

# New York State Dental Association

20 Corporate Woods Boulevard, Suite 602 | Albany, NY 12211 | (518) 465-0044

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

# 2026

## Business Engagement Package

Advertise | Sponsor | Partner





# New York State Dental Association

NYSDA is the voice of the dental profession in New York State. Since its founding in 1868, dental professionals have relied on NYSDA to represent them before the Legislature, advance the profession and set the highest ethical standards for practice.

As the premier professional society representing the interests of 10,000 member dentists, NYSDA offers industry a unique opportunity to gain exposure to the coveted dental market in New York State. We are a trusted provider of professional advocacy, industry news, clinical insights and continuing education, making NYSDA an ideal partner to help you increase and enhance your visibility with dental professionals.

NYSDA offers several advertising and sponsorship opportunities to help you align your brand in New York's lucrative dentist market. Choose one of our packages, or create a custom campaign of your own.

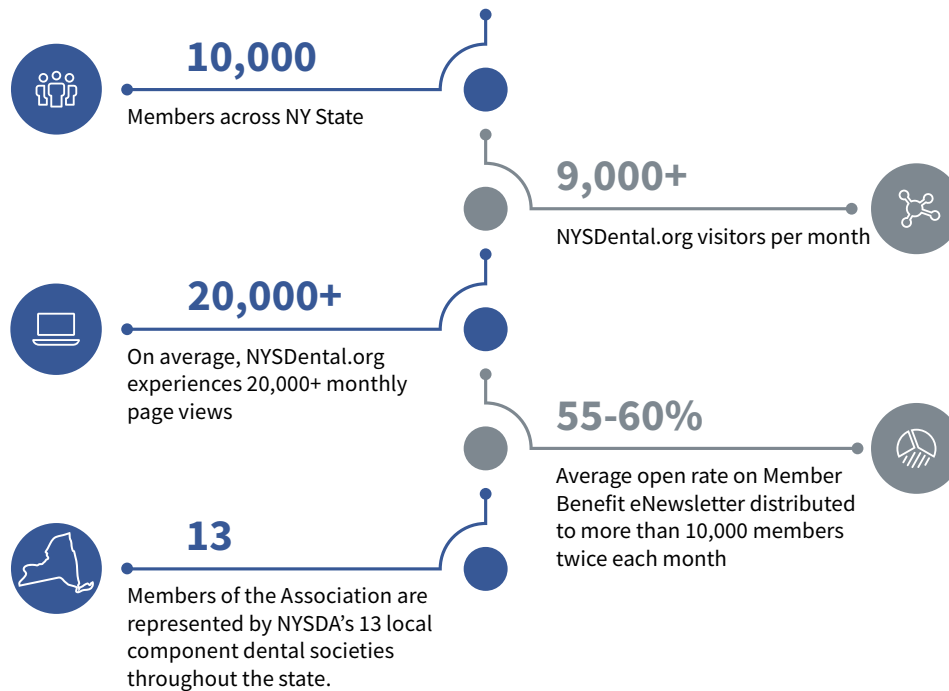
**Join our family of advertisers, sponsors and partners! NYSDA will work with your company to tailor advertising options to your content and program needs.**



	Advertise	3
	Digital Media	6
	Classifieds	6
	Email Advertising	7
	Corporate Partnerships	8
	Sponsorships	9
	Advertising Policy	11



# FACTS AND FIGURES



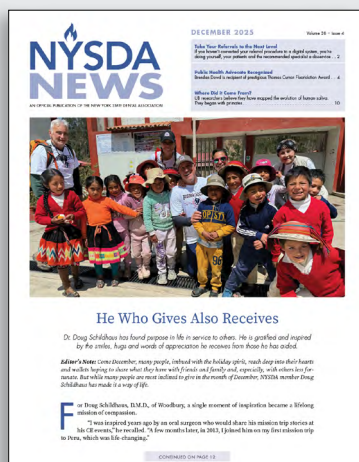
## Advertising in NYSDA print and digital publications empowers your brand.

