



ORANGE COUNTY

DENTAL SOCIETY

MEDIA KIT • 2026

WWW.OCDS.ORG

TABLE OF CONTENTS

ABOUT US	3
DIGITAL ADVERTISING OPPORTUNITIES	
Impressions Magazine	4
Webinar Sponsorship	5
Online Advertising	6
Digital Advertising Registration Form	7
IN-PERSON SPONSORSHIP OPPORTUNITIES	
Wellness Retreat	8
Shred-It Event	8
Pickleball Tournament	9
Hospitality Suite	9
Let's Rally With The Angels	10
Off The Clock Dental Professionals Mixers	11
Smiles By The Shore With Mdib	11
Clay Shoot	12
Event Sponsorship Registration Form	13
Advertising & Sponsorship Policies	14

MEDIA KIT • 2026

1.5K+
[INSTAGRAM](#)

1.5K+
[FACEBOOK](#)

400+
[LINKEDIN](#)

ABOUT US

EMPOWERING GROWTH, ADVOCACY AND WELLNESS

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 January 2025, we have 2546 members.

MISSION

To advance growth, advocacy, and wellness for dental professionals and the communities they serve.

VISION

To be the leading, trusted, and supportive resource for Orange County dental professionals that promotes excellence in oral health.

CORE VALUES

Community • Inclusion • Relationships • Education • Innovation

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

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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 approximately 2,000 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

	<u>1 Time Print & Digital</u>	<u>1 Time Digital</u>	<u>Annual Rate (4 Issues)</u>
Full Page 8.5 X 11	\$550	\$400	\$1,400 (\$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 \$450/issue or \$1,600/4 issues *Limited to 2 Vendors

Preferred Location Requested: \$25/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	SPRING	SUMMER	FALL
JANUARY 9	MARCH 13	JUNE 12	SEPTEMBER 11

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

\$300/WEBINAR

LIMITED AVAILABILITY

EACH WEBINAR HAS APPROXIMATELY 60-175 ATTENDEES

SPONSORSHIP DETAILS

SPEAKING OPPORTUNITY

Includes one minute of speaking time at the start of the class; each additional minute is \$300.

EMAIL ANNOUNCEMENTS

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

EVENT WEBPAGE ADVERTISING

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

ATTENDEES LIST

Sponsors will receive the list of the class attendees with their office information and email address within a week following the class

PROMOTIONAL EMAIL

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, January 20, 2026
6:00 PM - 8:00 PM

[Infection Control](#)

Featuring Leslie Canham, CDA, RDA

Tuesday, February 24, 2026
6:00 PM - 8:00 PM

[California Dental Practice Act](#)

Featuring Leslie Canham, CDA, RDA

Tuesday, March 10, 2026
6:00 PM - 8:00 PM

[Responsibilities and Requirements for Prescribing Schedule II Opioids](#)

Featuring Steve Yun, MD

Tuesday, April 28, 2026
6:00 PM - 8:00 PM

Assessing For Early Expansion In Children With Airway Issues Under The Age Of 6

Featuring Tracy Tran, DDS

Thursday, August 20, 2026
6:00 PM - 8:00 PM

[Beyond Benefits: Your Team's Guide to Educating Patients and Driving Practice Revenue](#)

Featuring Cindy Hartwell

Thursday, September 17, 2026
6:00 PM - 8:00 PM

[Implant Crowns Are Not Teeth: Rethinking the Biological Connection](#)

Featuring Richard Stevenson, DDS, III

Tuesday, October 20, 2026
6:00 PM - 8:00 PM

[Demystifying the TMJ: Examination, Diagnosis and Treatment - A Broad Overview](#)

Featuring Priya Mistry, DDS

ONLINE ADVERTISING

HOMEPAGE BANNER \$1,000/YEAR

- Logo and link to your website is added on the [OCDS homepage](#)
- Company information is added to the [Vendor Directory](#) for Members
- ***If advertising/sponsorship spending exceeds \$1,500, a homepage logo placement will be included at no additional cost.***

11.5K
TOTAL VIEWS

2.5K
TOTAL USERS

1.4K
HOME PAGE VIEWS

EMAIL BLAST \$200/NEWSLETTER \$250 FOR SPECIAL PLACEMENT



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.

