

Harbor Dental Society

PRINT & DIGITAL

2021 Advertising Rates



THE JOURNAL

& HarborDentalSociety.org

NEW
**Advertising
Opportunities Inside!**

Email Advertising

HDS E-Newsletter - **New!**

You can sponsor our E-newsletter. Harbor Dental Society members receive the E-Newsletter electronically by email 24 times per year (see tentative schedule below). It is a very valuable member benefit that provides the important news for HDS dentists.

Average Email Open Rate

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

Circulation

17,664 potential exposures per year!
736 members per newsletter.

Tentative Publication Dates

January 5 & 19
February 2 & 16
March 9 & 23
April 6 & 20
May 4 & 18
June 8 & 22
July 6 & 20
August 10 & 24
September 7 & 21
October 5 & 19
November 9 & 23
December 7 & 21

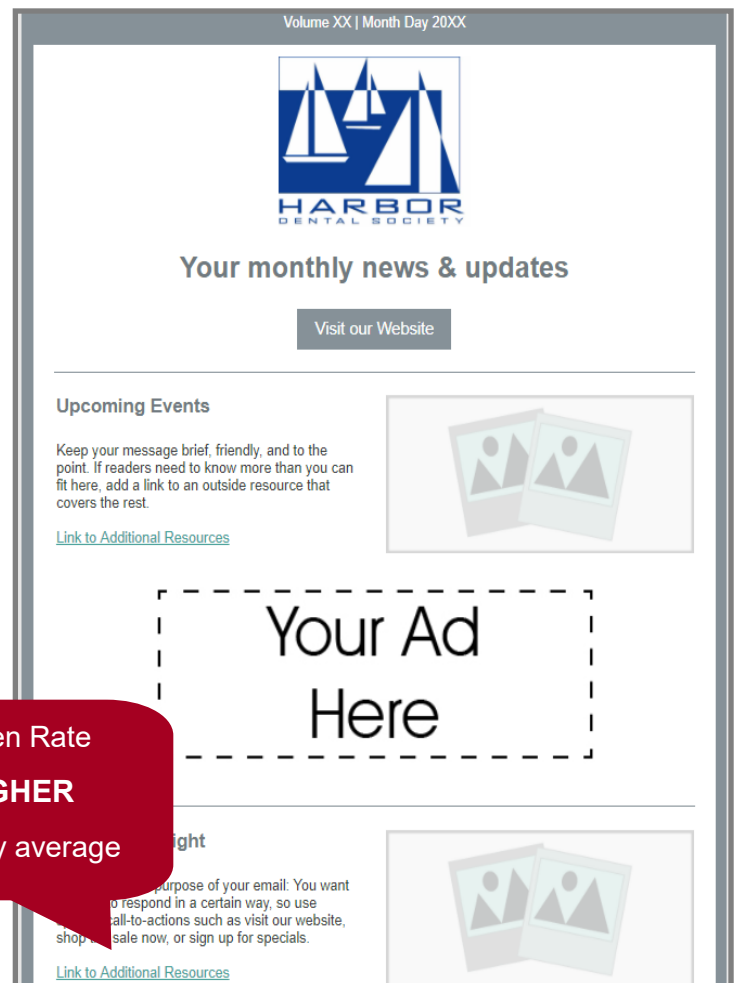
Frequency

Twice per month, and you may purchase more than one E-Newsletter sponsorship. Contact Janet Garcia at Janet@HarborDentalSociety.org for more details.

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.

Email Open Rate
18% HIGHER
than industry average



Pricing and Options

\$50 per issue or \$1200 a year. Weekly email updates. Circulation to 736 members. Copy: 75 words (12 pt) with a logo.

\$1200 per year Digital Banner with link to website on [Harbor](#) and [Viva Learning](#) Homepages

\$200 per issue for copy with more than 75 words with a max of 250 words (12pts) and logo.

\$200 per issue to feature a 30 second company video to be embedded in our E-Newsletter and THE JOURNAL (quarterly digital publication).

Art and Copy requirements

File type: .png/.jpeg. Please include a URL link for the ad. Size 600 pixels by 200 pixels. Video format mp4 or YouTube link.

THE JOURNAL— Ad Rates

Quarterly Digital Publication



THE JOURNAL (digital publication) Value-driven branding and visibility opportunity. Circulation to 736 members.

Quarterly issues:

Jan-Feb-March; April-May-June; July-Aug-Sept; and Oct-Nov-Dec. [You can view a digital issue here.](#)

Ad Rates:

Half page: \$200 per issue. **Most Popular!**

Quarterly page: \$100 per issue

Business Card Size: \$75 per issue

Mini Size: \$45 per issue

Art Requirements:

Half Size 4-1/2 inches x 8 inches (copy should be horizontal)

Quarter Size 4-1/2 inches x 4 inches

Business Card Size 2-1/8 inches x 4 inches

Mini Size 2-1/8 inches x 2 inches

We accept .png and .jpg formats. Include website link to company when submitting art.

