

# Articulator

MEDIA KIT



# Increase Your Company's Reach

**FOR 100+ YEARS**

MDDS has served as the voice  
for Denver dentists



**1,800+**

Member  
Dentists

**370+**

average monthly downloads  
on ADA Commons

**+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

Expand your brand's impact and maximize your advertising investment with the Metro Denver Dental Society (MDDS). Our members represent the top talent in dentistry, encompassing the majority of metro-area dentists and 56% of Colorado Dental Association (CDA) members across all specialties and career stages. Whether through traditional print ads or cutting-edge digital options, MDDS offers tailored solutions to fit any marketing budget and deliver exceptional ROI. Connect with our team today to explore customized advertising and marketing packages designed to meet your goals!



**73**

Countries across the  
globe that access the  
Articulator online



**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>
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## ARTICULATOR AD FEES

SIZE	1X AD COST	3X AD COST	4X AD COST
Full Page	\$1,080	\$950	\$825
1/2 Page	\$835	\$710	\$575
1/4 Page	\$710	\$610	\$520
Inside Front Cover	\$1,400	\$1,275	\$1,145
Inside Back Cover	\$1,400	\$1,275	\$1,145
Outside Back Cover	\$1,660	\$1,530	\$1,405
Center Spread	\$1,915	\$1,785	\$1,660
Insert	\$1,280		

## SPONSORED EMAIL BLAST

DESCRIPTION	1 MONTH (1X)
Reach over 1,000 member dentists' inboxes!	\$1,000

## BYTE REGISTER EMAIL AD FEES

SIZE	1 MONTH(4X)	6 MONTHS(24X)	1 YEAR (48X)
Banner (Above Fold): 670px x 100px	\$430	\$2,120	\$3,800
Banner (Below Fold): 670px x 100px	\$320	\$1,590	\$2,760

## ARTICULATOR AD DEADLINES

EDITION	RESERVE BY	MATERIALS DUE	MAILS
1st Quarter	January 15	February 1	March
2nd Quarter	April 15	May 1	June
3rd Quarter	July 15	August 1	September
4th Quarter/RMDC	October 15	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.

# 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:
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<b>The MDDS Articulator is issued four (4) times per calendar year.</b> 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"x 11.25"	<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"
<b>Sponsored Email Blast</b>			
Sponsored Email	<input type="radio"/> Full Email Blast (1x)		
<b>The MDDS Byte Register Email Newsletter</b>			
Banner Type	<input type="radio"/> Banner (above fold)	<input type="radio"/> Banner (below fold)	
Number of Banner Ad Runs	<input type="radio"/> 1 month (4 runs)	<input type="radio"/> 6 months (24 runs)	<input type="radio"/> 1 year (48 runs)
<b>Digital Ad Retargeting</b>			
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

# 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.

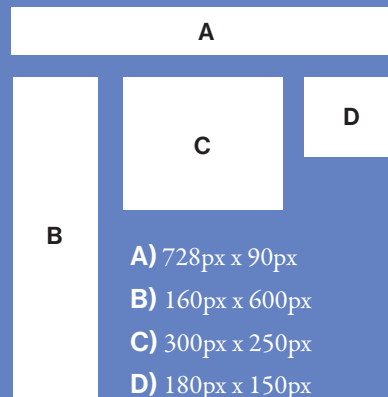
## GUARANTEED REACH

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	\$1,050	3 months	30,000
Silver	\$1,550	3 months	60,000
Gold	\$2,250	3 months	120,000

## Questions?

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