

ONLINE | DIGITAL | CLASSIFIEDS



publications

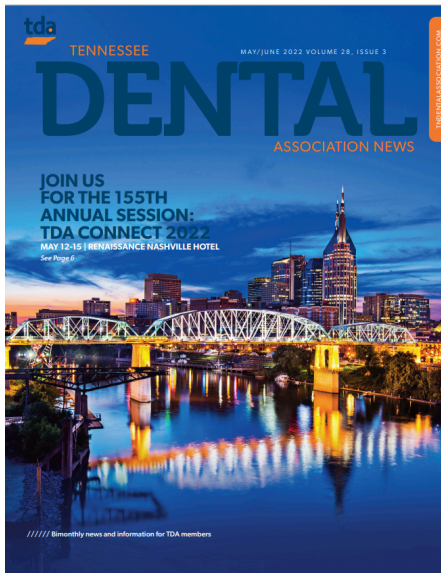
KEEPING YOU INFORMED

# 2025 MEDIA KIT

WHERE YOUR MESSAGE  
MEETS TENNESSEE'S  
DENTAL COMMUNITY



[tndental.org](http://tndental.org)



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# Trusted Source

BY ADVERTISING WITH THE TDA YOU CAN ESTABLISH CREDIBILITY WITH TENNESSEE'S DENTAL COMMUNITY.



# Focused Targeting

THE TDA REPRESENTS THE MAJORITY OF PRACTICING DENTISTS IN THE STATE.

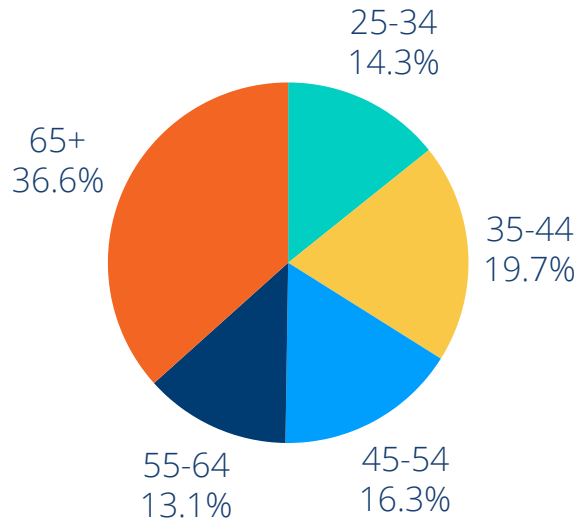
# Audience

## 2,300+ MEMBERS

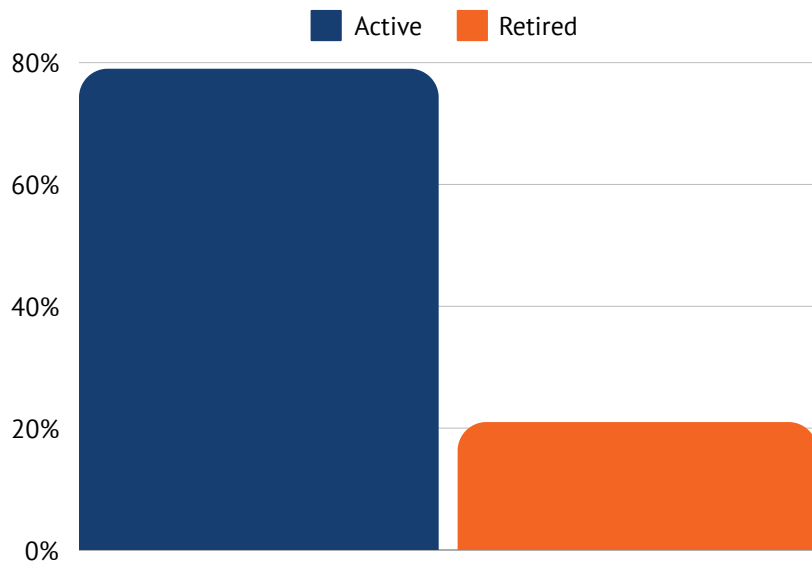
### Gender



### Age



### Member Status



Source: American Dental Association, as of November 2023



Tennessee Dental Association (TDA) publications offer members engaging content highlighting member stories and information on dentistry-related news, advocacy initiatives, leadership opportunities, and continuing education.



## TDA E-NEWS BULLETIN

The TDA News Bulletin is a weekly e-newsletter covering member-specific news from the ADA, the TDA, and our local component societies.