New Option! OCDS can now add video thumbnails to email blasts! Link to YouTube or Vimeo must be submitted. Limited to one video per newsletter. \$300/email.

****Only accepting 4 ads per newsletter***

DIGITAL ADVERTISING 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 and 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: \$25/issue-additional fee

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

WEBINAR SPONSORSHIP

Individual CE Class - \$300/Webinar List Webinar Date(s): _____

Commercial Add-On - \$50 X ____ (Number Of Classes)

Additional Minutes to Speak \$300 X ____ (must verify time allowed with staff prior to purchasing)

ONLINE ADVERTISING

Home Page Banner - \$1,000/Year

Newsletter E-Mail Blast - \$200/Email

Newsletter E-Mail Blast with Preferred Location - \$250/Email

Newsletter Video Thumbnail - \$300/Email

Preferred Month(s) For Newsletter Email Blast:

PAYMENT INFORMATION

SEND SECURE PAYMENT LINK

MAILING CHECK

CREDIT CARD #: _____

CVV: _____ EXP: _____ BILLING ZIP CODE: _____

WELLNESS RETREAT

SATURDAY, JANUARY 24, 2026

9:00 AM - 4:00 PM

MESA BELLA

10252 SUNRISE LN
NORTH TUSTIN, CA 92705

Event Sponsor \$600 + Wellness Related Branded Promotional Item

- Company logo featured on the event page and all event-related emails
- Logo recognition on "Thank You" signage displayed at the registration table
- Attendees list with email addresses of OCDS/CDA member dentists
- One 6-ft exhibitor table in the event space
- One representative may attend and sit in on wellness classes
- Branded Promotional item (provided by sponsor) included in swag bags for all attendees

Suggested Promotional Items:

Chapstick	Stress Balls	Eye Mask
Yoga Mats	Small Candles	Sunscreen
Pepper Spray	Hand Sanitizer	Compression Socks
Towels	Hand Warmers	Headbands

To sponsor this event, please [click here](#) to register and pay securely.

SHRED-IT EVENT

SATURDAY, FEBRUARY 7, 2026

8:00 AM - 1:00 PM

OCDS OFFICE - PARKING LOT

790 THE CITY DRIVE SOUTH
ORANGE, CA 92868

Event Sponsor \$250

- Logo on event page and event related emails
- Logo on "Thank You" signage by registration table
- Attendees list with email addresses of OCDS member dentists
- One 6-ft table
- 1 representative may attend

PICKLEBALL TOURNAMENT

SATURDAY, APRIL 18, 2026

12:00 PM - 5:00 PM

MESA VERDE COUNTRY CLUB

3000 CLUBHOUSE RD
COSTA MESA, CA 92626

\$600 SPONSORSHIP PACKAGE

- Logo on event page and event related emails
- Logo on "Thank You" signage by registration table
- Attendees list with office contact information and email address
- One 6-ft table
- 1 representative may attend

***Additional representative may attend for \$50**

To sponsor this event, please [click here](#) to register and pay securely.

HOSPITALITY SUITE

THURSDAY, MAY 14, 2026 & FRIDAY, MAY 15, 2026

BUFFET LUNCH 11:00 A.M. TO 1:30 P.M.

ANAHEIM HILTON - CALIFORNIA BALLROOM C

The Orange County Dental Society will be hosting our annual Hospitality Suite at CDA Presents in Anaheim. This event is an opportunity for OCDS member dentists attending CDA Presents to "take a break" from their vigorous course schedule, relax, reconnect with fellow colleagues and enjoy our buffet luncheon. Based upon attendance from previous years, we expect over 500 members each day during this 2 day event. It is our largest membership event of the year!

