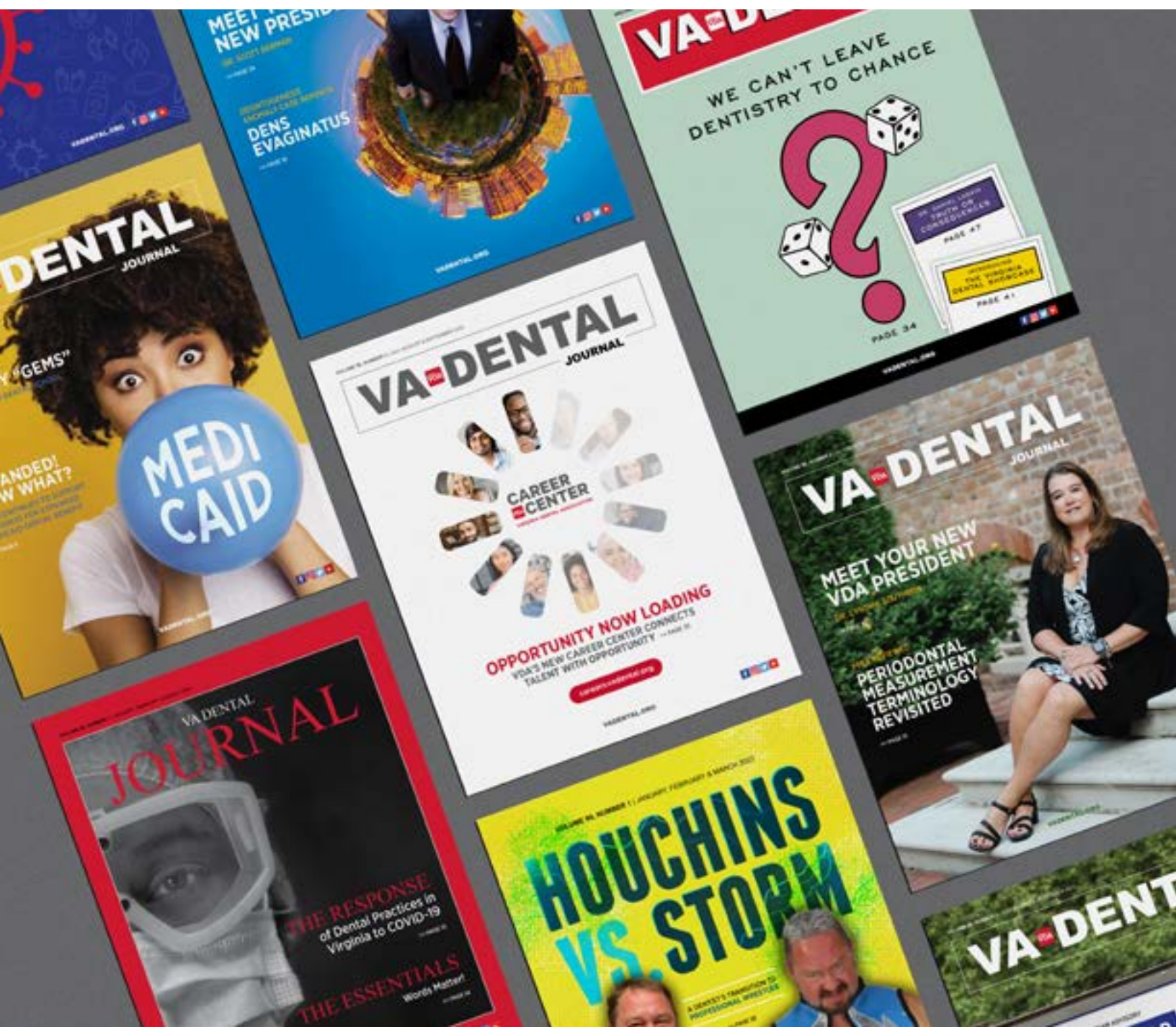




Marketing
Opportunities
Rates
Closing Dates
Specifications

Publications



Virginia Dental Journal

100+ years of excellence in dental publications



The *Virginia Dental Journal* is a quarterly digital publication of the Virginia Dental Association (VDA). Members receive the Journal electronically by email. It's the publication members turn to when they need to learn about the latest developments in their profession. Since its premiere in 1923, the *Virginia Dental Journal* has been a trusted resource for dentists in Virginia.