**\*Our e-News Bulletin has an open rate of 62%**

## TDA NEWS

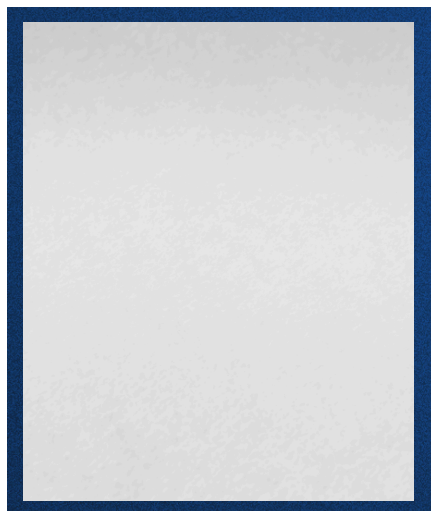
The TDA News is the official newsletter for members of the Association. This publication covers a wide variety of dental-related content, including news and announcements, wellness, practice management, early-career dentist content, and much more.



# TDA Newsletter

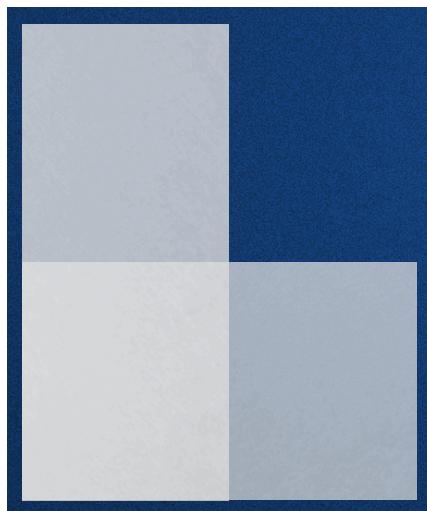
## ADVERTISING RATES & SPECIFICATIONS

Prices listed below are the cost to place a single ad in the TDA News.



### Full Page (7 ½ x 10)

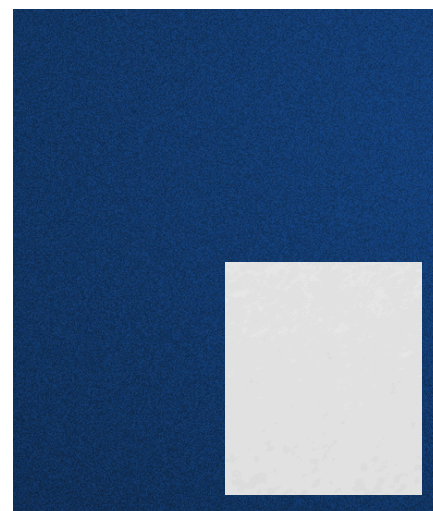
1 Issue \$825  
3 Issues \$775/ad  
6 issues \$725/ad



### ½ page horizontal (7 ¼ x 4 ¾)

### ½ page vertical (4 ¾ x 7 ¼)

1 Issue \$550  
3 Issues \$500/ad  
6 issues \$450/ad



### ¼ page (3 ½ x 4 ¾)

1 Issue \$375  
3 Issues \$325/ad  
6 issues \$275/ad

Inside front cover/back cover \$1,125 per issue.

## CLASSIFIED ADS

The TDA allows both members and non-members to submit ads for TDA Classifieds. To submit your ad, please visit [tndental.org](http://tndental.org). Your listing will be pending until a TDA staff member responds with the word count, cost, verification of ad category and payment information. Payments must be made with credit card at time of placement (VISA/MC ONLY). Your ad will be placed online and in the next available publication of *TDA News*. The TDA reserves the right to decline ads for any reason. For questions or to place a classified, call 615-628-0208.

## AD CATEGORIES

- For Sale or Lease: Dental Practice Sales/Leases
- For Sale or Lease: Equipment
- Products/Services

## RATES

- **TDA Members:** One **free** classified ad per year of 100 characters (i.e. letters, space, punctuation) or less. Each character, in excess of 100, is an additional 40 cents per character. Additional classified advertisements will follow standard pricing below.
- **Non-Members:** The first 100 characters (i.e. letters, space, punctuation) are \$50. Each character, in excess of 100, is an additional 40 cents per character.

# TDA e-News Bulletin

## ADVERTISING RATES & SPECIFICATIONS

Please note ads will be approved and placed at our discretion.

Deadline for e-News content is the 1st of the month. Payment is required prior to publication.

### BANNER

- Creative Size: 728x90
- File Type: GIF/JPEG/PNG
- Click Through URL
- Best For: Awareness, driving traffic.
- **Rate:** 1 email (**\$150**), 2 emails (**\$275**), 4 emails (**\$500**)

### BILLBOARD

- Creative Size: 970x250
- File Type: GIF/JPEG/PNG
- Click Through URL
- Animation: 10-12 seconds max.
  - When using animation, include branding and call-to-action on first frame.
- Best For: Branding, awareness, more visibility.
- **Rate:** 1 email (**\$280**), 2 emails (**\$540**), 4 emails (**\$1,000**)

### RECTANGLE TEXT BOX

- Ad Size: 180x150, Image/logo
- 250-300 characters ad copy, excluding spaces.
- Best For: Communicating value.
- **Rate:** 1 email (**\$500**), 2 emails (**\$950**), 4 emails (**\$1,800**)

### MEDIUM RECTANGLE

- Creative Size: 300x250
- File Type: GIF/JPEG/PNG
- Click Through URL
- Animation: 10-12 seconds max.
  - When using animation, include branding and call-to-action on first frame.
- Best For: Branding, Awareness, more visibility.
- **Rate:** 1 email (**\$550**), 2 emails (**\$1,050**), 4 emails (**\$2,000**)



# TDA Career Center

QUICKLY CONNECT WITH THOUSANDS OF HIGHLY ENGAGED PROFESSIONALS THROUGH SAME-DAY JOB POSTINGS.