Advertising Policy : We are constantly on the alert for any misrepresentation in advertisements, but do not investigate the offers made and reserve the right to decline, withdraw and modify ads at Harbor's discretion.

Reservations:

Space reservations should be made by email to Janet@HarborDentalSociety.org. If space is reserved & artwork not received, you may be charged for the allocated space. All ads must be pre-paid.

Vendor Opportunity—**NEW Benefits!**

ANNUAL VENDOR AND BRANDING AT 'LIVE' CE WEBINAR PROGRAM SERIES

On average 70-100 members and their auxiliary staff attend Harbor's CE Programs

ANNUAL VENDOR: \$990 for the 2021 CE Webinar Series Best Value!

Annual Vendor Benefits:

- Vendor listing on [Harbor](#) & [Viva Learning](#) home page and Provider's Directory (\$1200 value)
- Vendor will be acknowledged at every CE WEBINAR PROGRAM throughout the year (\$1,200 value)
- Logo and representative name/email listing on the annual exhibitor CE Webinar slide (\$1200 value)
- Vendor spotlight in E-news with circulation to all members at least 4x per month (\$2,400 value)
- Plus, the unique opportunity to provide e-resources, tips, product/service promotion (PDF format 3 pages max) to be distributed to attendees (\$500 value)
- Build visibility in the core dental community – Expand your prospect base and strengthen existing customer relationships – Introduce new products and services and generate sales leads
- Feature a Company Video 30 sec (mp4 or YouTube link) in one email blast and in THE JOURNAL, a quarterly digital publication (\$250 value)
- Digital Banner with link to website on Harbor and Viva Learning Homepages (\$1200 value)

**TOTAL VALUE OF \$6,750 WITH SAVINGS OF \$5,760
BY SIGNING UP AS AN ANNUAL EXHIBITOR FOR \$990**

NEW Benefits: 'Live' CE WEBINARS due to COVID-19

Sponsors and Annual Exhibitors will receive the following benefits:

- Access attendees by circulating your vendor promotions of products, services, e-resource
- Participate in the vendor drawing (optional) by offering a gift card or another giveaway for attendees – this drawing will take place at the end of the 2-hour CE.
- Branding with the vendor Logo and Link on Harbor's website
- Included in event email promotions leading up to the CE programs
- Be acknowledged during the CE event with the vendor logo, representative name, email

Exhibitor/CE Sponsor Marketing Guidelines: The vendor shall submit the promotional material to the dental society and/or dental societies if a joint event in advance of the event the vendor is sponsoring/exhibiting, or one week following the event to seek approval. Once the criteria for approval is met, the dental society, as the main event coordinator, will circulate to the attendees the promotional material on behalf of the vendor.

Exhibitor/CE Sponsor Criteria for approval: The sole purpose of the one-time promotion must be 100 percent dental related to the vendor's products and/or services or a dentist resource/checklist. It is not allowed to promote subsidiaries or other third-parties who have not signed up as sponsors/exhibitors.

The accepted format: PDF only. Maximum length including graphics: 3 pages. Please send the PDF to Janet Garcia at Janet@HarborDentalSociety.org. If you have any questions, please contact Harbor's office at 562-595-6303.

Vendor Opportunity

INDIVIDUAL VENDOR: \$275 per CE Program

Individual Vendor Benefits:

At Face-to-Face CE Program: Engage with member-dentists during the 5pm-6pm Exhibitor Hour with the opportunity to stay for dinner to continue to network. Your company name will be acknowledged only at the specific CE Program your company signs up.

The 2021 'live' CE Webinars give Exhibitors an opportunity to have their products/services in front of members by creating promotional flyers with incentives that will be circulated to them and promoted to them.

- Access attendees by circulating your vendor promotions of products, services, e-resource as a e-handout during the individual 'live' CE Webinar selected
- Participate in the vendor drawing (optional) by offering a gift card or another giveaway for attendees – this drawing will take place at the end of the 2-hour CE, from 8:05 pm to 8:15pm.
- Be acknowledged during the CE event with the vendor logo, representative name, email

CE PROGRAM SPONSORSHIP OPPORTUNITY:

This is a value-driven branding opportunity to gain visibility with members by sponsoring the CE speaker honorarium for the CE program. Harbor seeks powerhouse speakers who present on timely and relevant topics to benefit the members and their staff. The sponsorships are limited per year.

Contact Kristin Avina kristin@harbordentalsociety.org to discuss this opportunity.