All advertisements are subject to review and approval by the Journal Editor and Journal Business Manager. Advertisements will be interspersed with editorial materials. We cannot accept positioning requests (far forward etc). The VDA reserves the right to reject any advertisement for any reason.

Virginia Dental Journal – Rate Card

AD TYPE	1 ISSUE	4 ISSUES (Pre-Paid)
Full Page Trim Size: 8.5in x 11in	\$1000	\$3200* (\$800 per issue)
Half Page Trim Size: 8.5in x 5.5in	\$700	\$2300* (\$575 per issue)
Full Page Inside Front Cover Trim Size: 8.5in x 11in	\$1500	\$4800* (\$1200 per issue)
Inside Back Cover Trim Size: 8.5in x 11in	\$1500	\$4800* (\$1200 per issue)

ARTWORK SPECIFICATIONS

Bleed (applies to all ad sizes)

Accepted File Types: PDF files ONLY

***Four issue rate requires payment in full for all four issues at this time of reservation.**



CIRCULATION: 4,300 per issue

FREQUENCY: Quarterly

January-March, April-June, July-September, October-December

METHOD: Electronic

The VDA houses an electronic version of each issue on its website www.vadental.org. Non-Members can subscribe to the publication.

DEADLINES:

1st Q. December 1
2nd Q. March 1
3rd Q. June 1
4th Q. September 1

If a deadline falls on a holiday/weekend the deadline will be the following business day.

TYPE OF ADVERTISING AVAILABLE:

Display, Tip-on

JOURNAL AD ART REQUIREMENTS

File Type: PDF files only.

Bleed: Please allow a bleed on all artwork.

Full page

Trim Size: 8.5in x 11in
Live Area: 7.5in x 10in

Half Page

Trim Size: 8.5in x 5.5in
Live Area: 7.5in x 4.5in

VDA Website

vadental.org

Vadental.org offers exceptional ways to connect with the dental community. More dentists than ever rely on vadental.org for the resources they need to succeed. Reserve your ad space today to take advantage of this direct link to this exclusive audience.

All ads will be active with a clickable link.

For sales inquiries please contact:

