



ORANGE COUNTY

DENTAL SOCIETY

MEDIA KIT • 2024

www.ocds.org

WWW.OCDS.ORG

MEDIA KIT • 2024

951
INSTAGRAM

1.5K+
FACEBOOK

321
LINKEDIN

20
TWITTER / X

ABOUT US

The Orange County Dental Society is a 501(c)6 nonprofit membership organization for those in the dental community located in Orange County, California.

As of December 2023, we have 2522 members.

OUR MISSION

Advancing dental excellence and ethics for our members and community.

OUR HISTORY

The Orange County Dental Society (OCDS) was established in 1919 with just seven members and on April 14, 1948 OCDS was officially incorporated as a 501(c)6 nonprofit organization. OCDS now has over 2,500 members and is the largest of the 32 dental components in California.

OCDS STAFF

SHALYN ROBERS

EXECUTIVE DIRECTOR

srobers@ocds.org

STEPHANIE FRANKLIN

MEMBERSHIP RELATIONS MANAGER

sfranklin@ocds.org

ANISSA CARDONA

EVENTS & ADVERTISING COORDINATOR

acardona@ocds.org

IMPRESSIONS MAGAZINE

PUBLISHED QUARTERLY

The winter issue is printed and mailed to over 2,500 members. The remaining three issues are digital and are sent via email to over 1,800 members, posted to our social media channels and are posted on our website.

YOU CAN VIEW OUR PAST DIGITAL ISSUES BY CLICKING ON THE THUMBNAILS BELOW

PAST ISSUES



ADVERTISING RATES

| | 1 Time Print & Digital | 1 Time Digital | Annual Rate (4 Issues) |
|--------------------------|-----------------------------------|-----------------------|-------------------------------|
| FULL PAGE 8.5 X 11 | \$550 | \$400 | \$1400 (\$350/issue) |
| HALF PAGE 7.75 x 4.75 | \$350 | \$200 | \$700 (\$175/issue) |
| QUARTER PAGE 3.75 x 4.75 | \$250 | \$100 | \$340 (\$85/issue) |

Full Page Inside Front or Back Cover \$1,600/4 issues ***Limited to 2 Vendors**

Preferred Location Requested: \$50/issue—additional fee

Classified Ads: \$30 for first 25 words; \$0.60 for each additional word.

We accept PDF, .png and .jpeg formats. Please include website link to company when submitting art.

PUBLICATION DEADLINES

WINTER

JANUARY 5

SPRING

MARCH 14

SUMMER

JUNE 13

FALL

SEPTEMBER 12

Advertising Policy: We are constantly alert for any misrepresentation in advertisements, but do not investigate the offers made and reserve the right to decline, withdraw and modify ads at OCDS's discretion. Please click here to review and sign our [full advertising policy](#). All ads must be pre-paid.

WEBINAR SPONSORSHIP

\$250 / WEBINAR

EACH WEBINAR HAS APPROXIMATELY 60-175 ATTENDEES

SPONSORSHIP DETAILS

SPEAKING OPPORTUNITY

One minute to speak at the beginning of the class

EMAIL ANNOUNCEMENTS

Exposure to all members via OCDS email announcements leading up to the CE program

EVENT WEBPAGE ADVERTISING

- Vendor logo and website link on the event webpage
- Added to OCDS online vendor directory

ATTENDEES LIST

Receive the list of the class attendees with their office information within a week following the class

PROMOTIONAL EMAIL BLAST

OCDS will send one full page promotional email blast along with their CE certificates following the class

30 SECOND COMMERCIAL

\$50 per class - Option to add a 30 second commercial to be played in the webinar waiting room

SCHEDULE

Tuesday, September 10, 2024
6:00 p.m. – 8:00 p.m.

[Digital Planning in Implant Dentistry: From Single to Full Arch Restorations](#)
Featuring [Brian J. Goodacre, DDS, MSD](#)

ONLINE ADVERTISING

HOMEPAGE LOGO

\$750/YEAR

- Logo and link to your website is added on the [OCDS homepage](#)
- Company information is added to the [Vendor Directory](#) for Members

8.9K

TOTAL VIEWS

2.5K

TOTAL USERS

1.4K

HOME PAGE USERS

Based on data from September 1, 2023- November 30, 2023

VIVA LEARNING

\$1,800/YEAR *Limited to 5 Sponsors

Orange County Dental Society offers Viva Learning, our FREE Online CE Platform to over 2,400 member dentists 24 hours a day, 7 days a week! Sign up to add your company logo and website link to both the OCDS homepage and our [free online CE website](#).

