

PPE Section for the MDS Journal

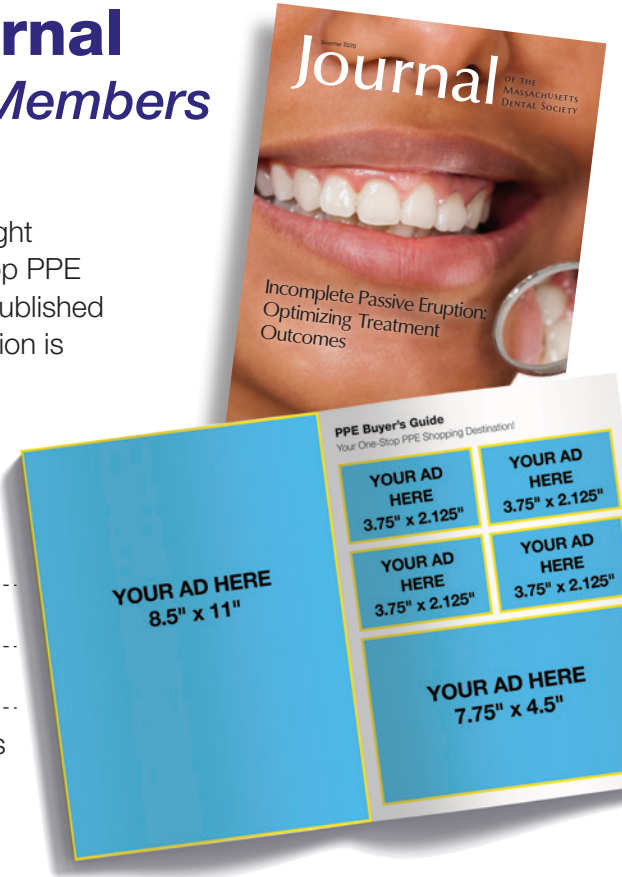
A Great Way to Get your Products to Members

The Journal of the Massachusetts Dental Society has a new advertising opportunity in its Fall 2020 issue. This special advertising section will highlight manufacturers of personal protective equipment (PPE), making it a one-stop PPE shopping destination for the Journal's 5,000-plus readers. The Journal is published quarterly and mailed to the 5,000-plus members of the MDS. A digital version is also available on the MDS website at massdental.org/journal.

The Fall issue will be published in early November 2020. The deadline to submit your ad space contract is September 2.

	Full Page	Half Page	High Impact Directory
Pricing	\$2,100	\$1,500	\$300
Size	8.5" x 11"	7.75" x 4.5"	3.75" x 2.125"
Specs	For all ad sizes: 300 dpi PDFs. Full page ads require cropmarks and bleeds. Half page and directory ads do not.		

Email Artwork to: graphics@massdental.org



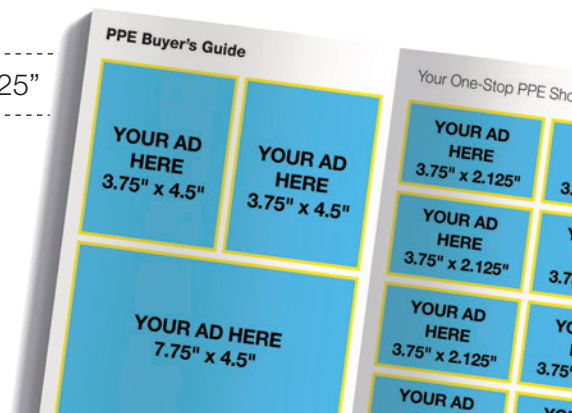
Yankee Dental Congress Digital Buyer's Guide

Position yourself as the marketing expert in the eyes of your current and potential clients. Reach new audiences with a customizable ad to meet your needs. Tailor your ad with current information that will assist dental professionals in making educated purchasing decisions throughout the year.

The Buyers Guide will reach Yankee Dental Congress Attendees and Prospects from the past 3 years as well as all current MDS Members and their staff.

	Full Page	Half Page	Quarter Page	High Impact Directory
Pricing	\$2,800	\$1,500	\$500	\$300
Size	8.5" x 11"	7.75" x 4.5"	3.75" x 4.5"	3.75" x 2.125"
Specs	For all ad sizes: 300 dpi PDFs. Full page ads require cropmarks and bleeds. Half page, quarter page, and directory ads do not.			

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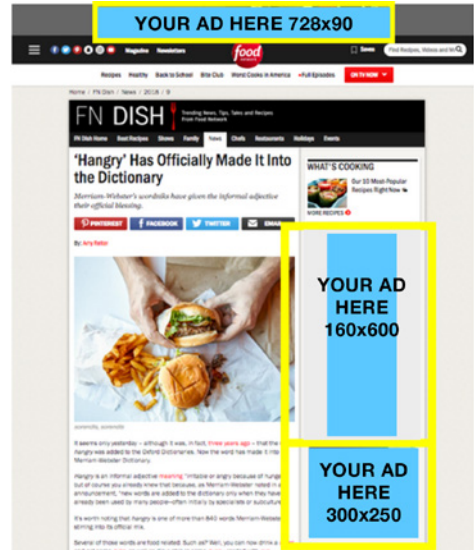
Maximize Your Digital Exposure with a Retargeting Campaign

Yankee Dental Congress and the Massachusetts Dental Society are important to you and your business. As we continue our mission to add value to our valued partners, we want to share an opportunity to reach our online audience through this digital sponsorship opportunity.

Why Retargeting?

Our audience becomes your audience with retargeting. Get exclusive direct access to the Massachusetts Dental Society and Yankee Dental website traffic and retarget them with your company's ads that will showcase your brand, anywhere they visit online.

Your ads will appear on multiple major websites and social media, following the MDS or Yankee audience wherever they go



Packages	MDS	Yankee	Yankee & MDS
Deluxe - 100k impressions	\$5,500	\$7,250	\$12,500
Starter - 50k impressions	\$2,750	\$3,625	\$6,200

Ad Sizes & Specs			728 x 90	160 x 600
Leaderboard 728 x 90	Square Pop-Up 300 x 250	Wide Skyscraper 160 x 600	300 x 250	160 x 600

All ads should be .jpg or .gif static images only; **no flash ads**

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