Shannon Jacobs
VDA Director of Communications
804-523-2186

jacobs@vadental.org

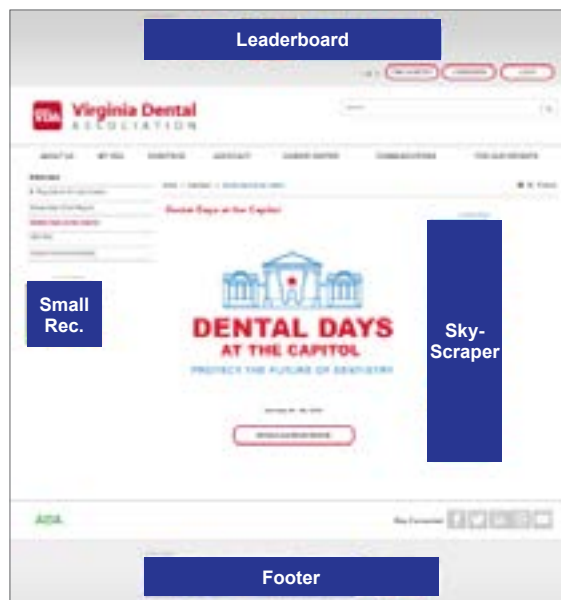
Rates

AD TYPE	Size (Pixels)	Visible on pages	Visible on devices	Cost/month	Max File Size/Format
Leaderboard	728x90	All site pages	Desktop/ Tablet	\$550	40KB/.png, .jpeg/RGB
Large Rectangle	300x250	Homepage	Desktop/ Tablet/Mobile	\$450	40KB/.png, .jpeg/RGB
Footer	728x90	All site pages	Desktop/ Tablet	\$450	40KB/.png, .jpeg/RGB
Small Rectangle	180x150	Internal Pages	Desktop/ Tablet/Mobile	\$350	40KB/.png, .jpeg/RGB
Skyscraper	160x600	Internal Pages	Desktop/ Tablet/Mobile	\$450	40KB

Homepage



Internal Page



VDA Advertisement Placement Agreement

STEP ONE: Contact Information

Your Name _____
Company Name _____
Address _____
Phone _____ Email _____

STEP TWO: Ad Specifics

<p>JOURNAL</p> <p>Issue: (Check at least one; indicate year)</p> <p><input type="checkbox"/> Jan-March 20____</p> <p><input type="checkbox"/> April-June 20____</p> <p><input type="checkbox"/> July-Sept 20____</p> <p><input type="checkbox"/> Oct-Dec 20____</p> <p>Size: (Check one)</p> <p><input type="checkbox"/> Full Page</p> <p><input type="checkbox"/> Half Page</p> <p><input type="checkbox"/> Full Page Inside Front Cover</p> <p><input type="checkbox"/> Full Page Inside Back Cover</p>	<p>VADENTAL.ORG</p> <p>Size: (Check one)</p> <p><input type="checkbox"/> Leaderboard</p> <p><input type="checkbox"/> Large Rectangle</p> <p><input type="checkbox"/> Footer</p> <p><input type="checkbox"/> Small Rectangle</p> <p><input type="checkbox"/> Skyscraper</p> <p>Proposed Start Date: _____</p> <p>Proposed End Date: _____</p> <p>Ad link URL: _____</p>
<p>DIGEST Issue Date: _____</p>	<p>Ad link URL: _____</p>

STEP THREE: Payment (due with placement agreement)

TOTAL TO BE PAID: \$ _____

Check: Make checks payable to the "Virginia Dental Association".

Credit Card _____ Expiration Date _____ / _____
All major credit card types accepted

Name and Address on Credit Account: _____

Payment and ad placement authorized by (please sign):

Signature _____ Date _____

By signing this agreement, I authorize the VDA to place this ad and am agreeing to the VDA Advertising Standards listed in this media kit. As a membership service, ads are restricted to VDA and ADA members unless employment, product, or continuing education related. The VDA reserves the right to edit copy or reject any ad and does not assume liability for the contents of advertising. If applicable, I am authorizing the VDA to bill the credit card listed above and adherence to payment via the card issuer's agreement.

Mail:
Attn: Shannon Jacobs
Virginia Dental Association
3460 Mayland Ct, Ste 110
Henrico, VA 23233

Fax:
804-288-1880

Email:
jacobs@vadental.org

Please retain a copy for your records.

VDA Hub Digest

The VDA Hub Digest is an e-news publication of the Virginia Dental Association. It features quick links to important news items, events, and member news featured on our website.

CIRCULATION: Delivered directly to inboxes of nearly 4300 VDA members and leaders.

FREQUENCY: Biweekly on Tuesdays

RATE PER ISSUE: \$750

PLANNED DATES FOR 2024*:

- January 9
- January 23
- February 6
- February 27
- March 12
- March 26
- April 9
- April 23
- May 7
- May 21
- June 4
- June 25
- July 9
- July 23
- August 6
- August 20
- September 3
- September 24
- October 8
- October 29
- November 12
- December 3
- December 17

* Dates are subject to change.

DEADLINES: Artwork and payment should be submitted at least 5 business days in advance of the publication date.

RATE PER ISSUE: \$750

SIZE AND AVAILABILITY:
Leaderboard ad size only – 728 x 90 with a clickable link

Please note that we only accept two ads per issue. Dates will fill up quickly. Contact Shannon Jacobs at jacobs@vadental.org to confirm availability.

