



SAN FRANCISCO

DENTAL SOCIETY



Advertising/Marketing Opportunities Kit

PREMIER SUPPORTER PROGRAM



Build a Customized Package of Opportunities

Start by selecting a level that fits your needs, then build a customized package of discounted opportunities based on the level you have chosen.

Platinum Options

\$4300 Year

Select 6 options

from the list below



Gold Options

\$3600 Year

Select 4 Options

from the list below



Silver Options

\$2400 Per Year

Select 3 options

from the list below



Online Options

Logo/Link in SFDS E-Newsletter, Bridging the Gap

Company logo with hyperlink
1 month with 2 logo insertions
12 Months Available
\$1,000/mo Value

Logo/Link on SFDS.org Homepage (Bottom Rotator)

Company logo with hyperlink
Logo appears for an entire month
12 Months Available
10 Spots Available each month
\$1,200/mo Value

Ad on SFDS.org Homepage Carousel Slideshow

Ad included in the homepage carousel slideshow above the fold (slide 5 of 6)
Slides on a 6-8 second rotation
Ad appears for an entire month - Only 1 available per month
12 Months Available
\$2,000/mo Value

Viva Online SFDS Landing Page

Company logo with hyperlink appears January - October on SFDS's free CE provider, Viva
Company logo also appears on SFDS.org Online Learning landing page
NOT AVAILABLE AT THE SILVER LEVEL
Platinum Supporters receive top positions and larger logos
6 Available for Platinum
3 Available for Gold
\$1,500 Value for Platinum Supporters
\$900 Value for Gold Supporters



Options continue on next page

1,100

Dental professionals
receive The Bridge
magazine

ADDED BONUS - INCLUDED AT EACH LEVEL

Company Listing in The Bridge Magazine

Placement in 4 issues of the SFDS magazine

Includes logo, company name, representative name, and contact information

\$1,000 Value (\$250/issue for 4 issues)

Does not count toward your package options total

Static/Print Messaging Options

Continued from previous page

Sponsored Email Blast

Company-created content that SFDS will send to members on your behalf

12 Available

Limit 1 email/mo

\$1,000/mo Value

Sponsored Facebook Post

SFDS will post company-created content to the SFDS Facebook Page on your behalf

12 Available

Limit 1 post/mo

\$1,000/mo Value

Dental Education Environment Options (Relationship Building)

Chairside Chats

Specific dialogues with members around issues specifically related to the practice of dentistry or assisting our members in moving forward.

Company provided/facilitated 30-minute virtual lunch-time chats (no sales, though may include a 30-second product/service video to start with disclaimer)

1 Opportunity per Quarter

\$1,000/each Value

Exclusive CE Sponsorship - Programming for Dental Professionals with Clinical Focus

Company-created 1 minute video shared with attendees before the CE program

Company logo with hyperlink on all pre-program promotions

4 Educational Sessions - Limit 3 Companies per Session

\$1,000/each Value

Practice Management Sponsorship - Programming for the Newer Dentists

Company-created 1 minute video shared with attendees before the program

Company logo with hyperlink on all pre-program promotions

Opportunities to interact with participants are included

3 Available

\$1,000/each Value

SFDS Annual Meeting

60-Second video played during the virtual Annual Meeting - ONLY AVAILABLE FOR PLATINUM SUPPORTERS

2 Available - \$1,000 Value

30-Second video played during the virtual Annual Meeting - ONLY AVAILABLE FOR GOLD OR A LA CARTE

4 Available - \$750 Value

Did only one option above catch your eye? Each item above is available a la carte at the value price listed except for the 60-second video played during the virtual Annual Meeting.

PREMIER SUPPORTER PROGRAM PAYMENT AND POLICIES

After choosing your package and options above, please review the policies below, fill out the agreement, and supply credit card information.

Premier Supporter Program Policies

- ◆ Acceptance of supporters/advertising by SFDS does not in any way constitute endorsement or approval by SFDS of the advertised service or product, and advertisers may not make such claims in any way without express approval of the San Francisco Dental Society.
- ◆ All sponsorships subject to acceptance by the San Francisco Dental Society (SFDS).
- ◆ Company logos cannot be created by the SFDS
- ◆ Sponsorship is accepted with the understanding that all terms, conditions and fees specified herein and advertising policies are acceptable to the sponsor, advertiser or his agent.
- ◆ Sponsors and Advertisers must comply with all laws and regulations applicable to the manufacture, distribution, and sale of a product or service. If it is SFDS's belief that a sponsor or advertiser has not complied, then it shall be sufficient grounds for rejection of an advertisement or sponsorship.
- ◆ Sponsors or Advertisements will not be accepted if they conflict with or appear to violate SFDS policy, the CDA Code of Ethics or SFDS Bylaws, or if the sponsors/advertisements are deemed offensive or contain attacks of a personal, racial, gender, or religious nature.

By signature below, _____ (*Company Name*) enters into an agreement, upon payment in the amount of \$ _____, with the San Francisco Dental Society to secure a Premier Supporter Sponsorship Package. It is understood that the sponsorship is non-exclusive, and that _____ (*Company Name*) will not in any way imply or infer, on their website or in any advertisements or promotions, that the sponsorship is in any way to be construed as an endorsement. It is further understood that the SFDS printed materials, website, and social media pages are intended to supply general information to the public and the members we serve. All advertisements, sponsorships, and sponsorship hyperlinks leading from the SFDS website will not be construed as an endorsement of any person, product or company. Acceptance of logo/sponsorship or advertising by SFDS does not in any way constitute endorsement or approval by SFDS of the sponsor's service or product, and sponsors and advertisers may not make such claims in any way.

