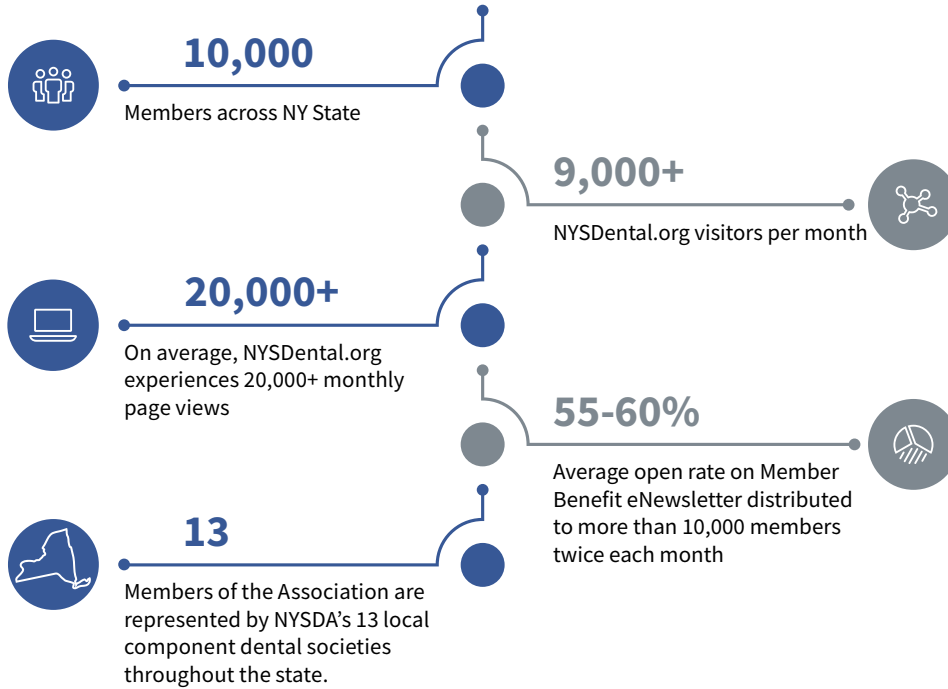


# FACTS AND FIGURES



## Advertising in NYSDA print and digital publications empowers your brand.

NYSDA recognizes it is important to provide our members with a variety of educational content and material. Two important pieces of that mission are the New York State Dental Journal (NYSDJ) and the New York State Dental Association News (NYSDA News).

The New York State Dental Journal is the flagship publication of NYSDA and has appeared in several formats since 1933. A subscription to The NYSDJ is an exclusive benefit of membership.

The Journal is produced six times a year, and each issue features clinical and scientific articles written by researchers and practitioners. Other features include:

- A legal column
- Association News
- Educational and professional news
- Reports from each NYSDA component society
- Classifieds: Employment opportunities, practice/equipment sales and leases



# 2024 NYSDJ Production Schedule

**Mailed:** January and July issues are printed and mailed to 10,000 member dentists.

**Digital:** March, April, September and November issues of NYSDJ are produced as digital editions on NYSDA website.

In addition to NYSDJ, NYSDA News is our quarterly digital newsletter published in Feb, May, October and December. It offers a lighter look at the dental profession, including historical articles and profiles of members, as well as news of research and community programs emanating from dental schools in the state.

Ad space in NYSDA News is available as a complementary, value-added supplement to any advertising placed in a digital version of NYSDJ.

Each NYSDA publication is supplemented with an email push to alert readers to new print and digital publication content. The NYSDA eNewsletter garners industry-average-busting open rates ranging between 55% and 60%.