## Employers:

FIND YOUR NEXT GREAT HIRE



**PLACE**  
your job in front of highly qualified TDA members and job seekers.



**MANAGE**  
jobs and applicant activity right on our site & limit applicants only to those who fit your requirements.



**SEARCH**  
our resume database of qualified candidates.



**FILL**  
your jobs more quickly with great talent.

30 DAY JOB POSTING \$249.00

PREMIUM JOB POSTING PACKAGE \$499.00

- *Posted for 30 Days*
- *Remains High in Search Results*
- *Highlighted to Stand Out*

ULTIMATE RECRUITMENT PACKAGE \$699.00

- *TalentBoost Upgrade Distributes Job to Network of 1,000+ National, Niche and Local Job Boards*
- *Posted for 30 Days*
- *Remains High in Search Results*
- *Highlighted to Stand Out*

**PLACE AN AD AT  
TDA.CAREERWEBSITE.COM**



## ADVERTISING STANDARDS

The Tennessee Dental Association (TDA) welcomes advertising to inform members about products and services available to them and their practice of dentistry. Advertising must be factually accurate, dignified, and intended to provide and contribute useful information. The appearance of an advertisement in any TDA publication or online does not constitute an endorsement by the TDA or its components, except where such endorsement is specifically authorized and approved. All advertising must be received in final format. The TDA cannot guarantee ad positioning.

Advertising submitted to the TDA is subject to review and publisher approval. The TDA unconditionally reserves the right to decline or edit any advertisement submitted. No cancellations are accepted after the publication deadline. Ads must be paid in full prior to publication.

## PUBLICATION DATES & DEADLINES (SUBJECT TO CHANGE)

- **Issue 1:** January/February
  - Deadline – Jan. 06; Pub – by Jan. 24
- **Issue 2:** March/April
  - Deadline – Feb. 05; Pub – by March 21
- **Issue 3:** May/June
  - Deadline – April 07; Pub – by May 23
- **Issue 4:** July/August
  - Deadline – June 09; Pub – by July 18
- **Issue 5:** September/October
  - Deadline – Aug. 08; Pub – by Sept. 19
- **Issue 6:** November/December
  - Deadline- Oct. 10; Pub – by Nov. 17

**Note:** Publication dates are **tentative** and subject to change.

## METHOD

The *TDA News* is published digitally. The TDA houses an archive of each issue on its website at [tndental.org](http://tndental.org). The weekly e-News Bulletin is distributed electronically.

## TDA NEWS CREATIVES

### File Formats

The preferred file format for all submissions is a PDF file with all fonts embedded. The TDA does not accept QuarkXPress files, Windows files, MS Word or Publisher files or Adobe Creative Suite files

### Image Resolution

Photographic (raster) image resolution must be at least 300 pixels per inch at 100% size. Mechanicals Files should be sized according to the ad sizes listed in this media kit.

### Incorrect Files

Digital files that are not in compliance with the above specifications may be rejected.

## PAYMENTS

Payments should be made to:  
Tennessee Dental Association  
660 Bakers Bridge Ave Ste 300,  
Franklin, TN 37067.

To make a payment using a credit card (MasterCard or VISA only) call the TDA Executive Office.

## QUESTIONS

For questions related to advertising in TDA Publications, please call 615-628-0208 or email [tda@tndental.org](mailto:tda@tndental.org).

# Ready to Submit Your Advertisement?

**CLICK HERE FOR TDA  
NEWSLETTER & E-NEWS  
SUBMISSION FORM**

To submit your *TDA News* digital newsletter or e-News advertisements, please complete the form linked above. **E-news creatives are due on the first of each month, while *TDA News* creatives should be submitted by their respective ad deadlines.** Once submitted, we will send an invoice. Billing will occur after you approve the invoice.

**CLICK HERE FOR  
CLASSIFIEDS  
SUBMISSION FORM**

After submitting the classifieds form linked above, we will calculate the word count and provide an invoice for approval. If you would like to make changes to your ad, you may submit a revised version, and a new quote will be provided. Once your invoice is approved and payment is received, your ad will be posted online and included in the designated issue(s) of the *TDA News* digital newsletter.

## Completed Your Form?

Send it directly to Sara Borden, Marketing & Advocacy Communications Manager via email at [sara@tndental.org](mailto:sara@tndental.org). For assistance, please call **615-628-0208 ext. 107**.