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



# 2026 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

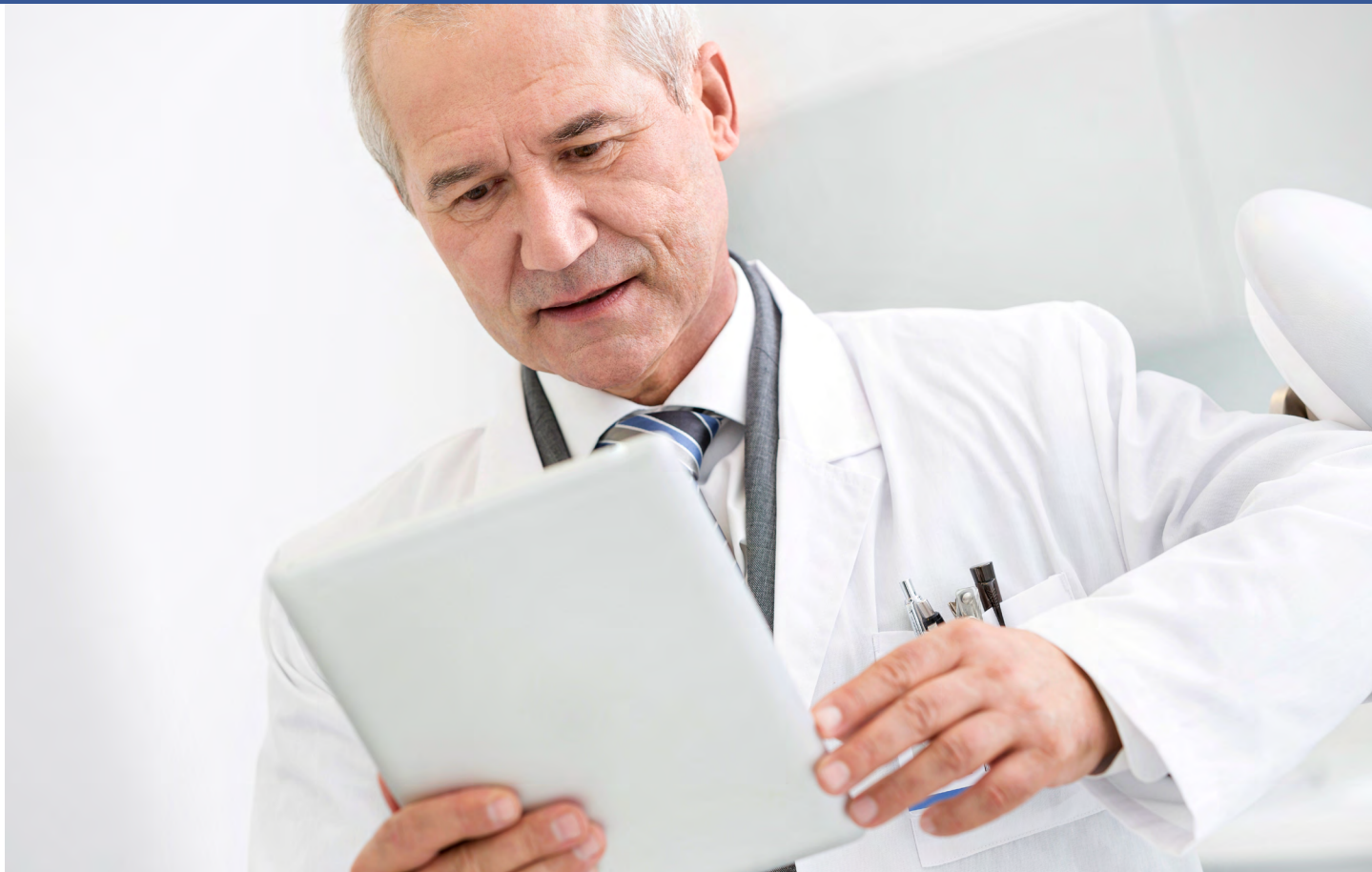
### Net Rates & Dimensions

	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>	12/22/2025	1/6/2026	1/25/2026
<i>February NYSDA News (included at no charge March NYSDJ ad reservation)</i>			
<b>March (Print and digital*)</b>	2/10/2026	2/10/2026	2/14/2026
<b>April (Print and digital*)</b>			
<i>May NYSDA News (included at no charge with April NYSDJ ad reservation)</i>	3/17/2026	4/7/2026	4/14/2026
<b>June/July (Mailed)</b>	6/4/2026	6/27/2026	7/15/2026
<b>Aug/Sept (Digital*)</b>			
<i>October NYSDA News (included at no charge with A/S NYSDJ ad reservation)</i>	8/8/2026	8/29/2026	9/9/2026
<b>November (Digital*)</b>			
<i>December NYSDA News (included at no charge with Nov NYSDJ ad reservation)</i>	10/22/2026	11/3/2026	11/13/2026