- Logo appears on top of every page of Viva Learning and links directly to your website for all of 2024!
- Link/Logo on weekly Viva Learning reminder emails
- Homepage Logo Included

EMAIL BLAST

\$200/NEWSLETTER



The OCDS newsletter email is sent to over 2,300 contacts and has a 55% open rate - 18% higher than the industry average!

Newsletter email blasts are typically sent 1-2 times per month. The ad must be received at least 48 hours prior to publication date and meet art requirements. Ads not received by this date, will forfeit ad spot without refund.

File type: .png/.jpeg. Please include a URL link for the ad. Size 600 pixels by 200 pixels.

REGISTRATION FORM

COMPANY INFORMATION

COMPANY NAME: _____

CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

COMPANY DESCRIPTION OF PRODUCTS/SERVICES: _____

COMPANY REPRESENTATIVE(S):

NAME: _____

EMAIL: _____ PHONE NUMBER: _____

NAME: _____

EMAIL: _____ PHONE NUMBER: _____

SPONSORSHIP OPTIONS

| IMPRESSIONS MAGAZINE | <u>1 Time Print & Digital</u> | <u>1 Time Digital</u> | <u>Annual Rate (4 Issues)</u> |
|-----------------------------|-----------------------------------|-----------------------|-------------------------------|
| FULL PAGE | \$550 | \$400 | \$1400 (\$350/issue) |
| HALF PAGE | \$350 | \$200 | \$700 (\$175/issue) |
| QUARTER PAGE | \$250 | \$100 | \$340 (\$85/issue) |

Full Page Inside Front or Back Cover \$1,600/4 issues ***Limited to 2 Vendors**

Preferred Location Requested: \$50/issue—additional fee

Classified Ads: \$30 for first 25 words; \$0.60 for each additional word

WEBINAR SPONSORSHIP

SEASON TICKET - \$400

INDIVIDUAL CE CLASS - \$250/webinar List webinar(s) date(s): _____

COMMERCIAL ADD-ON - \$50 x ____ (number of classes)

ONLINE ADVERTISING

HOME PAGE LOGO - \$750/YEAR

VIVA LEARNING - \$1,800/YEAR

NEWSLETTER E-MAIL BLAST - \$200/EMAIL

Preferred month(s) for email blast: _____

TOTAL PAYMENT DUE: \$ _____

PAYMENT INFORMATION

SEND SECURE PAYMENT LINK

MAILING CHECK

CREDIT CARD #: _____

CVV: _____ EXP: _____ BILLING ZIP CODE: _____



Join us for our annual

CLAY SHOOT

Saturday, September 14, 2024 from 8:00 AM - 1:00 PM

Mike Raahauge Shooting Enterprises
14995 River Road, Eastvale, CA 92880



Join OCDS and TCDS members for a day of outdoor recreation at Raahauge’s Shooting Range! There will be a mini tournament for registrants with prizes and lunch following the tournament. If you are interested in sponsoring, please select one of the three options below. Sponsorship opportunities will be first come, first served.

Lunch Sponsor \$500 - two (2) representatives can participate in clay shoot

Breakfast Sponsor \$300 - one (1) representative can participate in clay shoot

Prize Sponsors \$300 - one (1) representative can participate in clay shoot

Sponsorship includes:

- Acknowledgment on event signage
- Company logo and link added to event page on OCDS & TCDS websites
- Company logo and link added to all event related emails
- Thank You Announcement
- Acknowledgment in OCDS *Impressions* & TCDS *Connection* magazine event articles

I would also like to bring a raffle item to be announced as Courtesy of “Company Name”

SPONSOR DETAILS

COMPANY NAME: _____

REPRESENTATIVE(S): _____

EMAIL: _____ PHONE: _____

COMPANY ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

CREDIT CARD: _____

CVV: _____ EXP: _____ BILLING ZIP CODE: _____

EMAIL INVOICE WITH SECURE PAYMENT LINK

WILL MAIL CHECK

INSTALLATION OF OFFICERS

SPONSOR INVITATION

SATURDAY, OCTOBER 12, 2024

5:00 P.M. - 10:00 P.M.

