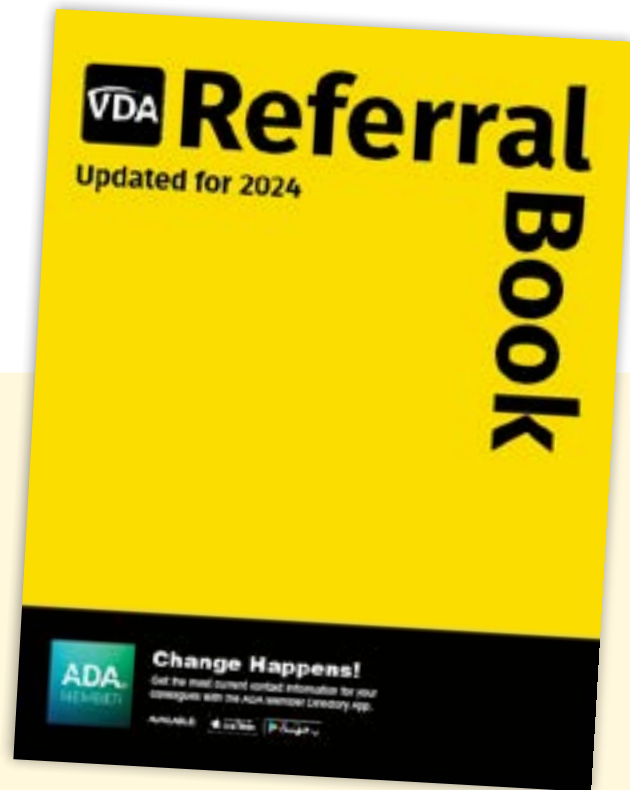


# 2024 VDA Referral Book Advertising Opportunities

The VDA is pleased to announce the publication of its annual Referral Book. The book features listings for VDA member specialists (members as of March 31, 2024). All members use the book to connect with their colleagues and refer their patients to other VDA members. Over the years, our Referral Book has become a huge success and is the go-to resource for dentists in Virginia.

#### Member Specialists Included:

- Dental Anesthesiology
- Dental Public Health
- Endodontics
- Oral and Maxillofacial Pathology
- Oral and Maxillofacial Radiology
- Oral and Maxillofacial Surgery
- Oral Medicine
- Orofacial Pain
- Orthodontics
- Pediatric Dentistry
- Periodontics
- Prosthodontics



**Distribution:** 4,000 copies

#### Method:

Print publication distributed to VDA members by mail and available online at [VDAReferralBook.com](https://www.vdareferralbook.com)

## Ad spots are limited and we will sell out quickly.

Plan ahead and reserve your ad spot today. Ad spots are filled on a first come, first served basis.

Contact Shannon Jacobs at [jacobs@vadental.org](mailto:jacobs@vadental.org).

## VDA ADVERTISING STANDARDS

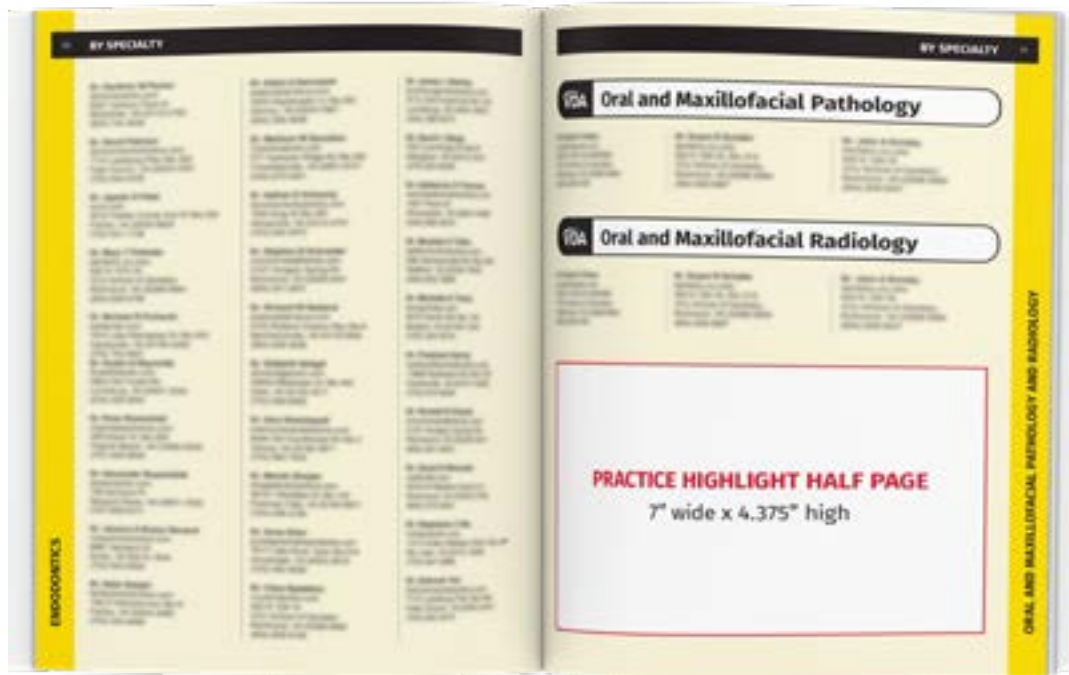
The VDA Advertising Standards can be found at [vadental.org/advertising](https://vadental.org/advertising). Please review these standards to be sure your business meets and understands our policies on advertising.

