

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

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 greaterstlouisdentalsociety.org (accessible to members only).

Pricing

\$250 per email Jan-June
\$350 per email July-Dec.

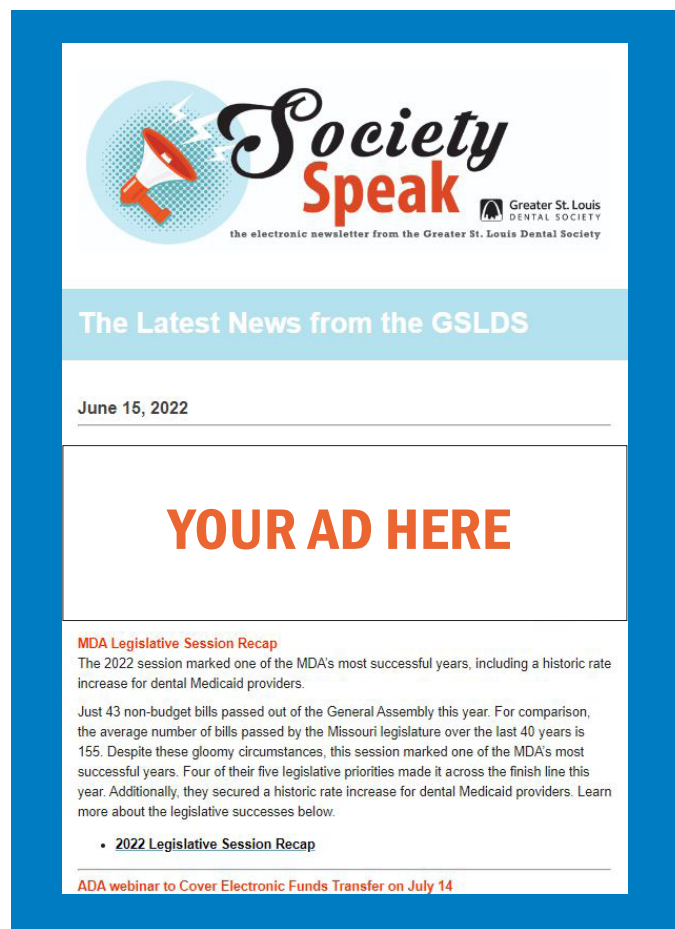
Deadlines:

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.

Email Open Rate
65.2%
over 30% more than industry average



AVERAGE EMAIL OPEN RATE

Our email open rate is 30% higher than the industry average. Get more bang for your buck!

CIRCULATION

15,050 potential exposures per year!
1,075 per newsletter.