METHOD: Electronic

Leaderboard

VDA HUB Digest

September 26, 2023

News

Virginia Implant Excellence Week Symposium
Friday, November 10, 2023
The Week's Champion!
50th Street Dental School
Richmond, VA 23298
Registration by November 20th, starting at \$1000 (includes travel & lodging)
VDA Member Discount for Virginia Implant Excellence Week (VIEW) Symposium

AI: The Future of Dentistry
Sept. 13-14, 2024
Save the Date so you don't miss the 2024 Virginia Dental Showcase at The Greenbrier - September 13-14, 2024

VDA Advertising Standards

The Virginia Dental Association (VDA) routinely features advertisements in the quarterly publication of the *Virginia Dental Journal*, our e-newsletter *VDA Hub Digest* and our website at www.vadental.org. The VDA welcomes advertisers as a means of keeping its members informed of products and services available to them. Written standards are a means of assuring that such promotions are professional, useful, timely, factual, and will not involve the Association and its component societies in litigation or unnecessary controversy. The appearance of an advertisement in any VDA publication or online does not constitute an endorsement by the VDA or its components, except where such endorsement is specifically authorized and approved. The VDA unconditionally reserves the right to decline or edit any advertisement submitted.

REQUIREMENTS:

- All advertising submitted is subject to review, and where needed, editing.
- Advertising must not be deceptive or misleading. Further information may

be requested from advertisers.

- Advertising deemed to be in conflict with the ADA Principles of Ethics and Professional Code (<https://www.ada.org/about/principles/code-of-ethics>) of conduct will not be accepted; also, advertisements found to be offensive, discriminatory, promoting bigotry, or engaging in personal attacks will be refused. Any product, service, or company involved in regulatory proceedings or litigation may be declined.
- Advertisers must guarantee that all products meet applicable state of Virginia and Federal regulatory requirements. Appearance in VDA publications or online does not imply that these products and services, do, in fact, meet these requirements. It is the advertiser's responsibility to comply with state and Federal regulations.
- Advertisements may reference scientific literature if such references are truthful and accurate. The VDA may request further documentation if needed.
- Paid political advertisements for

candidates for public office will not be accepted. This is not intended, in any way, to prohibit or discourage individuals from seeking office in their local government, ADA, VDA, or component societies.

- Advertisements for tobacco products and alcoholic beverages will not be accepted.
- Educational courses may be advertised if the requirements of the ADA Continuing Education Recognition Program (CERP) are met. Also, courses sponsored by state or component dental societies meeting the requirements of the Academy of General Dentistry for recognition may be advertised. Courses sponsored by commercial entities will be considered for publication on an individual basis.
- The words "Paid Advertisement" must appear in any advertising simulating editorial content.
- Testimonial advertising and quotes must be truthful, accurate, and placed only with the written consent of the individual, agency, or organization quoted.

Guidelines for Authors Scientific/Peer-Reviewed Submissions

EDITOR'S POLICY: Previously published manuscripts and manuscripts under consideration at other publishers will not be accepted, except at the discretion of the editor. Opinions and statements of fact are the sole responsibility of the author and not the editor or staff of the VDA. Manuscripts may be submitted to one or more editorial reviewers prior to publication. The identity of authors will be disclosed to reviewers when manuscripts are considered for publication. Reviewers will remain anonymous to authors, except upon written request of the reviewer.

MANUSCRIPT SUBMISSION: Original manuscripts of 1000 to 2500 words, or no more than five pages, will be considered for publication. This does not include the space required for abstracts, illustrations, and references. An abstract of 75-100 words must be included. Text is subject to editing for grammar, spelling, style, and space limitations. The author's name, title, degrees awarded, address, phone number, and e-mail address must

be included. Authors are encouraged to consult references such as the fifteenth edition of *The Chicago Manual of Style* (Chicago, University of Chicago Press, 2003) to assist in the preparation of text and references. All manuscripts must be in Microsoft Word format, and be submitted Shannon Jacobs jacobs@vadental.org. Authors are strongly encouraged to include only illustrations in digital formats, such as JPEGs/PDF. Prints and slides will be considered, but conversion to another format may preclude their use. The top of all illustrations must be clearly indicated, and each should be numbered and referenced in the text.

