

# OREGON DENTAL ASSOCIATION MEDIA GUIDE

**MEMBERSHIP MATTERS MAGAZINE**  
**ODA INSIDER MEMBER NEWS ENEWSLETER**

FOR MORE INFORMATION, PLEASE CONTACT:

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# ODA BY THE NUMBERS

## \$1.9B

The Oregon dental industry generates **\$1.9 billion** in annual revenue.

## \$16.5B

The US dental industry has an annual purchasing power of **\$16.5 billion**.

## 6K

Membership Matters is shared with roughly **6,000** professionals throughout the year.

## 60%

The Oregon Dental Association represents more than **60%** of all dentists in Oregon.

## MEMBERSHIP AT A GLANCE:

Established in 1893, ODA is a voluntary membership organization for Oregon dentists. ODA's members are key decision makers that work in variety of industry settings including:

- Endodontics
- General Practice
- Oral and Maxillofacial Pathology & Surgery
- Orthodontics and Dentofacial Orthopedics
- Pediatric Dentistry
- Periodontics
- Prosthodontics

## SHARE YOUR BRAND WITH LEADERS IN OREGON'S DENTAL INDUSTRY!

## CONTACT YOUR NAYLOR ACCOUNT EXECUTIVE TODAY!

Source: ODA 2017 Marketing Questionnaire  
IbisWorld Industry Report 62121



## MEMBERSHIP MATTERS

This 9x print and digital publication is the go-to resource to an estimated 6,000 professionals throughout Oregon. Covering the latest industry news and issues this magazine is the best way to reach key decision-makers throughout the year.



## ODA INSIDER MEMBER NEWS

Now more than ever, professionals consume information on the go. Our ODA Insider Member News eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the go.

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ASSOCIATION SOLUTIONS



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# MEMBERSHIP MATTERS

## NET ADVERTISING RATES

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color Rates	1x	3x	6x	9x
Double Page Spread	\$2,539.50	\$2,309.50	\$2,099.50	\$1,899.50
Outside Back Cover	\$1,979.50	\$1,849.50	\$1,729.50	\$1,619.50
Inside Front or Inside Back Cover	\$1,759.50	\$1,629.50	\$1,509.50	\$1,399.50
Full Page	\$1,449.50	\$1,319.50	\$1,199.50	\$1,089.50
1/2 Page	\$1,279.50	\$1,159.50	\$1,059.50	\$959.50
1/3 Page	\$1,199.50	\$1,089.50	\$989.50	\$899.50
1/6 Page	\$999.50	\$909.50	\$819.50	\$749.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Digital Edition Branding Opportunities

Leaderboard | \$650

Rectangle | \$750

Video Sponsorship | \$850

Large Insert | \$550

Medium Insert | \$350

1st TOC Mobile Banner | \$450

## 2019-2020 EDITORIAL CALENDAR

ISSUE	THEMES	SPACE RESERVATION	AD COPY DATE
December 2018/January 2019	Legislative Preview	11/9/2018	11/14/2018
February 2019	Dental Conference	12/19/2018	12/21/2018
March 2019	Get Involved: Complete list of ways to volunteer/get involved with ODA and the tripartite provided by ODA staff.	1/17/2019	1/21/2019
April 2019	Occlusion	2/20/2019	2/22/2019
May 2019	Charitable Work from Members/Side Hustles	3/12/2019	3/14/2019
June/July 2019	TBA	4/08/2019	4/10/2019
August 2019	TBA	6/10/2019	6/12/2019
September 2019	TBA	7/09/2018	7/11/2019
October/November 2019	TBA	9/10/2019	9/12/2019
December 2019/January 2020	TBA	11/01/2019	11/05/2019

\*Deadlines are tentative and subject to change.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). Rates as of September 2017



# MEMBERSHIP MATTERS

## EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

Membership Matters magazine is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

### FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar.



## MEMBERSHIP MATTERS DIGITAL AD POSITIONS



### 1 Leaderboard (all views) | \$650

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

### 2 Rectangle (all views) | \$750

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

### TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1<sup>st</sup> article, and the 2<sup>nd</sup> mobile banner appears after the 6<sup>th</sup> article.

