

# ONLINE CONTRACT:

2023 Website/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

**\$325/month**

#### Leaderboard

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

### Website

**\$220/month**

#### Footer

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

### E-Newsletter

**\$220/month**

Sent out every month reaching nearly 2000 dentists! Open rate: **50-60%** | Industry Avg: **20-24%**  
Click through rate: **16-21%** | Industry Avg: **2-3%**

### Social Media

**\$220/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

#### 2023

All Year

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sept

Oct

Nov

Dec

### Advertisement Design Requirements:

**Website Ad Dimensions:** 728x90 Leaderboard/Footer

**E-newsletter Ad Dimensions:** 600 px. wide by 450 px. high

**Social Medial Ad Dimensions:** Facebook size: 1200 x 630 Instagram size: width between 320px and 1080px.

### Additional Guidelines:

No expandables.

All Flash files submitted need an accompanying back up GIF/JPEG version of the creative.

Flash files must be Flash 10.1 or under.

All ads will launch in a new window when clicked on.

Ad Formats Accepted: GIF, JPEG, SWF, 3rd Party Ad Tag\*

Max File Size: 40KB

Looping: 3x

Animation: 0:15 seconds

\*Ad tags must be secure

**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.**

### 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)**