- Entrance for representative(s) to join us for our buffet luncheon on day(s) of sponsorship.
- Punch card will be given to each attendee to visit the sponsor tables. All slots must be punched for attendees to be eligible for raffle prizes.
- Attendees list with office mailing address and email address of OCDS member dentists
- One 6-ft table along the walls inside of the ballroom
- Company name on signage on days of sponsorship
- Sponsors may bring marketing materials with their company name and logo on items such as coffee cups, coffee sleeves, napkins, pens, mugs, notepads, bags, etc.
- Acknowledgment in Summer issue of Impressions Magazine

\$1,600 - BOTH DAYS includes 1 representative per day

\$900 - ONE DAY includes 1 representative

ADD-ONS

\$500 Flyer Insert - Flyer inserted on 24 tabletop inserts displayed throughout the dining tables during both days. Must be sent to the OCDS office at least two weeks in advance.

\$150 Per Day - Additional representative may attend

To sponsor this event, please [click here](#) to register and pay securely.



ANGELS VS. DODGERS

SATURDAY, MAY 16, 2026

All Sponsorship Levels Include:

Company logo on event signage, emails, and website
Recognition by sponsorship level during pre-game announcements
Recognition in the Impressions magazine and social media captions

\$5,000 “Legendary MVP” Sponsor

- Premium double-page color ad in Impressions magazine (center spread) or two 1-page ads
- 8 complimentary tickets to the pre-game buffet & Angels game
- Exclusive speaking opportunity at the pre-game party (first or final speaker slot for max exposure)
- Acknowledgment in Impressions magazine event article with logo and sponsor quote or message
- Dedicated social media spotlight post leading up to the event
- Premium logo placement and link on event page and event emails
- Logo featured on upcoming events page until event date
- Opportunity to include branded materials or giveaways at each guest’s seat at the pre-game buffet. *Materials must be approved by Angel Stadium*

\$2,500 “Hall of Fame” Sponsor

- Full page color ad in Impressions magazine
- Includes 4 complimentary tickets to pre-game buffet & Angel game

\$1,000 “World Series” Sponsor

- Half page color ad in Impressions magazine
- Includes 3 complimentary tickets to pre-game buffet & Angel game

\$750 “Grand Slam” Sponsor

- Quarter page color ad in Impressions magazine
- Includes two complimentary tickets to pre-game buffet & Angel game

\$500 “Home Run” Sponsor

- Includes one complimentary ticket to pre-game buffet & Angel game

***Additional representative may attend for \$150**

To sponsor this event, please [click here](#) to register and pay securely, or fill out the form below.

OFF THE CLOCK DENTAL PROFESSIONALS MIXERS

THURSDAY, JULY 23, 2026

6:00 PM - 8:00 PM

EL TORITO

17420 17TH ST, TUSTIN, CA
92780

THURSDAY, OCTOBER 22, 2026

6:00 PM - 8:00 PM

SOUTH OC

TBD

SPONSORSHIP PACKAGE - \$600 PER EVENT

Acknowledged during event by OCDS President/Board Member

Logo on event page and event related emails

Logo on "Thank You" signage by registration table

Attendees list with office contact information and email address

One 6-ft table

1 representative may attend

***Additional representative may attend for \$50**

To sponsor this event, please [click here](#) to register and pay securely.

SMILES BY THE SHORE WITH MDIB

SATURDAY, AUGUST 15, 2026

10:00 AM - 2:00 PM

REEF POINT PARK - NEWPORT BEACH

All Sponsorship Levels Include:

Company logo on event signage, emails, and website

Recognition by sponsorship level during lunch announcements

Recognition in the Impressions magazine and social media captions

6-ft table

Family Feast Sponsor - \$2,000

- 10-second interview featured on Instagram reel event highlight
- Logo on homepage 'Sponsor Spotlight' section
- Half-page Impressions magazine ad

Game Truck Sponsor - \$1,500

- Logo on homepage 'Sponsor Spotlight' section
- Quarter-page Impressions magazine ad

Sweet Treats Sponsor - \$1,000

- Quarter-page Impressions magazine ad

Bounce House Sponsor - \$750

Lucky Draw Sponsor - \$500

To sponsor this event, please [click here](#) to register and pay securely, or fill out the form below.



