

# Articulator

MEDIA KIT



## Articulator

CONNECTIONS FOR METRO DENVER'S DENTAL PROFESSION

### CAREERS

The More Things Change

Spotlight:  
Member Career Journeys

Succession Planning



METRO DENVER  
DENTAL SOCIETY

QTR 1, 2022  
VOL 28 • ISSUE 1

PHOTO: STYLING  
BY  
AMAH SINGH  
DENTAL CO  
DENVER, CO  
9004

## WOMEN CAREER & PASSION COME TOGETHER

## Articulator

CONNECTIONS FOR METRO DENVER'S DENTAL PROFESSION

### WOMEN IN DENTISTRY

Reclaiming Our Resiliency

Leadership:  
You Know When It's There

Pregnancy & Oral Health

A Private Practice  
Appointment



METRO DENVER  
DENTAL SOCIETY

QTR 1, 2023  
VOL 29 • ISSUE 1

PHOTO: STYLING  
BY  
AMAH SINGH  
DENTAL CO  
DENVER, CO  
9004

### Amaha Singh, DDS

Director of Diversity & Inclusion/Programming  
University of Colorado School of Dental Medicine

#### What drew you to the profession?

I was inspired as an undergrad and loved I wanted to do something to help others, so I explored almost every health career under the sun. During this time, I was fortunate to speak with an MD who was kind enough to speak with me. During the visit, he told me of the world she is all over again, and she was a MD. As I was thinking about the future, she changed my trajectory. Denture was from my creation, he is a leader, and support health.

I have always been inspired by small businesses and that is a part of what drew me to dentistry. My family bought me five small business the summer after my first and second year of dental school. It was a great experience to have small business experience as well as a lot of leadership and so much to take I learned them. I have applied when I opened a search for a dental practice.

In addition to academics, you have tried so many roles in dentistry. Do you have feedback on what you think you are a strong dentist? I think a dentist looking to make a change? I think the best answer I have for this is to "know thyself". Lots of people to talk about the personal return of being a strong leader is understanding yourself when makes you tick and what legacy you want to leave. I often ask the young dentists I mentor questions like,

"How do you want the world to be different because of your career and your life? How will the world be different because of your dentistry? How do you want the profession to be different because of your dentistry? Do you have ideas of what you want the profession to be different? I think there are many ways you can impact the future of your life and the future of your profession. You will be and the more you will know.

I believe one of the biggest dimensions we do as a profession is having the good standard of what we do as dentists. So often we see of what you should do and anything else for service practice. That is just not true.

There are practice models out there that will create fulfillment, joy and wholeness in every one of us. And we see it in ourselves in every way we see it in others. That will be different from person to person. We cannot see the same in the world.

For a long time, I used to ask everyone I met, "Do you have a job that if you won the lottery, you would still show up the next day?" Most people would say, "No," but I felt connected that there must be a profession out there that could bring me as much joy, fulfillment, and alignment that it became more than just a paycheck. I am lucky enough to have found that profession. I never thought I would be a senior academic."



METRO DENVER  
DENTAL SOCIETY

# Increase Your Company's Reach

**FOR 100+ YEARS**

MDDS has served as the voice  
for Denver dentists



**1,900+**

Member  
Dentists

**+60%**

of Denver dentists are  
MDDS members

**80%**

of University of Colorado  
School of Dental Medicine  
graduates join

**56%**

of CDA's membership comes  
from MDDS members

---

Increase your company's reach and the value of your advertising dollar with Metro Denver Dental Society (MDDS). MDDS members represent the best and brightest in dentistry. Comprised of +60% of all metro area dentists and 56% of the Colorado Dental Association's (CDA) membership, MDDS includes all dental specialties and career stages. Our traditional print advertising options or innovative digital retargeting offer a high return on investment and can be catered to any size marketing budget. Contact our team today for custom advertising and marketing packages.

