on convention website www.mcdcstl.org linked to practice website
- Acknowledged in MCDC Attendee "Know Before You Go" email, sent week of convention
- Included in the Attendee Onsite Program
- Acknowledged at GSLDS Annual Business Meeting Thursday morning
- Social Post on GSLDS Social Media Platforms
- MCDC Meeting App Alert push notification morning of sponsorship
- Onsite Signage in exhibit hall
- Your badge will feature a "Sponsor Ribbon"



Bundled with a full-page Membership Directory Ad ($500 savings compared to purchasing separately).
Get your name in front of your local referral partners in two of the most visible St. Louis opportunities.

Deadline to purchase the Double Shot:
March 1, 2027
Limited to 4 Advertisers

Full-Page Ad Size: 5.5” x 8.5”
Bleed: 1/4” on all sides

High-resolution PDFs 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.

Mid-Continent DENTAL CONGRESS





Photos courtesy of Digital Floss

Note: All doctors listed in your advertisement must be members of the Greater St. Louis Dental Society. Ads featuring non-member doctors will be asked to be revised and re-submitted.

BUNDLE UP

Advertising **Packages**

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	VALUE IF PURCHASED SEPARATELY
Full page ad in *The Dental Arch* (full year, 4 issues)	$3,000
Website Large Rectangle Ad (2 months)	$300
Pop up ad in digital edition of *The Dental Arch*, (full year, 4 issues)	$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	$500
Printed hard copy of directory	$100
Social media mention - *The Dental Arch*	Only available to current *Dental Arch* advertisers
Insert in 2028 Annual Membership Certificate Mailing *(must be reserved by Dec. 1, 2027)*	$650
TOTAL VALUE	**$6,600**

YOUR COST: $5,500

DELUXE PACKAGE INCLUDES	VALUE IF PURCHASED SEPARATELY
Half page ad in *The Dental Arch* (full year, 4 issues)	$2,200
Website Large Rectangle Ad (2 months)	$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	$500
Printed hard copy of directory	$100
Social media mention - *The Dental Arch*	Only available to current *Dental Arch* advertisers
TOTAL VALUE	**$4,200**

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** VENDORS

Company Name: _____

Principal Contact: _____
Name Title

Address _____

_____
City State Zip

Phone: _____ Email: _____

Submissions will not be accepted after the listed deadlines and no refunds will be given for missed deadlines.

The Dental Arch Artwork **Deadlines**

WINTER ISSUE December 30, 2026
SPRING ISSUE April 15, 2026
SUMMER ISSUE July 15, 2026
FALL ISSUE October 15, 2026

ADVERTISING PACKAGES

☐ Complete Package	$5,500
☐ Deluxe Package	$3,500

DENTAL ARCH PRINT ADS

	Single Issue	Full Year
☐ Full Page	☐ $850/issue	☐ $750/issue
☐ Half Page	☐ $650/issue	☐ $550/issue
☐ Third Page Column or Island	☐ $600/issue	☐ $500/issue
☐ Quarter Page Back Cover Only	☐ $700/issue	☐ $600/issue
☐ Full Page Advertorial	☐ $1,200/issue	N/A

Which Issue? _____

Choose Issue(s) for ad(s):
☐ Issue 1 - Winter
☐ Issue 2 - Spring
☐ Issue 3 - Summer
☐ Issue 4 - Fall

ADVERTISING EXTRAS

☐ Add *The Dental Arch* Digital Banner	☐ $75/issue	☐ $200 for 4 issues
☐ Add Preferred Placement	☐ $100/issue	☐ $400 for 4 issues
☐ Bagged Insert in Fall 2027 Issue	☐ $1,500	Fall Issue Only

GSLDS WEBSITE ADVERTISING

☐ Leaderboard	$200/month
☐ Large Rectangle	$150/month
☐ Rectangle	$150/month
☐ Skyscraper	$150/month
☐ Bottom Leaderboard	$150/month

Number of Months: _____
Start Month: _____
End Month: _____

☐ **SOCIETY SPEAK e-NEWSLETTER** $350/month

(if selecting one of the packages, indicate perferred month for your Society Speak) **Preferred Month:** _____

☐ **VENDOR SPOTLIGHT e-BLAST** $750

(if selecting one of the packages, indicate perferred month(s) for one or two Vendor Spotlight emails) **Preferred Date:** _____

MEMBERSHIP 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)*
☐ Printed Copy Only	$100	*(included with any ad or listing purchase)*

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

Signed: _____

PAYMENT METHOD: ☐ Check ☐ Credit Card (Holly will send you an link to pay online through BestCard)

TOTAL AMOUNT DUE: _____

Advertising **Agreement** MEMBERS

Doctor or Practice Name: _____

Principal Contact: _____
Name Title

Address _____

_____
City State Zip

Phone: _____ Email: _____

Submissions will not be accepted after the listed deadlines and no refunds will be given for missed deadlines.