\* 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”

**Cost:** \$3,750

### *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.

# Digital Media

## Website Advertising

NYSDA's highly visited website delivers dentistry-focused insights and guidance, covering news and advocacy efforts affecting the profession. Leverage our engaged audience to drive traffic to your message. The website also features resources to assist members in navigating regulatory compliance, employment, dental benefit plans and practice management issues.

## Art Specs:

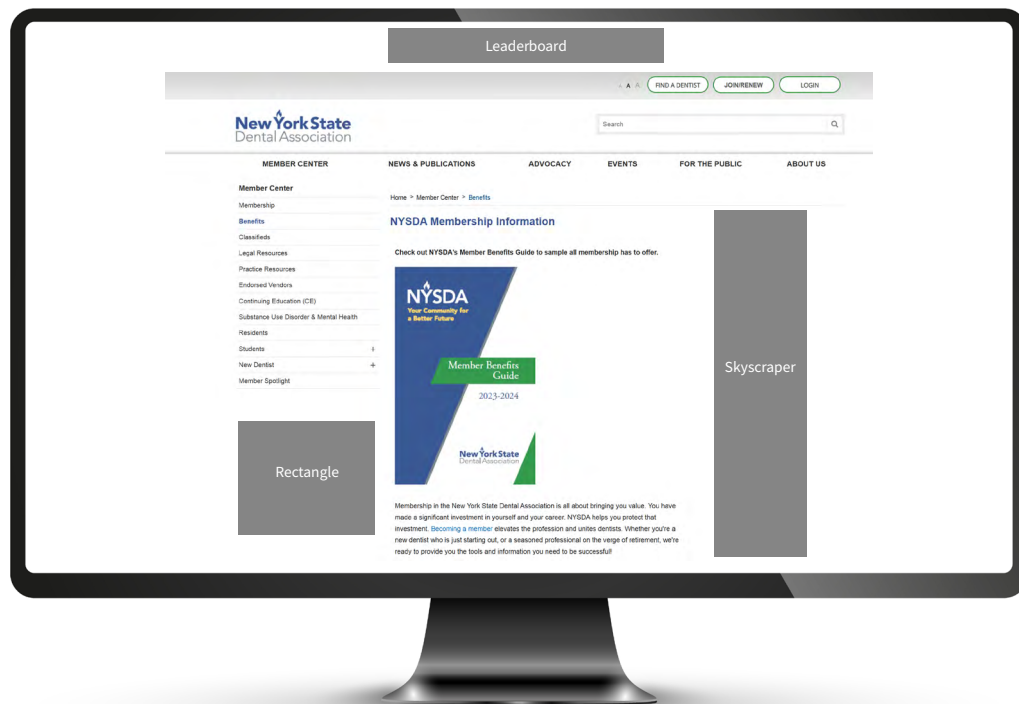
Leaderboard: 728x90 pixels

Skyscraper: 160x600 pixels

Rectangle: 180x150 pixels

File Type: PNG, JPEG

**Rate:** \$900 for 30-day campaign



**Website ads** are purchased for the 3 rotating ad positions on the site: leaderboard, skyscraper and run-of-site rectangle.

