



San Diego County
DENTAL SOCIETY

Advertising Opportunities

Join forces with the San Diego County Dental Society, a professional community consisting of over 2,000 dedicated member dentists. If your goal is to strengthen connections within the dental industry and broaden your impact, SDCDS offers numerous effective advertising opportunities tailored to engage our dental professionals.

1,710+

Followers on
Instagram &
Facebook

2,000+

Facets
magazine
recipients

67%

open rate on
E-newsletters

Print

.....
\$500 - \$1,500

depending on the size
of ad you wish to
purchase
(see next page)

Website

.....
\$325/ Month
Leaderboard
\$220/ Month
Footer

Membership Directory

.....
\$660 for 3-
Month Ad
subscription

E-Newsletter

.....
\$220/ Month
One E-newsletters
every month with
open rate of 67%

Specifications

Website Ad Dimensions : 728 x 90 pixels

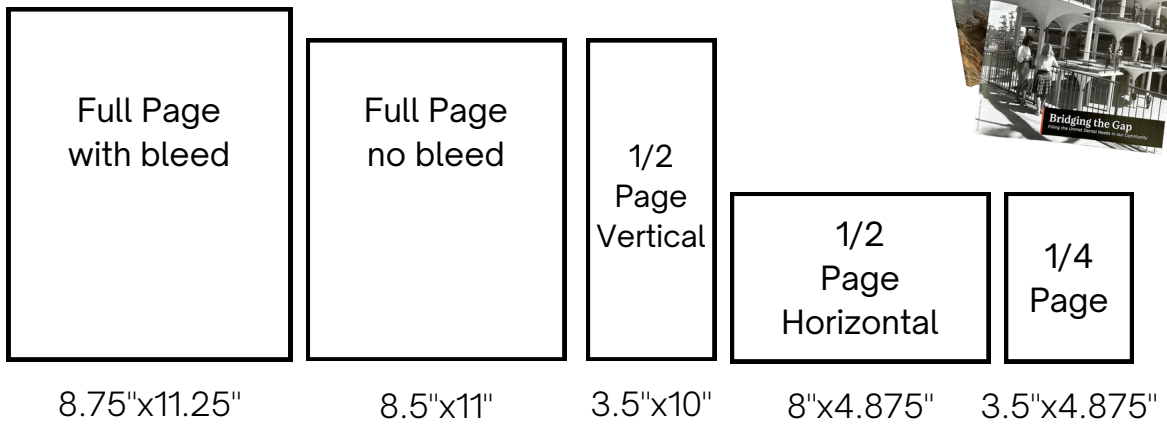
E-Newsletter Ad Dimensions : 600 x 450 pixels

Advertorial - \$300

Facets is more than just a magazine; it's a prized resource within our community. In our 2023 member survey, we discovered that our members find Facets to be incredibly valuable alongside other outreach channels. You have the opportunity to introduce your product or company in an engaging, editorial-style format. Use this resource to elevate your brand's presence and establish meaningful connections among our members

To see our collection of past facets, please visit: <https://sdcds.org/facets-archive/>

Facets



1 Issue	\$1,320	\$1,320	\$720	\$720	\$520
2-3 Issues	\$1,300 per issue	\$1,300 per issue	\$700 per issue	\$700 per issue	\$500 per issue
4-6 Issues	\$1,235 per issue	\$1,235 per issue	\$665 per issue	\$665 per issue	\$475 per issue

2-3 Issues- Inside / Back Cover : \$1,500

4-6 Issues- Inside / Back Cover : \$1,425

Social Media Marketing

Social Media Post

One Social Post is \$150

Are you interested in purchasing a social post? Our social media accounts are instant channels of communication with our member base. We have three options