---



**2,000+**

Dental Professionals  
read the weekly email  
Byte Register



**51%**

Byte Register  
open rate



**35+**

States received the  
RMDC Special Edition  
Articulator

## Contact Information

**Metro Denver Dental Society**  
925 Lincoln Street, Unit B  
Denver, CO 80203

**Cara Stan**, Director of Marketing & Membership  
Phone: (303) 957-3270  
Email: [marcom@mddsdentist.com](mailto:marcom@mddsdentist.com)

# Editorial Opportunities & Ad Fees

<p><b>Center Spread</b></p> <p>Full Spread with Bleed 17.25"x11.25"</p> <p>Trim Size 17"x11"</p>	<p><b>Full Page or Cover</b></p> <p>Full Page (no bleed) 7.5"x10"</p> <p>Full Page Bleed 8.75"x11.25"</p> <p>Trim Size 8.5"x11"</p>	<p><b>1/2 Page Horizontal</b></p> <p>7.5"x4.75"</p>	<p><b>1/4 Page</b></p> <p>3.625"x4.75"</p>
--	---	---	--

<b>ARTICULATOR AD FEES</b>			
SIZE	1X AD COST	3X AD COST	4X AD COST
Full Page	\$1,050	\$925	\$800
1/2 Page	\$810	\$690	\$560
1/4 Page	\$690	\$590	\$505
Inside Front Cover	\$1,360	\$1,240	\$1,110
Inside Back Cover	\$1,360	\$1,240	\$1,110
Outside Back Cover	\$1,610	\$1,485	\$1,365
Center Spread	\$1,860	\$1,735	\$1,610
Insert	\$1,245		

<b>BYTE REGISTER EMAIL AD FEES</b>			
SIZE	1 MONTH(4X)	6 MONTHS(24X)	1 YEAR (48X)
Banner (Above Fold): 670px x 100px	\$415	\$2,060	\$3,700
Banner (Below Fold): 670px x 100px	\$310	\$1,545	\$2,680

<b>ARTICULATOR AD DEADLINES</b>			
EDITION	RESERVE BY	MATERIALS DUE	MAILS
1st Quarter	January 14	February 1	March
2nd Quarter	April 15	May 1	June
3rd Quarter	July 15	August 1	September
4th Quarter/RMDC	October 14	November 1	December

## Guidelines & Specifications

PDF preferred. Must be high resolution with fonts embedded, to size with type and all artwork in place. All files must be CMYK and at a resolution of 300 dpi. Ads in the following electronic formats will be accepted: EPS with all fonts converted to outlines and all links embedded; Photoshop versions EPS, PDF or TIF. Byte Register ads must be at least 72 dpi. For contract and submission details, see the form accompanying this brochure.

# Digital Ad Retargeting Opportunities

## WHY RETARGETING?

Retargeting uses cookies to track visitors of one site and reach those same visitors with ads on other sites. Now you can retarget and advertise directly to MDDS, RMDC and MWDI website visitors year round.

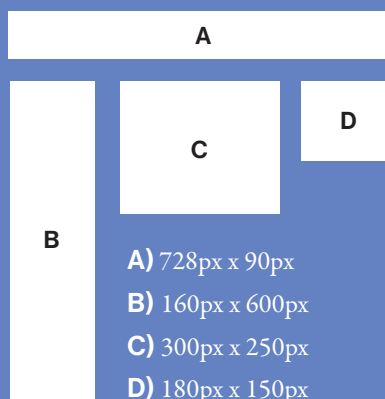
## GUARANTEED REACH

Ad retargeting guarantees sustained, specific exposure to the exact qualified audience you're trying to reach. No more guessing whether or not your ads are reaching the right people or if they're being seen by your potential customers.



## AD SIZES

The Universal Ad Package is a set of four web banner creative sizes that are accepted and available almost universally across the web. We highly recommend including these sizes in your Ad Campaign.



## QUANTIFIABLE ROI

Detailed analytics and reporting allow you to see your ad campaign results in real-time, including the number of times your ad has been seen, number of clicks on your ad and geographical locations of where your ad has reached.