Contact Shannon Jacobs at [jacobs@vadental.org](mailto:jacobs@vadental.org).



**Virginia Dental**  
ASSOCIATION

# Advertising Opportunities



## Standard Placement Ads

### Full Page

8.5" x 11" with 0.125" bleed

**\$2,000**

### Half Page

7" x 4.375"

**\$1,000**

## Special Placement Ads

### Inside Front Cover

8.5" x 11" with 0.125" bleed

**One available: \$2,500**

### Inside Back Cover

8.5" x 11" with 0.125" bleed

**One available: \$2,500**

### Back Cover

8.5" x 11" with 0.125" bleed

**One available: \$4,000**

### Practice Highlight Full Page

8.5" x 11" with 0.125" bleed

**One available in each specialty: \$2,500**

### Practice Highlight Half Page

7" x 4.375"

**Two available in each specialty: \$1,500**

### Please note:

The VDA cannot guarantee the location of your ad placement **within** the book. Ads will be dispersed amongst the publication's content at the VDA's discretion. Exceptions include special placement ad spots listed at left.

### Artwork Requirements:

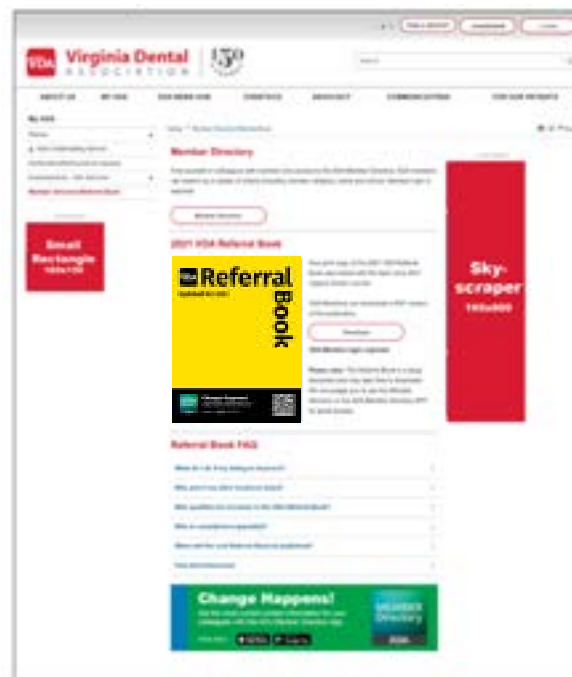
Please see dimensions under each ad description. Artwork needs to be submitted as a high-resolution PDF. If a bleed is used please include crop marks and bleed settings.

# Digital Ad Upgrades

## Homepage



## Internal Pages



Many VDA members will be accessing the Referral Book listings through our website (vadental.org and vdareferralbook.com). Increase your exposure by reserving a digital ad throughout the year.

**Note:** Digital ad spots are not exclusive. A maximum of 4 ads per location can be accepted on a first come, first served basis.

Ad Name	Size (Pixels)	Pages Visible On	Devices Visible On	Cost/3-months	Max File Size/ Format
Large Rectangle	300 x 250	Homepage Only	Desktop, Tablet & Mobile	\$400 with purchase of a print ad	40KB/ PNG, JPEG/RGB
Footer	728 x 90	All Site Pages	Desktop & Tablet	\$400 with purchase of a print ad	40KB/ PNG, JPEG/RGB
Small Rectangle	180 x 150	Internal Site Pages Only	Desktop, Tablet & Mobile	\$300 with purchase of a print ad	40KB/ PNG, JPEG/RGB

**Artwork Requirements:** Please see dimensions under each ad description. Artwork needs to be submitted as a 40KB PNG or JPEG file using RGB colors.

# 2024 VDA Referral Book Advertising Reservation Form



## Contact Information

Company Name \_\_\_\_\_  
Primary Contact \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone ( \_\_\_\_ ) \_\_\_\_\_ Ext \_\_\_\_\_ Email \_\_\_\_\_

## Print Advertising Selection

Ad Size/Placement \_\_\_\_\_

**Digital Advertising Upgrade**  Yes, I'd like to increase my exposure with digital ads!

**Ad Type:**

- Large Rectangle
- Footer
- Small Rectangle

**Duration (3 months scheduled from confirmed start date):**

Proposed Start Date: \_\_\_\_\_

**PLEASE NOTE:** The VDA will confirm the start and end date of your digital ad once your reservation and payment are received. The proposed start date can not be guaranteed.

## Payment Information

Please bill my credit card. The VDA accepts all major credit cards.  Mastercard  Visa  Discover  AMEX

Credit Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_ / \_\_\_\_\_

Name on Card \_\_\_\_\_ Security Code \_\_\_\_\_

Address on Card \_\_\_\_\_

Amount to be Charged \$ \_\_\_\_\_ Signature of Cardholder \_\_\_\_\_

I have enclosed a check payable to The Virginia Dental Association. Check number \_\_\_\_\_

**▶ DEADLINE: Reservation, payment and artwork are due by March 1, 2024 to be included in the 2024 VDA Referral Book.**

### Where to Send Your Reservation Form & Payment

**Submit Advertising Reservation Form and Payment to:**

VIRGINIA DENTAL ASSOCIATION, Attn: Shannon Jacobs  
3460 Mayland Court, Suite 110, Richmond, VA 23233  
jacobs@vadental.org

*\*Payment is due at the time of application submission to be included in the 2024 VDA Referral Book. Payments are non-refundable.*