## New York State Dental Journal & NYSDA News

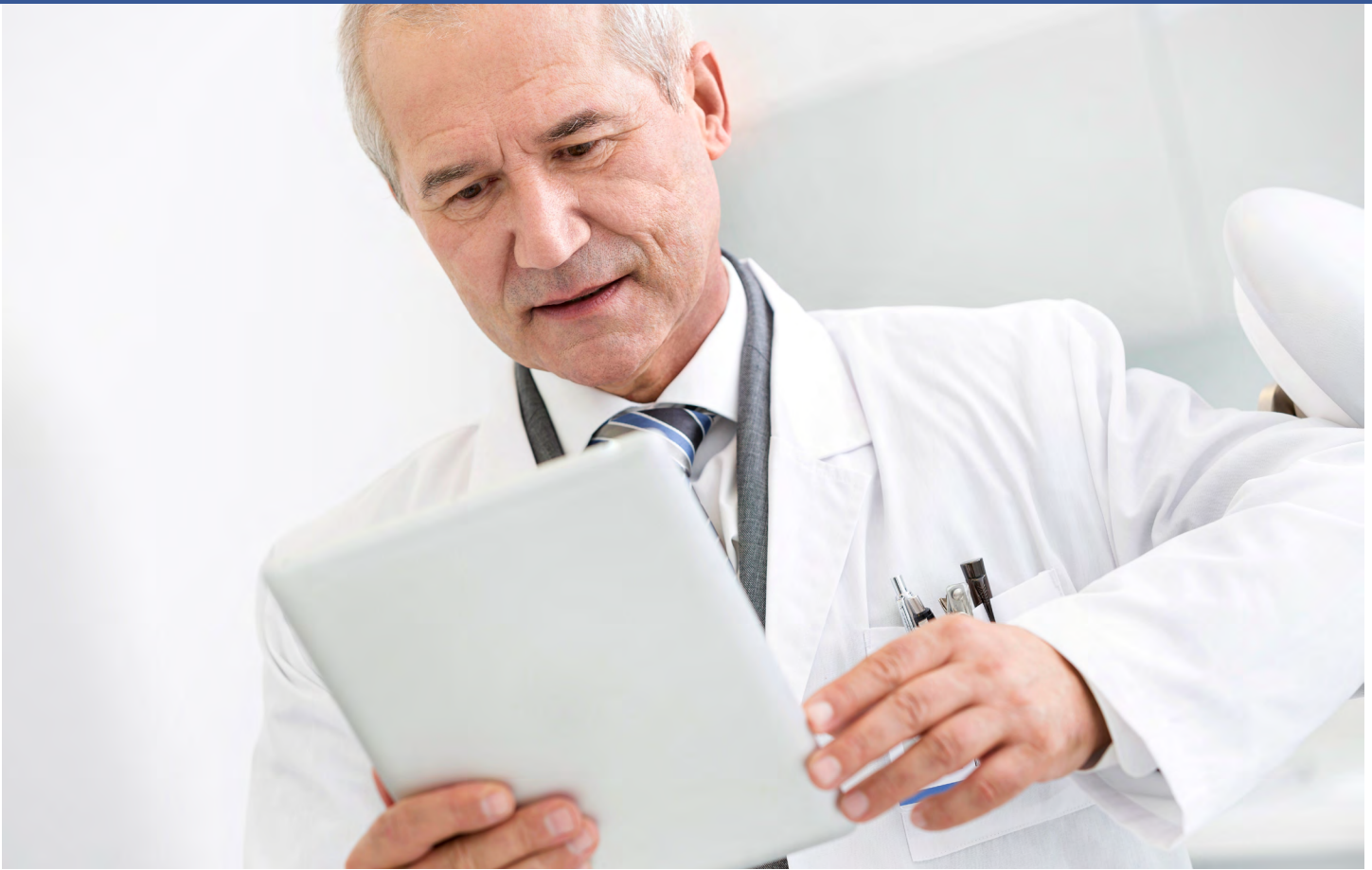
### Net Rates & Dimensions

	1x	3x	6x
FULL PAGE: W 7 1/2" x H 9 3/4"	\$2,100	\$1,850	1,600
HALF-PAGE: Horizontal: W: 7 1/2" x 4 3/4" Vertical: 3 5/8 x 9 3/4"	\$1,150	\$1,000	\$900
QUARTER PAGE: 3 5/8" x 4 3/4"	\$850	\$750	\$700
BACK COVER:	\$2,600	\$2,450	\$2,300
INSIDE FRONT COVER:	\$2,350	\$2,250	\$2,100
ADVERTORIAL/SPONSORED CONTENT:	\$3,750	\$3,250	\$3,100
FRONT COVER: Belly Band, Gatefold - production fees are additional	\$4,250		

*other premium positions available at 10% premium charge*

Deadlines & Issue Dates	Space Closes	Material Due	Issue Date
<b>January (Mailed)</b>	12/20/2023	1/8/2024	1/25/2024
<i>February NYSDA News (included at no charge March NYSDJ ad reservation)</i>			
<b>March (Print and digital*)</b>	2/2/2024	2/12/2024	2/16/2024
<b>April (Print and digital*)</b>			
<i>May NYSDA News (included at no charge with April NYSDJ ad reservation)</i>	3/29/2024	4/15/2024	4/17/2024
<b>June/July (Mailed)</b>	6/7/2024	6/24/2024	7/15/2024
<b>Aug/Sept (Digital*)</b>			
<i>October NYSDA News (included at no charge with A/S NYSDJ ad reservation)</i>	8/1/2024	8/29/2024	9/9/2024
<b>November (Digital*)</b>			
<i>December NYSDA News (included at no charge with Nov NYSDJ ad reservation)</i>	11/1/2024	11/11/2024	11/18/2024

*\* NYSDA News is our quarterly digital newsletter offering analysis, insight and debate on current developments and key issues facing the dental profession. Ad space in NYSDA News is available as a complementary, value-added supplement to ads placed in a digital version of NYSDJ.*



# Advertorials

Grab the attention of dentists and drive our members to your products and services through sponsored content with an Advertorial spread in The NYSDJ or NYSDA News. Advertorials allow your company to engage in a more personal and meaningful way than traditional advertising. By providing valuable information to and educating the reader, advertorials can help your company establish a relationship and encourage our member dentists to take action. Limited availability.

\*Subject to approval by the staff of NYS Dental Association. Publisher reserves the right to decline any advertisement/advertorial considered unethical or unsuitable, regardless of contract.

## **All Advertorials include:**

- Dedicated “sponsored content” slot
- Headline
- Content Synopsis (max 450 words)
- Logo
- Cover image (185 w x 240 pixels)
- Link to content/website
- Art specs: 7.5” x 9.75”

## **Additional Pricing Information:**

- No agency discounts accepted
- Add 10% for guaranteed ad positions
- Value-added services available for multiple insertions

Bellybands, Inserts & Bookmarks for mailed issues of NYSDJ

Please contact [advertising@nysdental.org](mailto:advertising@nysdental.org) for pricing, or call (518) 689-2771 for further information.

**Cost:** \$3,750

# Let's Chat

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Looking for engaging solutions to reach the coveted target demographic of dental professionals? Partner with NYSDA to maximize engagement and drive impact.




## Jeanne Deguire

**NYSDA, Advertising & Sponsorship Manager**

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 (518) 689-2771

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

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