

# ONLINE CONTRACT:

2021 Web/E-news/Social Media Ad



# San Diego County DENTAL SOCIETY

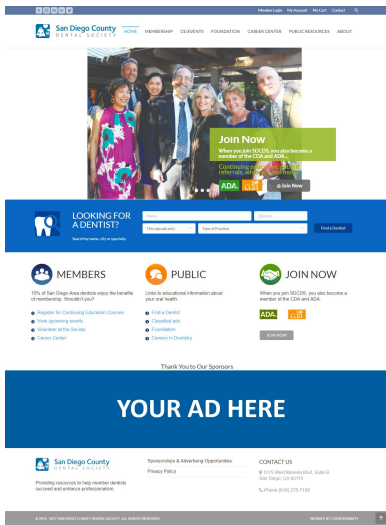
## Our Online Presence: We have 3 options for you!

Our content is limited in its scope and relevance exclusively to dentistry and dental offices thus offering a high exposure to a specific demographic.

### Website

**\$200/month**

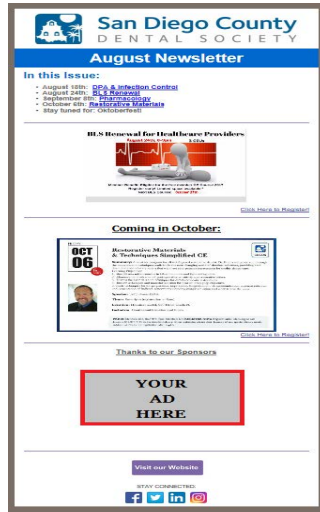
Our website: [www.sdcds.org](http://www.sdcds.org)  
Have a spot on our home page sponsor slide-show!



### E-Newsletter

**\$200/month**

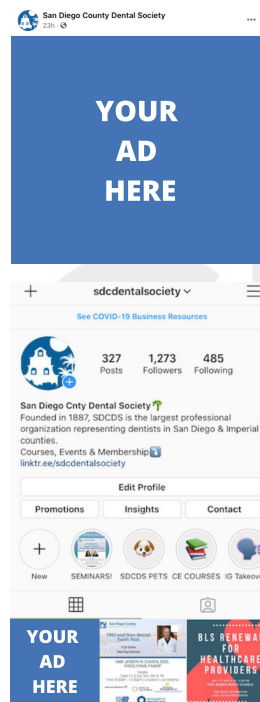
Sent out every month reaching nearly 2000 dentists! Open rate: 30-40% | Industry Avg: 20-24%  
Click through rate: 10-20% | Industry Avg: 2-3%



### Social Media

**\$200/per post**

Facebook and Instagram  
Spotlight post! Only two spots available each month.



### Advertisers:

Please check the months in which you would like to run your ads

- 2021
- All Year
- Jan
- Feb
- Mar
- Apr
- May
- Jun
- Jul
- Aug
- Sept
- Oct
- Nov
- Dec

### Our Advertising Policy

We are constantly on the alert for any misrepresentation in advertisements, but do not investigate the offers made and reserve the right to decline, withdraw and modify advertisements at our discretion. Space reservations should be made by email to the advertising manager. If space is reserved & artwork not received, you may be charged for the allocated space. All ads must be pre-paid.

### Advertisement Design Requirements:

- Website Ad Dimensions: 1200 px wide by 325 px. high
- E-newsletter Ad Dimensions: 600 px. wide by 450 px. high
- Social Media Ad Dimensions: Facebook size: 1200 x 630 Instagram size: width between 320px and 1080px.

CMYK 300DPI .JPEG or .PNG File Outline Fonts Flatten and Embed Images\*  
if your ad uses any transparencies like shadows, blur, feathering or layers, use the high resolution flattener settings.

## PAYMENT INFORMATION

Company Name:	Contact Person:		
Email:	Phone:		
Address:	City:	State:	Zip code:
Card #:	Exp. Date:	Sec. Code:	

Or send check to:

San Diego County Dental Society  
1275 W. Morena Blvd Ste. B  
San Diego, CA 92110

I understand and agree to the above terms- Signature:

Date:

Please return to: Media & CE Coordinator  
Phone: 619-275-7188 Fax: (619) 275-0646 Email: [admin@sdcds.org](mailto:admin@sdcds.org)