Our 10,000 engaged members mean that your message can be seen by 9K unique visitors every month on nysdental.org.

# Classifieds

NYSDA's classified advertising is the ultimate resource to find your next hire, transition your practice or find a tenant for available dental space. NYSDA classifieds are consistently among the Top 5 pages viewed on NYSDental.org.

## Rates:

60-day posting on NYSDental.org; limited to 150 words with image/logo.

- NYSDA Members: \$200
- Nonmembers: \$300
- Corporate/Business Ads: \$400

Website classifieds reserved during a month NYSDJ is mailed (Jan, July) will also appear in print. No photos/images included in print classifieds.

You may submit your classified ad to run online by contacting Jeanne Deguire, Advertising Manager, by email: [jdeguire@nysdental.org](mailto:jdeguire@nysdental.org); on our **website**; or call (518) 689-2771.

### CLASSIFIED INFORMATION

**Online Rates for 60-day posting of 150 words or less — can include photos/images online:**

Members: \$200; Non-Members: \$300; Corporate/Business Ads: \$400. Classifieds will also appear in print during months when Journal is mailed: Jan and July.

### FOR SALE

**ALBANY:** Nestled in Albany, renowned for its rich history, cultural vibrancy and top-tier educational institutions. In thriving general dental practice. Situated along scenic Hudson River, well-established practice built strong patient base with 1,540 active members. Six (6) rooms of the art open, supporting both primary dental and ancillary services. Open four days/week and offers room for growth. Generating impressive \$500K. Real estate can be acquired at time of sale, ensuring seamless investment opportunity. Current owner keen on ensuring seamless transition, prioritizing practice's ongoing success. Interested parties invited to discuss this golden opportunity further by contacting Professional Transition Services: Email: [Robert.Jones@hudsonrivertransitions.com](mailto:Robert.Jones@hudsonrivertransitions.com); or call: (719) 694-8320, referencing #RW33023.

**SYRACUSE SUBURBS:** General dental practice for sale, creating exceptional opportunity to own your own practice. Located in suburban 4-square facility with plenty of off-street parking on main road in Fayetteville/Manlius area. Real estate, equipment and established patient practice all available for sale. Retiring dentist willing to stay part time to ensure successful transition and assist buyer to further develop practice. Owner open to exploring all transition options. For details, contact: [richardsondental@gmail.com](mailto:richardsondental@gmail.com).

**WATERTOWN:** General dental practice for sale. Growing approximately \$1.1M. Located north of Syracuse in Watertown, close to Thruway Interchange. Practice has 9 operators with digital x-ray, CBCT, printing and CEMC. Real estate also available. For more information, please contact Sam Hadden by phone: (315) 410-4050, or email: [cearth@haddentransitions.com](mailto:cearth@haddentransitions.com).

**BROOK:** 3-op office designed for comfortable working conditions available for sale. Includes lab and sterilization area. Very heavily populated area. Owner retiring for medical reasons. Call to discuss: (347) 832-3742 or (718) 375-4000.

**CAPITAL DISTRICT:** Located on main road with ample street parking. Thoroughly modern with dental software, 3 Shape Viro scanner and digital X-ray with Scan X. Open five days/week. Great for existing practice or to grow. Four chair offices with two hygienists and two fully equipped op for dentist. Post-COVID build-out toward \$400K price. Best hygiene schedule. Building can be part of package deal. Contact by email: [daniel2020@gmail.com](mailto:daniel2020@gmail.com); or call: (410) 420-1402.

**SYRACUSE SUBURBS:** General practice consistently located off main road in Liverpool. Open 2.5 days/week with 4 days of hygiene. Healthy patient base, with 50% conventional insurance, 20% self-pay and 30% state insurance. Located in small medical building with 4 ops in second-floor control space and plenty of parking. Growing \$400K, with room to grow with help of negotiating staff. For details, contact Nancy Shuler Dental Practice Transitions Consultant Dorcas Barabak at (212) 430-5463, or email: [dorcas.barabak@hudsonrivertransitions.com](mailto:dorcas.barabak@hudsonrivertransitions.com); #RW3291.