TUSTIN RANCH GOLF CLUB

Cabernet \$5,000

- Logo on event page and event related emails
- Logo on event signage by registration table
- Logo on signage on buffet
- Acknowledged during incoming President's speech
- 1 full page ad in Impressions Magazine
- Eight dinner tickets

Syrah \$3,000

- Logo on event page and event related emails
- Logo on event signage by registration table
- Logo on signage on bar
- Acknowledged during incoming President's speech
- 1 half page ad in Impressions Magazine
- Four dinner tickets

Chardonnay \$2,000

- Logo on cocktail napkins and a signature drink sign
- Logo on event page and event related emails
- Acknowledged during incoming President's speech
- 1 quarter page ad in Impressions magazine
- 2 dinner tickets

Merlot \$1,000

- Logo on event page and event related emails
- Logo on event signage by registration table
- Acknowledged during incoming President's speech
- 2 dinner tickets

Rosé \$500

- Logo on event page and event related emails
- Logo on event signage by registration table
- Acknowledged during incoming President's speech
- 1 dinner ticket

SPONSOR DETAILS

COMPANY NAME: _____

REPRESENTATIVE(S): _____

EMAIL: _____ PHONE: _____

COMPANY ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

CREDIT CARD: _____

CVV: _____ EXP: _____ BILLING ZIP CODE: _____

EMAIL INVOICE WITH SECURE PAYMENT LINK

WILL MAIL CHECK

OCDS Holiday Breakfast at



Saturday, December 7, 2024

8:00 A.M. to 10:00 A.M.

Knott's opens their gates at 9:00 A.M.

All sponsors will receive the below in addition to what is listed under each package:

- Acknowledgement on event signage by the registration table in order of the package that is being sponsored
- Logo and link added to event webpage
- Logo and link added to all event related emails
- Acknowledgement in Impressions magazine event article
- One 6-ft table

All prizes will be purchased by OCDS staff. Packages will be on a first come, first served basis. However, sponsors can select multiple packages if desired.

\$2,000 Breakfast Sponsor (3 available)

- 2 additional large thank you signs with logos by the breakfast buffet
- 4 event tickets

\$1,000 Santa Sponsor

- 1 Additional "Thank you" sign by the line for attendees waiting to see Santa
- 2 event tickets

\$500 Raffle Sponsor

- 1 event ticket
- 2 small tabletop signs

I would like to also provide a raffle item

- Announced during raffle prize giveaway "item courtesy of company"

COMPANY NAME: _____

REPRESENTATIVE(S): _____

EMAIL: _____ PHONE: _____

COMPANY ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

CREDIT CARD: _____

CVV: _____ EXP: _____ BILLING ZIP CODE: _____

EMAIL INVOICE WITH SECURE PAYMENT LINK

WILL MAIL CHECK

ADVERTISING POLICIES

- All advertising is subject to acceptance by the Orange County Dental Society as to character, content, layout, text, and design.
- Accepted advertising must be related to dentistry or provide a benefit to the membership.
- The advertisements must be accurate, legal, ethical, and in appropriate taste as determined by the Impressions staff.
- Advertising by non-ADA member dentists for services provided that directly compete with the services provided by OCDS member dentists will not be accepted.
- Advertising ad format is limited to display ads only and MUST BE submitted as camera-ready art format (minimum 300dpi in CMYK, JPEG, or PDF format).
- Printed inserts are restricted to OCDS membership events and meetings.
- Written articles will not be accepted as advertising.
- Multiple insertion contracts must be completed within one year of the date of the first insertions to earn a frequency discount. If the advertiser chooses to not fulfill the terms of the contract, they will be required to pay the "single insertion" price for ads already placed.
- Cancellations must be received in writing before the publication deadline date. No cancellations will be accepted after the deadline. Acceptance of any ad after the deadline is subject to approval of OCDS.
- Publisher shall not be liable for any cost or damages if for any reason ad fails to be published in the issue selected by the advertiser.
- Advertising is accepted with the understanding that all terms and conditions in the advertising policies are acceptable to the advertiser and/or his agent.
- Orange County Dental Society prohibits advertisements directly or indirectly participating in political campaigns on behalf of (or in opposition to) any candidate for elective public office.
- While we encourage you to capture new potential client information, please be advised that any emails, flyers or communication will need to first be approved by the OCDS Board of Directors.

I acknowledge that I have read and agree to the above OCDS Advertising Policies.

COMPANY: _____

REP NAME: _____

ADDRESS: _____

SIGNATURE: _____ EMAIL: _____



ANISSA CARDONA

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