## AD RETARGETING PACKAGES

PACKAGE	RATE	DURATION	# OF VIEWS
Bronze	\$1,000	3 months	30,000
Silver	\$1,500	3 months	60,000
Gold	\$2,200	3 months	120,000

## Questions?

**Cara Stan**, Director of Marketing & Membership  
Phone: (303) 957-3270  
Email: marcom@mddsdentist.com



# MDDS Advertising Agreement

Agreement. I/we have studied the advertising rates, guidelines and specifications and authorize MDDS to insert the following advertisement(s). I/we understand our advertisement(s) in the Articulator will begin appearing in the first available edition based on closing dates. Digital advertisements for the Byte Register or Ad Retargeting will begin appearing on the first Friday on or after the Start Date listed below based on availability. Space reservations and materials are due as posted below. Advertising space is limited and available on a first-come, first-served basis.

Signature:	Date:
------------	-------

The MDDS Articulator is issued four (4) times per calendar year. Select your number of issues and ad details below.			
<input type="radio"/> One (1) Issue	<input type="radio"/> Two (2) Issue	<input type="radio"/> Three (3) Issue	<input type="radio"/> Four (4) Issue
First Contract Issue (Issue and Year):		Last Contract Issue (Issue and Year):	
Ad Size Selection (width x height, select one)			
<input type="radio"/> Center Spread 17.25"x11.25"	<input type="radio"/> Inside Front Cover 7.5"x10"	<input type="radio"/> Inside Back Cover 7.5"x10"	<input type="radio"/> Back Cover 8.75"x11.25"
<input type="radio"/> Full Page Bleed 8.75"x11.25"	<input type="radio"/> Full Page No Bleed 7.5"x10"	<input type="radio"/> Half Page Horizontal 7.5"x4.75"	<input type="radio"/> Quarter Page 3.625"x4.75"
<input type="radio"/> Full Page Insert 8"x10.5"			
The MDDS Byte Register Email Newsletter is issued forty-eight (48) times per calendar year.			
Ad Type	<input type="radio"/> Banner (above fold)	<input type="radio"/> Banner (below fold)	
Number of Runs	<input type="radio"/> 1 month (4 runs)	<input type="radio"/> 6 months (24 runs)	<input type="radio"/> 1 year (48 runs)
Digital Ad Retargeting			
Ad Retargeting Packages	<input type="radio"/> Bronze Package	<input type="radio"/> Silver Package	<input type="radio"/> Gold Package
Company Name:			
Contact Name:		Email:	
Phone:		Fax:	
Company Address:			
City:		State:	Zip:
Subtotal Articulator \$:	Subtotal Byte Register \$:	Subtotal Ad Retargeting \$:	Total Advertising \$:
Choose one of the following payment options			
<input type="radio"/> Check here to pay TOTAL amount of the advertising contract		<input type="radio"/> Check here to pay per issue even for multi-issue contract	
Payment Method (select one)	<input type="radio"/> Check		<input type="radio"/> Credit Card (complete the following information)
Card #:	Expiration:	V-Code (required):	
Billing Address (if different from above):			
City:		State:	Zip:
Print Cardholder Name:		Cardholder Signature:	

I authorize Metro Denver Dental Society to charge the agreed amount listed above to my credit card provided herein. I agree that this Authorization will be effective on the date listed above. I understand and consent to the use of my credit card without my signature on the charge slip, that a photocopy or fax of this agreement will serve as an original and this Credit Card Authorization cannot be revoked.

MDDS reserves the right, in its sole discretion, to accept or reject advertising in its publications for any reasons including, but not limited to, materials which are offensive, defamatory or contrary to the best interests of MDDS. Advertiser represents and warrants the advertising is original; it does not infringe the copyright, trademark, service mark or proprietary rights of any other person; it does not invade the privacy rights of any person; and it is free from any libel, libelous or defamatory material. Advertiser agrees to indemnify and hold MDDS harmless from and against any breach of this warranty as well as any damages, expenses or costs (including attorney's fees) arising from any claims of third parties. The MDDS Advertising Policy is made a part of this agreement. MDDS makes every effort to publish the Articulator timely with the intent for it to land in the posted month, however we cannot be held responsible for unforeseen circumstances causing it to land before or after the posted month of the respective issue.

**Mail, fax or email this agreement to:**

**Articulator**

Metro Denver Dental Society  
 925 Lincoln Street, Unit B, Denver, CO 80203  
 Fax: (303) 488-0177

Contact: Cara Stan (303) 957-3270  
 E-mail: marcom@mddsdentist.com