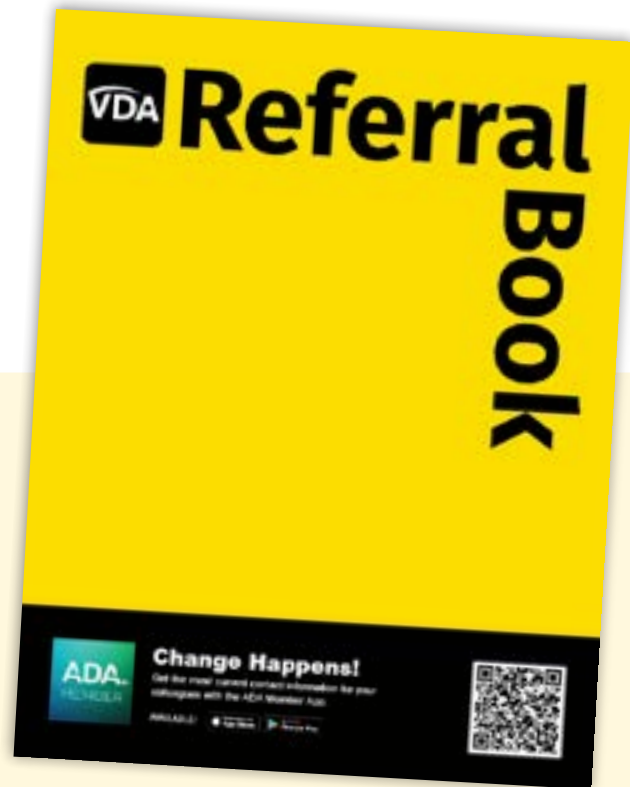


Annual VDA Referral Book Advertising Opportunities

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). 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 vadental.org/referral-book.

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.

VDA ADVERTISING STANDARDS

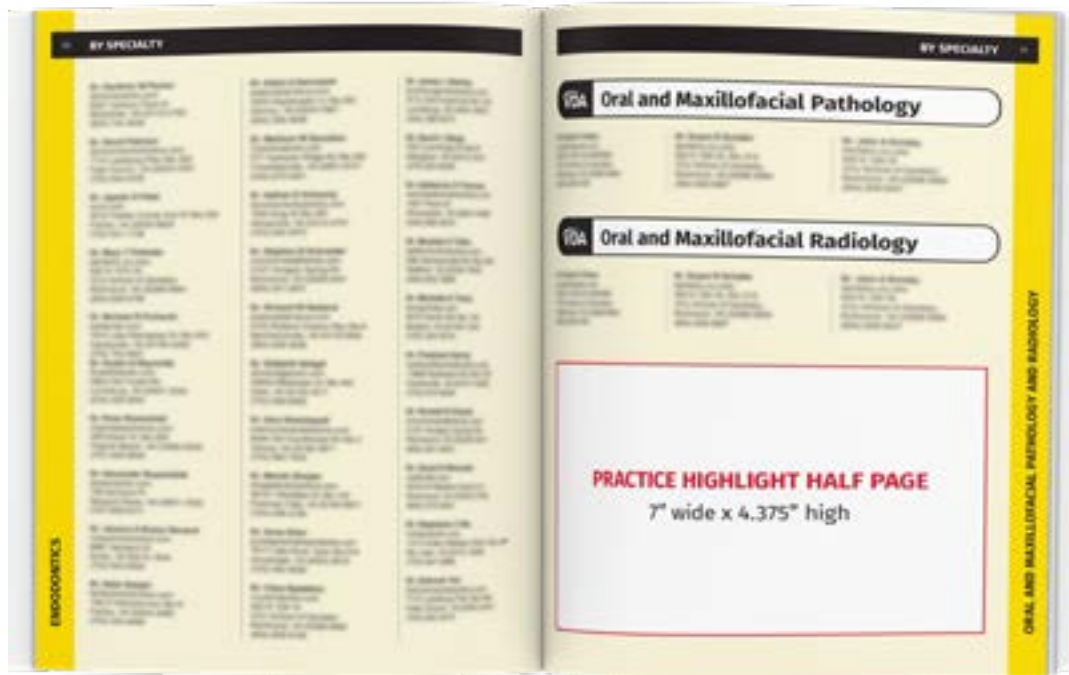
The VDA Advertising Standards can be found at vadental.org/advertising. Please review these standards to be sure your business meets and understands our policies on advertising.

Contact Shannon Jacobs at jacobs@vadental.org.



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

Half Page Back Cover

7" x 4.375" with 0.125" bleed

One available: \$2,000

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:

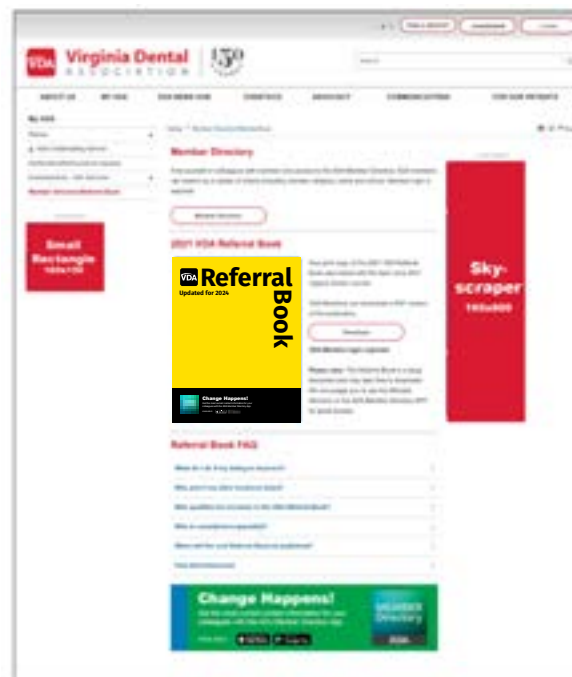
Please see dimensions under each ad description. Artwork needs to be submitted as a high-resolution PDF. If a bleed is used please include crop marks and bleed settings.

Digital Ad Upgrades

Homepage



Internal Pages



Many VDA members will be accessing the Referral Book listings through our website (vadental.org). 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.

Annual VDA Referral Book Advertising Reservation Form



Virginia Dental
ASSOCIATION

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.**

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.
Payments are non-refundable.*