**ORANGE COUNTY:** OP office currently called by full-time owner. Revenue from main highway and business 5 ops, 2,000 square foot office building with full-time owner and 20% FF. For information contact Dental Practice Transitions Consultant Mike Apicini at (718) 213-7386, or email: [mike.apicini@hudsonrivertransitions.com](mailto:mike.apicini@hudsonrivertransitions.com); #RW3288.

**UPSTATE:** Role as offer for well-established Central New York general family practice close to main highway. Located in great family village community. Located near one of top 100 Ranked Golf Courses by Golfweek. 2021 gross collections \$144K. Steadfast, 1,800 square foot building for sale with practice partition. Great sub-leased, with large parking lot. 4 treatment rooms and space to add an. Balcony not specified. Practice offers X-ray digital X-ray, digital panoramic X-ray, brand new patient chair, high quality imaging. Healthy new patient flow. Contact Dental Practice Transitions Consultant Michael Demos at (212) 430-7224, or email: [mike.demos@hudsonrivertransitions.com](mailto:mike.demos@hudsonrivertransitions.com); #RW3225.

**ROCHESTER:** Family general practice in beautiful suburb with 2021 revenue of \$255K and growth potential. Seller highly motivated. 1,600-square foot space with efficient layout, great cash appeal and ample parking. 3 ops with patient 4th planned op. Single-dentist practice utilizes digital space 4-way and Chesapeake diagnostic phone. Contact Dental Practice Transitions Consultant Michael Demos at (212) 430-7224, or email: [mike.demos@hudsonrivertransitions.com](mailto:mike.demos@hudsonrivertransitions.com); #RW3229.

**KINGSTON:** 3 ops with CerecOmni software, digital scanner, digital X-ray, CBCT and post-pay/scan with abutment plates. Doctor values self-made work, all major placements and parts. Great staff, including one highly trained in Sleep Study. Building on large lot also for sale. Rental opportunities in building bring in extra income. For more information contact Dental Practice Transitions Consultant Chris Register at (617) 764-4501, or email: [chris.register@hudsonrivertransitions.com](mailto:chris.register@hudsonrivertransitions.com); #RW3232.

**ERIE COUNTY:** Great practice with 3 treatment rooms. All digital, with collection of \$418K. For details contact Dental Practice Transitions Consultant Brian Whalen at (718) 913-2632, or email: [brian.whelan@hudsonrivertransitions.com](mailto:brian.whelan@hudsonrivertransitions.com); #RW3264.

**QUEENS:** Nassau County border. Fully family-oriented practice for sale. Highly desirable neighborhood of Floral Park, Queens. Located in freestanding building with 1,750 square foot 3 fully equipped treatment rooms, with digital X-ray and utilizing Easy Dental software. Building building accessible and offers easy street parking. Diagnostic, preventive and restorative practice, with strong hygiene program. Seller owns building and will provide lease-friendly lease. Contact Dental Practice Transitions Consultant Mike Apicini at (718) 213-7386, or email: [mike.apicini@hudsonrivertransitions.com](mailto:mike.apicini@hudsonrivertransitions.com); #RW3270.

**ERIE COUNTY:** Located on busy road surrounded by established residential population and beautiful trees. 3 operator digital practice, well-positioned for future growth, with \$307K gross revenue. Crown & bridge, restorative and preventive focus. Some specialties referred out. Strong patient base and mixed PPD. Real estate next to practice owned by seller and for sale with practice. To discuss details, contact Dental Practice Transitions Consultant Brian Whalen at (718) 913-2632, or email: [brian.whelan@hudsonrivertransitions.com](mailto:brian.whelan@hudsonrivertransitions.com); #RW3265.

**SUFFOLK COUNTY:** Bonus, seven general practice in desirable, suburban downtown village location. Open 76-30 hours/week. 3 operators in 1,000 square foot. Selling dental role-out of all specialty services. For details contact Dental Practice Transitions Consultant Michael Apicini at (718) 213-7386, or email: [mike.apicini@hudsonrivertransitions.com](mailto:mike.apicini@hudsonrivertransitions.com); #RW3285.