Please provide a 600x600px graphic and post a copy to communications@sdcds.org

Graphic Design Requirements

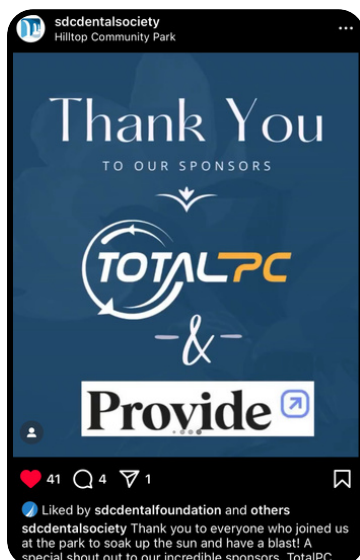
Print: CMYK, 300 DPI, PDF File, Outline Fonts, Flatten & Embed Images

Digital: RGB, 72 DPI, JPEG or PNG

Disclaimer

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. If you've purchased ad space, but do not provide us with artwork you will still be charged for your reservation

Instagram	<p>@sdcdentalsociety Follower Count: 1,710 Reach: 823</p>
Facebook	<p>@sdcdentalsociety Follower Count: 1,731 Reach: 870</p>
LinkedIn	<p>linkedin.com/in/san-diego-county-dental-society Follower Count: 384</p>



2024 CE Courses

Dental Practice Act	1/13/2024	2
Infection Control	1/13/2024	2
BLS Renewal for Healthcare Providers	1/13/2024	4
Implant Dentistry Digital Workflow	2/25/2024	6
Implants	4/27/2024	6
BLS Renewal for Healthcare Providers	6/20/2024	4
OSHA	6/25/2024	2
Practice Management Symposium	8/2/2024	6
Dental Practice Act	8/17/2024	2
Infection Control	8/17/2024	2
BLS Renewal for Healthcare Providers	8/17/2024	4
Sexual Harassment	9/17/2024	2
BLS Renewal for Healthcare Providers	12/3/2024	4

2024 Social Events

Spring Shredding & E-Waste	3/9/2024
Afternoon Tea	4/21/2024
CDA Presents / Cocktail Hour	5/16/2024

Family Fun Day	7/14/2024
Oktoberfest	10/10/2024
Fall Shredding & E-Waste	10/19/2024
General Meeting & Installation Dinner	12/7/2024

Cut Your Teeth

We are introducing a quarterly "Cut Your Teeth" in cutting-edge event spaces. It's an exclusive opportunity for you to connect with diverse segments of the dental community. These events bring together a range of dental professionals, from fresh faces to experts, providing you with a direct channel to engage with your intended audience. As a sponsor, your brand gains crucial visibility and you can spotlight your services or products effectively.

Sponsorship is through invitation only. To get an invitation to sponsor one of these events, you must be a past sponsor.

Vendor Seminar

Cost: \$1,300

Join us for a Vendor and Wellness Seminar, bringing together 100-150 of our members in an exclusive gathering at Farmer and Seahorse. Gain unparalleled access to our community. To participate as a vendor, secure sponsorship of more than \$5,000 for the year. This event is crafted to link you directly with our members in an engaging, dedicated environment. Don't miss this unique opportunity to forge connections and showcase your brand!



Event Sponsorship Opportunities

Connect face-to-face with diverse groups of dentists and staff from San Diego County. Make lasting connections at continuing education sessions and networking events tailored for both new and established dentists.

What you get:

Table at event
Opportunity to introduce guest speaker
Sponsor Logo featured on website event page
List of attendees and their emails
Sponsor feature in our e-newsletter
Opportunity to join us at the Vendor Fair or sponsor our Cut Your Teeth Mixer
2 minutes at the microphone to introduce your company
Sponsor Logo included in Facets, Social Media, and E-Newsletter

What to bring:

Participating as an event sponsor means the opportunity to engage directly with our attendees. As part of this engagement, sponsors must provide a raffle prize. These prizes will be raffled off at the end of the event, encouraging attendees to interact with sponsors. Please bring a raffle prize totaling a minimum of \$50.