Benefits for Corporate Sponsorship:

- **Brand and name recognition** as corporate supporter on the CE Program flyer (provide logo, jpeg format) that emails out to Harbor members at least twice prior to the meeting (736 members)
- **Bonus – we have cross promotions of HDS CE Program**, marketed to Orange County Dental Society members – a reach of over an additional 3,000 member-dentists.
- **Visibility on email promotional blasts** (logo needs to be provided, jpeg format) - distributed to Harbor members at least twice prior to the meeting
- **A complimentary exhibit** (6' table), dinner at Harbor face-to-face meetings (only available when applicable, over a \$1980 value) and a digital exhibitor listing with Vendor Logo and listing on the HDS website
- **Oral acknowledgement** before the CE presentation ('live' CE Webinar or face-to-face CE) as a corporate supporter by Harbor's President
- **Distribute promotional company literature** to member-dentists and their auxiliary staff present at the CE program.

On average attendance is between 70 and 100 members and auxiliaries for webinars and face-to-face CE programs. This direct contact with member-dentists and their staffs offers a unique opportunity for you and your company. Note: The exhibit time is from 5-6 p.m. for face-to-face CE programs (when applicable).

HARBOR DENTAL SOCIETY VENDOR, SPONSOR, and ADVERTISING REGISTRATION FORM

- ☐ \$990 Annual Exhibitor
- ☐ \$275 Individual Exhibitor
- ☐ CE Program Sponsorship
- ☐ Advertise in Email Updates \$50 each or \$1200 per year Number of Email Ads x \$50 or ☐ \$1200 for the year
- ☐ \$200 Video advertisement in Email Update or THE JOURNAL (quarterly publication Jan-Mar; Apr-Jun; Jul-Sept; Oct-Dec)
- ☐ \$200 Advertise in THE JOURNAL ½ page Issue(s) Note: ask for advertising sheet for other options.
- ☐ Other THE JOURNAL ad option: _____ \$ _____
- ☐ \$1200 Advertise on Harbor & Viva Learning Website with Logo and Link

Company: _____

Contact: _____ Title: _____

Address: _____

City _____ State _____ Zip Code _____

Company Description of Products/Services:

Company Representative(s):

Preferred Tel/Cell. _____ Fax _____

Email: _____

Company Website: _____

For Face-to-Face CE Programs: **Electrical outlets are limited and on a first come, first serve basis.**

Please provide your own extension cords & AV. Thank you!

PAYMENT: Visa MasterCard AMEX Check (please circle one) Check # _____

Credit Card# _____

Name on Card: _____

Billing Address (if different from above): _____

Expiration Date: _____ Zip Code of Card: _____

Signature _____ Date _____

Harbor Dental Society will review all requests for exhibit space and determine the appropriateness of the type of service being exhibited as it applies to policies of this Society. Harbor Dental Society reserves the right to refuse exhibit space to anyone. Shared exhibit space is not permitted between vendors. Please provide 30 days advance notification in writing to cancel your vendor service. Please email completed forms to: Janet@harbordentalsociety.org or fax this form to: Harbor Dental Society, 562.426.4550. Questions? Please call: 562-595-6303 THANK YOU!

ADVERTISING POLICIES

- All advertising is subject to acceptance by the Harbor Dental Society as to character, content, layout, text and design.
- Acceptance of advertising by HDS does not in any way constitute endorsement or approval by HDS of the advertised service or product, and advertisers may not make such claims in any way without express approval of the Harbor Dental Society.
- Accepted advertising must be related to dentistry and/or provide a benefit to the membership.
- The advertisements must be accurate, legal, ethical and in appropriate taste as determined by The JOURNAL editorial staff. HDS may require a sample or copy of any advertised product or a full description of any advertised service, and proof of the efficacy or reliability of any products.
- Advertisements must not be deceptive or misleading. Advertisements must clearly identify the advertiser and the product or service being advertised. A business address or contact phone number must appear in all advertising.
- Comparative advertising of dental products and dental services is not allowed.
- Advertising by non-ADA member dentists for services provided which directly compete with the services provided by HDS-member dentists will not be accepted.
- Advertising ad format is limited to display ads only and MUST BE submitted as camera ready art (minimum 300 DPI in JPEG or PDF format; if you have another format, contact the HDS to confirm it can be accepted).
- Written articles will not be accepted as advertising.
- Multiple insertion contracts must be completed within one year from date of first insertions to earn a frequency discount.
- If advertiser chooses not to fulfill the term of the contract, they will be required to pay the "single insertion" price for ads already placed. Advertiser agrees to pay shorter term contract rates for incomplete contracts.
- Cancellations must be received in writing prior to publication deadline. No cancellations will be accepted after the deadline. Acceptance of any ad after deadline is subject to approval of HDS.
- Publisher shall not be liable for any cost or damages if for any reason an ad fails to be published in the issue selected by advertiser.
- The publisher shall have no liability for errors in type.
- The agency and advertiser will indemnify and hold the publisher harmless from and against any claims, loss, liability or expense, including reasonable attorneys' fees, arising out of the publication of such advertisements, including without limitation those resulting from claims of suits for libel, violation of rights of privacy, plagiarism and copyright and trademark infringement.
- Rates are subject to change.

Please sign below indicating you have read and agree to the HDS Advertising Policies.

Print Name: _____

Signature: _____ Date: _____