**JEFFERSON COUNTY:** Great opportunity. Long-established, profitable practice in most area. Located near town downtown Watertown. Well-equipped 4 operator practice in an easy road, with great outside appeal. Large private parking lot. Practice fully digital with some 2-ops and utilizing EasyDent. Revenue \$275K, with one FT hygienist. Doctor only works 3 days/week (20 hours max). Seller offers all of assets, office and surgery. Practice positioned for growth. Primarily FFS with 2,000 active patients. 2-story building also for sale, with vacant apartment options. Contact Dental Practice Transitions Consultant Michael Demos at (212) 430-7224, or email: [mike.demos@hudsonrivertransitions.com](mailto:mike.demos@hudsonrivertransitions.com); #RW3285.

**MASSACHUSETTS:** One for service dental practice. 5 fully equipped treatment rooms and approximately 2,000 square foot. 15% FFS and 5% PPD insurance. Generators of income in only two days week. Practice equipped with dental software, able dental chairs and digital x-ray and scanner. For more information contact Dental Practice Transitions Consultant Chris Register at (617) 764-4501, or email: [chris.register@hudsonrivertransitions.com](mailto:chris.register@hudsonrivertransitions.com); #RW3292.

**EASTERN LONG ISLAND:** Well-established PPD/FFS dental practice/office in practice for 10 years, with one PPD active patients and average 10-15 new patients monthly. For details contact Transition Sales Consultant Chris Register at (617) 764-4501, or email: [chris.register@hudsonrivertransitions.com](mailto:chris.register@hudsonrivertransitions.com); #RW3293.



# Email Advertising

## eNewsletter Advertising

NYSDA eNewsletters reach approximately 10,000 member dentists twice per month with in-depth coverage of dental industry news, legislative updates and events. Reach your audience where they're most engaged by advertising on NSYDA's popular digital channels.

eNewsletter ads are an opportunity to deliver your brand to dentists via targeted emails they look to for the latest in clinical research, practice management and patient care. NYSDA's two monthly eNewsletters, Member Update and NYSDJ Exclusive Member Benefit, are the go-to platforms for members. With open rates of 55%-60%, advertisers can use these channels to reach NYS dentists alongside content that is necessary for their practices. Supplementing our scheduled eNews calendar is timely, relevant authoritative news impacting the dental profession. NYSDA will work with your company to tailor advertising options to your content and program needs.

### Our offerings:

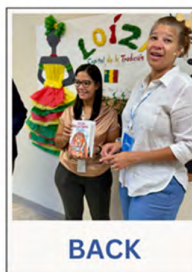
- NYSDA Member Benefits eUpdate (monthly)
- NYSDJ/NYSDA News eUpdate (monthly)
- Periodic timely, relevant authoritative news impacting the dental profession—Timing TBD

**Art specs:** Full banner: 630 x 130

Half banner: 275 x 170

**Rate:** Full Banner: \$1,000

Half Banner: \$600



## NYSDA's Positive Impact at SOMOS 2023

Spreading smiles and good oral health at the 2023 SOMOS Conference! NYSDA visited Head Start programs in the Suárez community in Puerto Rico, providing over 100 toothbrushes, toothpaste, and books for lower-income children. Thanks to Drs. Gounardes, Vazquez, Jacobo, and Cuomo, we're making a positive impact.

## Full Banner

## NYSDA Insider

### 2024 Award Nominations are OPEN

Nominations for the 2024 NYSDA Jarvie-Burkhart Award, Distinguished Service Award, and Hallmarks of Excellence Award are now open. Find all the criteria and guidelines below. Nominate a colleague today!