Event Breakdown

Pricing by Event:

Social Event

.....
\$1,000/ Event

Shred-A-Thon
Family Fun Day
Oktoberfest
Holiday Party

3 CEs in a Day

.....
\$1,300

sponsor an all day event featuring licensure classes including DPA, IC, and BLS

Continuing Ed

.....
\$925/ Course

events that offer CE Credits and comply with ADA CERP policies

Event Discount

You have the flexibility of choosing to sponsor a single event or multiple. Choosing to sponsor a single event allows you to target your specific audience. However, if you opt to sponsor multiple events you not only gain more exposure, but you will receive a 5% discount,



Advertising & Sponsorship Packages

Platinum

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4 CE's	\$3,700
4 Social Events	\$4,000
6 Issues	\$7,410
Full-page Facets Ad	
12 Features - E-newsletters	\$2,640
	—————
	\$17,750

15 % off Total: \$15,085

Gold

.....

3 CE's in a Day	\$1,300
2 Social Events / 2 CE's	\$3,850
3 Issues	\$2,100
Half-page Facets Ad	
6 Features - E-newsletters	\$1,320
	—————
	\$8,570

5 % off Total: \$8,184

Silver

.....

6 Months - 1/2 Page Facets Ad	\$3,990
12 Features - E-newsletter	\$2,400
6 Months - Website Ad	\$1,850
	—————
	\$8,240

5 % off Total: \$7,820

Bronze

.....

1 CE	\$925
1 Social Events	\$1,000
1 Issue	\$1,320
Full-page Facets Ad	
1 Month - Website Ad	\$325
	—————
	\$3,570

5 % off Total: \$3,191

6 Month Event Promotional Schedule

Applies to Social Events & Continuing Education Courses

1,700+

Followers on
Instagram &
Facebook

2,000+

Facets
magazine
recipients

67%

open rate on
E-newsletters

5 Months Prior • (180 Days Out)

- Event added to SDCDS Website
- Event added to SDCDS App
- Event added to SDCDS Facebook page
 - Event shared with Facebook groups
- Event added to SDCDS LinkedIn
- Event shared with respective SDCDS Committees

4 Months Prior • (150 Days Out)

- Facebook Post #1
- LinkedIn Post #1
- Instagram Post #1
- Facebook & Instagram Story #1

3 Months Prior • (120 Days Out)

- Facebook Post #2
- LinkedIn Post #2
- Instagram Post #2
- Facebook & Instagram Story #2
- Event graphic in Facets Magazine

2 Months Prior • (90 Days Out)

- Facebook Post #3
- LinkedIn Post #3
- Instagram Post #3
- Facebook & Instagram Story #3
- Event featured on the homepage of the SDCDS App
- Event added to Monthly E-newsletter 'Upcoming Events' list

1 Month Prior • (60 Days Out)

- Facebook Post #4
- Facebook Post #5
- LinkedIn Post #4
- LinkedIn Post #5
- Instagram Post #4
- Instagram Post #5
- Facebook & Instagram Story Reminder
 - One every week
- Distribute Sponsor/Speaker Media Kit
 - Social Media Posts (2)
 - Instagram/Facebook Story
 - Digital Flyer
 - Registration Link

Month Of • (30 Days Out)

- Dedicated Event E-newsletter
- SDCDS App Notification
- Last Call / Thank You Sponsors Posts
 - Facebook #6
 - Instagram #6
 - LinkedIn #6

3 Month Event Promotional Schedule

Applies to Dental Practice Act & Infection Control, BLS

2 Months Prior • (90 Days Out)

- Event added to SDCDS Website
- Event added to SDCDS Facebook page
- Event added to SDCDS LinkedIn page
- SDCDS Instagram post #1
- Event added to monthly E-newsletter 'Upcoming Events' list
- Event graphic in Facets Magazine
- Distribute Sponsor/Speaker Media Kit
 - Social Media Post
 - Instagram/Facebook Story
 - Digital Flyer
 - Registration Link

1 Month Prior • (60 Days Out)

- Facebook Post #2
- LinkedIn Post #2
- Instagram Post #2
- Facebook & Instagram Story #1
- Event featured in E-newsletter

Month Of • (30 Days Out)

- Event featured on the homepage of SDCDS App
- Facebook Post #3
- LinkedIn Post #3
- Instagram Post #3
- Facebook & Instagram Story #2