### 3 Top TOC Mobile Banner | \$450

### In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

#### HTML5 Ad | \$1,000

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

#### Digital Video Sponsorship | \$850

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

#### Digital Inserts

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

• Large Insert | \$550

• Medium Insert | \$350

For the latest online specs, please visit:  
[www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

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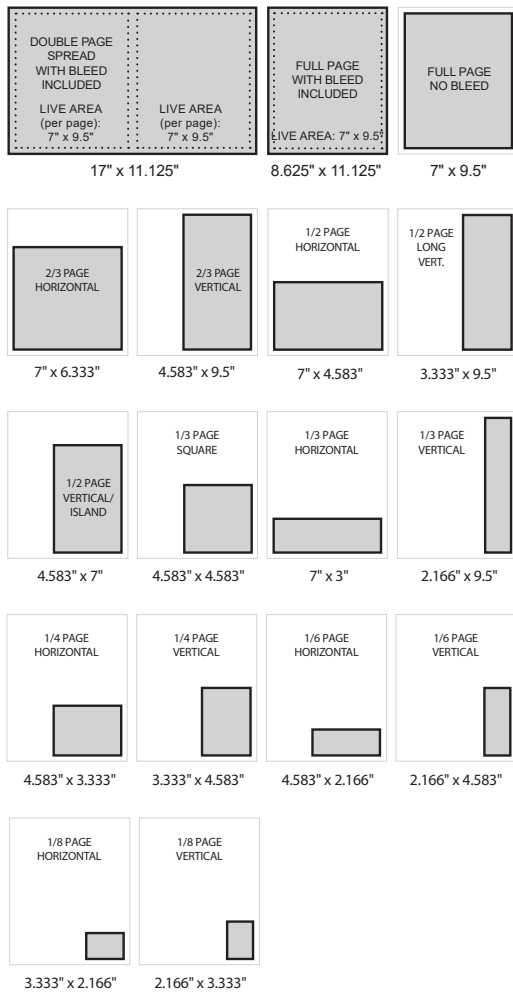


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# MEMBERSHIP MATTERS

## PRINT ADVERTISING SPECIFICATIONS

Magazine/Directory Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

### Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com/adupload](http://www.naylor.com/adupload)

### Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

### Specs for Outsert/Inserts

1 Page / 1 surface: 8.375" x 10.875"

1 Page / 2 surface: 8.375" x 10.875"

2 Page / 4 surface: 8.375" x 10.875"

Postcards: 6" x 4.25"

Heavy Card Stock Insert: 8.25" x 10.75"

Postal Flysheets: 8.5" x 11"

### Digital Edition

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

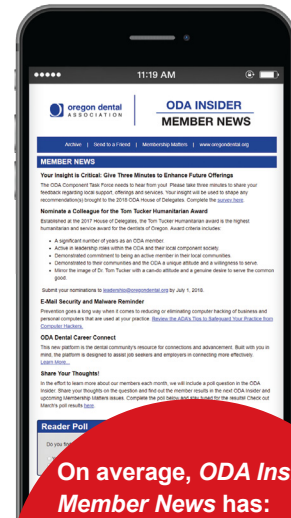
# ODA INSIDER MEMBER NEWS

## ABOUT THE ENEWSLETTER

Now more than ever, professionals consume information on the go. Our *ODA Insider Member News* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

### Enjoy the benefits of a targeted eNewsletter:

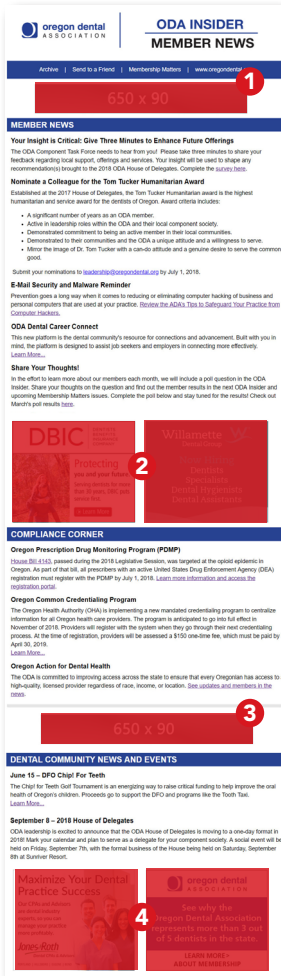
- Delivers your message directly to the inbox of 1,800 decision-makers on a regular basis
- In addition to ODA members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other ODA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



On average, *ODA Insider Member News* has:

- 98% deliverability rate
- 32% unique open rate
- 66% total open rate

(all above industry average)



### 1 1st Leaderboard | \$2,250

- 650 x 90 pixels
- Only one spot available – NO ROTATION

### 2 1st Set of Rectangles | \$1,750 each

- 300 x 250 pixels
- Only two spots available – NO ROTATION

### 3 2nd Leaderboard | \$1,500

- 650 x 90 pixels
- Only one spot available – NO ROTATION

### 4 2nd Set of Rectangles | \$1,250 each

- 300 x 250 pixels
- Only two spots available – NO ROTATION

Distributed on the 3rd Tuesday of each month.

### Sections include

- Member News
- Advocacy in Action
- Compliance Corner
- Dental Community News and Events

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready. Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.