#### Submission Deadlines:

Jarvie-Burkhart Award: November 27, 2023

Distinguished Service Award: November 27, 2023

Hallmarks of Excellence Award: January 1, 2024

[MORE INFORMATION](#)

## Half Banner



### Nominations Council

The NYSDA Council on Nominations will meet on Tuesday, March 5, 2024, at 1:00 p.m. to make its selections for President-Elect, Vice President, and Secretary-Treasurer of the Association in 2024.

Nominees for President-Elect must be members of the New York County Dental Society. Nominees for Vice President must be members of the Bronx County Dental Association. Nominees for Secretary-Treasurer may be members of any NYSDA component. Submit nominations for any of these positions by **March 2, 2024**.

[SUBMIT NOMINATION](#)

# NYSDA Corporate Partnerships

Our customizable Corporate Partnership packages are tailored to elevate your brand's visibility. Explore exclusive partnership tiers designed to meet your marketing goals.

## CORPORATE PARTNER PACKAGES

### Platinum Package:

4 full-page ads in NYSDJ (print or digital version)	\$7,400
Silver Sponsorship of Annual House of Delegates Meeting	\$2,500
Two 60-day banner ad campaigns on NYSDental.org	\$3,600
Choice of sponsorship of 3 NYSDA live events	\$4,500
2 Advertorials in NYSDA publication of your choice	\$7,500
<b>Value:</b> \$25,500	
<b>Cost:</b> \$22,000	

### Gold Package:

2 full-page ads in NYSDJ (print or digital version)	\$4,200
Silver Sponsorship of Annual House of Delegates Meeting	\$2,500
90-day consecutive banner ad campaign on NYSDental.org	\$2,700
Choice of sponsorship of 2 NYSDA live events	\$3,000
Advertorial in NYSDA publication of your choice	\$3,750
<b>Value:</b> \$16,150	
<b>Cost:</b> \$14,000	

### Silver Package:

2 half-page ads in NYSDJ (print or digital version)	\$2,300
Silver Sponsorship of Annual House of Delegates Meeting	\$2,500
60-day consecutive banner ad campaign on NYSDental.org	\$1,800
Choice of sponsorship of a NYSDA live event	\$1,500
<b>Value:</b> \$8,100	
<b>Cost:</b> \$7,000	





# Sponsorships

Grab the attention of 10,000 member dentists by having your name associated with a NYSDA event.

Our sponsorship packages are flexible and can be customized to ensure you achieve your unique marketing objectives. Sponsorship includes your company logo on all event-specific website content, email communication and pre- and post-event social media.

## *NYSDA sponsorships are a proven formula for success!*

### **Annual House of Delegates Meeting**

The Annual House of Delegates Meeting will bring together 200+ decision-making dentists at the Long Island Marriott. Our 2025 meeting will be held May 30 – May 31. This highly anticipated gathering merges the important work of the Association’s governance and policy making with an array of engaging social events that make the experience enjoyable and memorable for our members and their guests.



### **Survival Guide Webinar Series:**

NYSDA recognizes the challenges new dentists face and produces an annual 4-part Survival Guide Series of webinars to address topics critical in the first few years out of dental school. Popular programs on personal finances, employment contracts and cybersecurity provide sponsors with a chance to align their brand with the future of dentistry.

*Sponsors get company name/logo/link on all promotional correspondence, website and social media.*



### **Webinars:**

Hosted periodically throughout the year, NYSDA’s ever-popular webinars focus on topics in dentistry, including practice management, financial planning, education & licensure, and workforce development. Align your brand with an industry thought leader by becoming a NYSDA webinar sponsor and associate with our highly regarded speakers and cutting-edge content.

*Webinar sponsors get company name/logo/link on all promotional correspondence, NYSDA website and social media.*



# Sponsorships

## Resident Socials:

We are excited to support and empower the next generation of dental professionals. Looking for exposure before a targeted audience of new dentists? Join us. There are over 300 residents in several hospitals in the Bronx alone. We invite all the residents and resident directors to our annual mix & mingle to meet with each other during an enjoyable evening of drinks, appetizers and engaging conversation. Events are booked in August, and in November to coincide with the Greater New York Dental Meeting.