REFERENCES: All references must be numbered and keyed to the text. Authors must supply the following: name of the author(s), title, name of periodical, volume, number, page numbers, and date. More than three authors should be followed by et al. Books referenced should include author, title, name

of publisher, and location. Personal communications are acceptable only if a signed and dated copy is made available to the VDA.

COPYRIGHT AND DISCLOSURES: The VDA will retain copyright ownership for all manuscripts accepted for publication. The author(s) agree to forgo copyrights and ownership of such manuscripts. The *Virginia Dental Journal* reserves the right to edit both the title and the text of manuscripts accepted. Authors must disclose any financial considerations, professional interests, or organizational affiliations that may influence the content of the manuscript or the opinion of the author. Every attempt will be made to notify authors of manuscript acceptance prior to publication. Illustrations and CDs submitted for consideration cannot be returned; it is the responsibility of the author to retain copies prior to submission. Please allow up to twelve months after receipt for editorial review.

Guidelines for Authors Editorial Content

The *Virginia Dental Journal* seeks to publish articles that improve the lives of its dental professional readers, both in the form of peer-reviewed scientific abstracts, and articles that seek to inform and stimulate professional discussion. We offer guidelines for the latter to help authors create content that supports the mission of VDA publications. Authors are advised to consider these guidelines in manuscript preparation, with the knowledge that articles may be referenced in online databases.

WORD COUNT: Consider the length and word count of their proposed article. One page can accommodate approximately 500-600 words. Readers may fail to read beyond the first page of an article, and every effort should be made to condense the text to fit on one page.

HEADLINES: Headlines need to be limited to 25 characters. A subhead can be included to help convey the message of the article.

AUTHOR: Include the author(s) full name and credentials. A headshot is required.

ORGANIZATION: Every article should have an opening and closing statement, with the final paragraph linked to the first, if possible. To help readers more effectively scan and identify the most important messages, please consider the use of section headlines to help organize your article into distinct sections and emphasize important points.

CONSIDER YOUR AUDIENCE: Authors should make every attempt to include information that will interest and benefit the readers of the *Journal*, most of whom are members of the Virginia Dental Association. The author should not only address and explain the topic of the article, but also state why it is important to dentists, and when possible, provide accompanying VDA or ADA resources to help combat this issue. Addressing topics from a problem-solution format may help authors relate to peers facing similar challenges.

PROOFREADING: Perhaps most important, authors should carefully proofread for correct grammar and spelling, as well as the accuracy of references. Authors are encouraged to have trusted advisers review documents for errors prior to submission.

EDITING: The *Journal* may, at the discretion of the Editor, make changes in the following without the permission of the author:

- Length (word count)
- Style
- Grammar
- Spelling

HOW TO SUBMIT YOUR ARTICLE:

All manuscripts are to be submitted in Microsoft Word® format, and all photographs should arrive in JPEG/PNG formats. **Do not insert photographs into Word® documents.** To stimulate reader interest, we encourage authors to include a photo with their submission. Please allow up to twelve months for publication in print format after submission. All documents are to be submitted to Shannon Jacobs, Managing Editor at Jacobs@vadental.org.

PLEASE NOTE: Failure to consider this important feature may result in the manuscript being declined for publication. Thank you for your attention to these *Journal* publication guidelines

Contact the VDA

Address:
Virginia Dental Association
Attn: Shannon Jacobs
3460 Mayland Ct, Ste 110
Richmond, VA 23233

Phone: 804-523-2186
Fax: 804-288-1880

Email: jacobs@vadental.org

Website: www.vadental.org