The Dental Arch **Artwork Deadlines**

WINTER ISSUE December 30, 2026
SPRING ISSUE April 15, 2026
SUMMER ISSUE July 15, 2026
FALL ISSUE October 15, 2026

Rates below include the 20% member discount where applicable.

ADVERTISING PACKAGES

☐ Complete Package	$4,400
☐ Deluxe Package	$3,000

DENTAL ARCH PRINT ADS

	Single Issue	Full Year
☐ Full Page	☐ $720/issue	☐ $640/issue
☐ Half Page	☐ $520/issue	☐ $440/issue
☐ Third Page Column or Island	☐ $480/issue	☐ $400/issue
☐ Quarter Page Back Cover Only	☐ $560/issue	☐ $480/issue
☐ Full Page Advertorial	☐ $960/issue	N/A

Choose Issue(s) for ad(s):
☐ Issue 1 - Winter
☐ Issue 2 - Spring
☐ Issue 3 - Summer
☐ Issue 4 - Fall

ADVERTISING EXTRAS

☐ Add *The Dental Arch* Digital Banner	☐ $60/issue	☐ $40/issue
☐ Add Preferred Placement	☐ $100/issue	☐ $100 /issue
☐ Bagged Insert in Fall 2027 Issue	☐ $1,200	Fall Issue Only

GSLDS WEBSITE ADVERTISING

☐ Leaderboard	$160/month
☐ Large Rectangle	$120/month
☐ Rectangle	$120/month
☐ Skyscraper	$120/month
☐ Bottom Leaderboard	$120/month

Number of Months: _____
Start Month: _____
End Month: _____

☐ **SOCIETY SPEAK e-NEWSLETTER** $280/month

(if selecting one of the packages, indicate perferred month for your Society Speak) **Preferred Month:** _____

☐ **VENDOR SPOTLIGHT e-BLAST** $750

(if selecting one of the packages, indicate perferred month(s) for one or two Vendor Spotlight emails) **Preferred Date:** _____

MEMBERSHIP DIRECTORY ADVERTISING

☐ Half Page Ad	$400
☐ Full Page Ad	$1,000
☐ Double Full Page Ad	$1,850
☐ Inside Back Cover	$3,000
☐ Inside Front Cover	$3,000
☐ Back Cover	$3,500

☐ **GSLDS DOUBLE SHOT** *(LIMIT 4)*

Full Page Membership Directory Ad and Specialist Sponsorship Benefits of a Travelin' Tom's Coffee Truck at the Mid-Continent Dental Congress

$3,000

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

Signed: _____

PAYMENT METHOD: ☐ Check ☐ Credit Card (Holly will send you an link to pay online through BestCard)

TOTAL AMOUNT DUE: _____

Classified Ads
Digital Advertising
Ongoing

ONE MORE THING...

The **Classifieds**

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

This Classified webpage lists the latest classified ads in all areas of dentistry including:

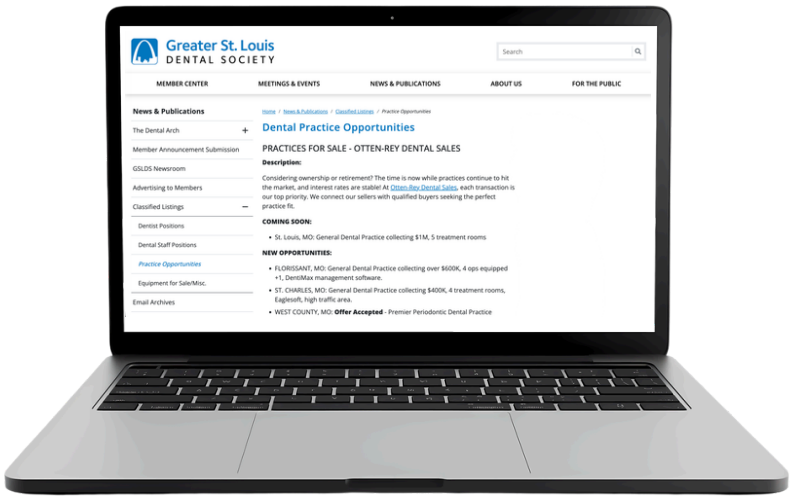
- **Practice sales**
- **Practice and job opportunities for dentists and auxiliaries**
- **Job Opportunities for those seeking opportunities**
- **Personal sale of used equipment and service advertising**

Classified Ad Rates:

GSLDS Members and Affiliate Members
$25 per month

Vendors, Staff Team Members (not a dentist)
$40 per month

Non-Member Dentists
$80 per month





To place a Classified Ad on our website, please complete the online form at **www.greaterstlouisdentalsociety.org/news-publications/classified-listings** and have your content ready to submit.