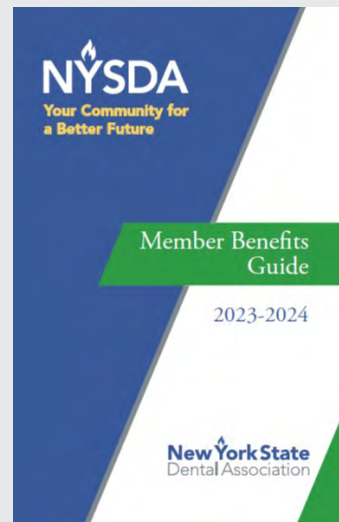
*Sponsors have an opportunity to connect with this engaged audience and see their company name/logo/link on all promotional correspondence, website and social media.*



## Member Benefits Guide:

Our annual Member Benefits Guide provides new and existing members with a go-to resource to capitalize on the exclusive benefits of membership in the American Dental Association's second largest constituent. Twelve hundred copies are produced each spring, mailed to new members and shared with our 13 component dental societies to use at events. It is also available online, in our eNewsletter and shared in all renewal emails.

*Sponsors of the Member Benefits Guide get logo recognition in both the print and digital versions of the document, as well as logo inclusion in all email correspondence alerting members to availability of the new version.*



## Networking Events

Our networking events consistently attract a diverse and influential audience of member dentists, providing sponsors with a unique opportunity to connect with key decision-makers in the profession. Showcase your commitment to the dental community and position your brand as a leader by sponsoring a NYSDA event.

*Contact us for more information about programs being scheduled for 2025.*



**Sponsorship cost:** \$1,500 per event



## Advertising Standards

The New York State Dental Journal welcomes advertising as an important means of keeping the dentist informed about new and better products and services for the practice of dentistry. Such advertising must be factual, dignified, tasteful, and intended to provide useful product and service information.

The publication of an advertisement is not to be construed as an endorsement or approval by The New York State Dental Journal or its publisher, the New York State Dental Association, of the product or service being offered in the advertisement unless the advertisement specifically includes an authorized statement that such approval or endorsement has been granted.

As a matter of policy, The New York State Dental Journal will sell advertising space when the inclusion of advertising material does not interfere with the purpose of the publication. The NYSDJ reserves the right to accept or reject advertising, at its sole discretion, for any product or service submitted for publication.

### GENERAL REQUIREMENTS

1. All advertisements submitted for display in The New York State Dental Journal are subject to review by staff and its advisors.
2. Advertisements must not be deceptive or misleading. The advertiser and the product or service being offered should be clearly identified in the advertisement.
3. Products or services eligible for advertising in The New York State Dental Journal must be germane to and effective and useful in the practice of dentistry. Products and services offered by responsible advertisers that are not related to dentistry but are of interest to dentists are eligible for advertising in The NYSDJ.
4. Advertisements will not be accepted if they conflict with or appear to violate New York State Dental Association policy, the NYSDA Code of Ethics or its Constitution and Bylaws, or if the advertisements are deemed offensive in either text or artwork, or contain attacks of personal, racial or religious nature.
5. Alcoholic beverages and tobacco products are not eligible for advertising.
6. Books related to the practice of dentistry are eligible for advertising. Appropriate books of interest to dentists and their families as consumers are eligible for advertising in The New York State Dental Journal.
7. The New York State Dental Journal reserves the right to decline advertising for any educational course that involves the teaching or use of a product or technique that conflicts with New York State Dental Association policy, or is the subject of an unfavorable or cautionary report by a recognized dental agency. The eligibility of an advertisement for a course conducted by or under the auspices of an organization or commercial venture other than the American Dental Association, NYSDA or a NYSDA component will be determined on a case-by-case basis. Acceptance of advertisements for courses and educational materials offered by commercial ventures and directed to the income of a dentist or to the commercial aspects of a dental practice will be reviewed for attractiveness, accuracy and dignity to determine eligibility.
8. Miscellaneous products and services not specified in these standards may be eligible to advertise on a case-by-case basis.



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