Saturday, October 24, 2026

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



Join OCDS 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.

Sponsorship includes:

- Acknowledgment on event signage
- Company logo and link added to event page on OCDS website
- Company logo and link added to all event related emails
- Thank You Announcement
- Acknowledgment in OCDS Impressions magazine event articles

Lunch Sponsor (\$500 available)

one (1) representative can participate in clay shoot



Breakfast Sponsor \$500

one (1) representative can participate in clay shoot

Prize Sponsors \$500

one (1) representative can participate in clay shoot

Student Team Sponsor #1 \$500/team

Sponsor a team of dental students only

Student Team Sponsor #2 \$550/team

Sponsor a team of dental students + one (1) representative can participate in clay shoot

Add-on Extra Rep \$100



EVENT SPONSORSHIP REGISTRATION FORM

COMPANY INFORMATION

COMPANY NAME: _____
CONTACT: _____
ADDRESS: _____
CITY: _____ STATE: _____ ZIP: _____
DESCRIPTION OF PRODUCTS/SERVICES: _____

PAYMENT INFORMATION

SEND SECURE PAYMENT LINK

MAILING CHECK

CREDIT CARD #: _____
CVV: _____ EXP: _____ BILLING ZIP CODE: _____

PAYMENT TOTAL

Pay in full

Split into 4 or 6 payments *see first bullet in the [Advertising & Sponsorship Policies](#)

REQUIRED - I agree with the Advertising & Sponsorship Policies

EVENT OPTIONS

Wellness Retreat - January 24, 2026 - \$600

What promotional item would you like to bring?

Chapstick	Stress Balls	Eye Mask	Other: _____
Yoga Mats	Small Candles	Sunscreen	
Pepper Spray	Hand Sanitizer	Compression Socks	Donating A Raffle Item
Towels	Hand Warmers	Headbands	Item

Shred-It Event - February 7, 2026 - \$250

Pickleball Tournament - April 18, 2026 - \$600

Additional Representative - \$50

Hospitality Suite - May 14, 2026 & May 15, 2026

Both Days - \$1,600 Thursday - \$900 Friday - \$900 Donating A Raffle Item

Add-Ons

24 Table-Top Insert Flyers - \$500 Additional Rep X Days - \$150/Day

Angels vs. Dodgers Game - May 16, 2026

Additional Representative - \$150

"Legendary MVP" Sponsor - \$5,000	"Grand Slam" Sponsor - \$750
"Hall of Fame" Sponsor - \$2,500	"Home Run" Sponsor - \$500
"World Series" Sponsor - \$1,000	

Off the Clock Dental Professionals Mixers

Additional Representative - \$50

July 23, 2026 - El Torito, Tustin - \$600 October 22, 2026 - South OC, TBD - \$600

Smiles By the Shore with MDIB - August 15, 2026

Family Feast Sponsor - \$2,000	Bounce House Sponsor - \$750
Game Truck Sponsor - \$1,500	Lucky Draw Sponsor - \$500
Sweet Treats Sponsor - \$1,000	

Clay Shoot - October 24, 2026

Additional Representative - \$100

Lunch Sponsor \$500 (2 Available)	Student Team Sponsor #1 \$500/team
Breakfast Sponsor \$500	Student Team Sponsor #2 \$550/team
Prize Sponsors \$500	Donating A Raffle Item

ADVERTISING & SPONSORSHIP POLICIES

- **Payments may be split into four (4) or six (6) installments. Payments will be applied to scheduled events in chronological order. Each event must be paid in full prior to its event date to ensure participation. Failure to provide full payment before the event date will result in cancellation of sponsorship, and any payments already made will be nonrefundable.**
- **For Webinars: Speaking opportunities are limited to one minute unless additional time has been purchased. Sponsors agree that if this time limit is exceeded, OCDS will automatically invoice the vendor for each additional minute.**
- **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.**
- 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 OCDS 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.

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

COMPANY: _____

REP NAME: _____

ADDRESS: _____

SIGNATURE: _____ EMAIL: _____



ANNIE LEE

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