Signed this _____ day _____ month _____ year

Name _____
Print Authorized Name

Signature _____

Representing _____
Company Name

Email _____

Credit Card Information

(Can also be provided over the phone at 415-928-7337)

Please circle one: Visa/MasterCard

No. _____

Exp _____

Billing Zip _____

City _____ State _____

The Bridge



SAN FRANCISCO
DENTAL SOCIETY

ADVERTISING RATES & INSERTION AGREEMENT

Publication of the **San Francisco Dental Society**

2143 Lombard Street • San Francisco, CA 94123 • (415) 928-7337 • Fax (415) 928-5192

PUBLICATION DETAILS

PUBLICATION DEADLINES

Camera-ready artwork and payment due by:

- Q1: January 15
- Q2: April 15
- Q3: July 15
- Q4: October 15

Frequency:

Quarterly

Trim Size:

8.375 x 11

Artwork Format:

300 DPI or higher
JPG or PDF (preferred)

Publication Set Copy:

Lacking a layout or specific instruction, copy will be set at SFDS discretion.

ADVERTISING RATES & INSERTION ORDER

Check appropriate boxes

- | | |
|---|-------------|
| <input type="checkbox"/> Full Page Bleed | 8.6 x 11.25 |
| <input type="checkbox"/> Full Page w/o Bleed | 7.5 x 9.75 |
| <input type="checkbox"/> Half Page Horizontal | 7.5 x 4.75 |
| <input type="checkbox"/> Third Page Vertical | 2.25 x 9.75 |
| <input type="checkbox"/> Third Page Square | 4.75 x 4.75 |
| <input type="checkbox"/> Sixth Page Vertical | 2.25 x 4.75 |

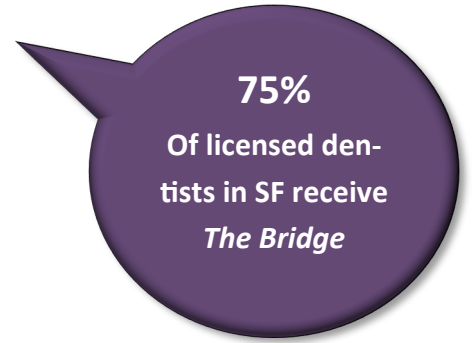
Color Ads

1 Time

- \$1,100
- \$1,000
- \$850
- \$700
- \$700
- \$450

4 Time Rate (Full Year)

- \$3,960 (\$990/issue)
- \$3,600 (\$900/issue)
- \$3,060 (\$765/issue)
- \$2,520 (\$640/issue)
- \$2,520 (\$640/issue)
- \$1,620 (\$405/issue)



*Preferred Positions Available - Call for pricing (415) 928-7337

Classified Ads (Member Dentists only: for jobs/equipment sales/donations)

- SFDS Members: \$30 for first 30 words; \$0.55 for each additional word
- CDA/ADA Members: \$35 for first 30 words; \$0.60 for each additional word

Check Issue for Insertion

	Q1	Jan/Feb/Mar
	Q2	Apr/May/June
	Q3	Jul/Aug/Sep
	Q4	Oct/Nov/Dec

Amount Due: Number of Insertions @ \$_____ per insertion + any addition fees \$_____ = Total Due \$_____

PAYMENT INFORMATION

- Visa
- Mastercard

Credit Card No: _____ Exp: _____ CVV Code: _____

Billing Address: _____ Zip: _____

Name on Card: _____ Position: _____

Authorized Signature: _____ Date: _____

Client/Advertiser (Company): _____ Contact Name: _____

Mailing Address: _____ Zip: _____

Contact Phone Number: _____ Email Address: _____

Display advertisement payable via Visa/MasterCard credit card only. Classified advertising is payable via Visa/MasterCard credit card or check in advance of placement. Full payment is due and payable upon submission of Display & Classified Ads and contract.

Rates are subject to change



ADVERTISING POLICIES

- All advertising is subject to acceptance by the San Francisco Dental Society as to character, content, layout, text and design.
- Acceptance of advertising by SFDS does not in any way constitute endorsement or approval by SFDS of the advertised service or product, and advertisers may not make such claims in any way without express approval of the San Francisco Dental Society.
- Accepted advertising must be related to dentistry and/or provide a benefit to the membership.
- The advertisements must be accurate, legal, ethical and in appropriate taste as determined by *The Bridge* editorial staff. SFDS may require a sample or copy of any advertised product or a full description of any advertised service, and proof of the efficacy or reliability of any products.
- Advertisements must not be deceptive or misleading. Advertisements must clearly identify the advertiser and the product or service being advertised. A business address or contact phone number must appear in all advertising.
- Comparative advertising of dental products and dental services is not allowed.
- Advertising by non-ADA member dentists for services provided which directly compete with the services provided by SFDS member dentists will not be accepted.
- Advertising ad format is limited to display ads only and **MUST BE** submitted as camera ready art (minimum 300 DPI in JPEG or PDF format; if you have another format, contact the SFDS to confirm it can be accepted).
- Written articles will not be accepted as advertising.
- Multiple insertion contracts must be completed within one year from date of first insertions to earn a frequency discount.
- If advertiser chooses not to fulfill the term of the contract, they will be required to pay the “single insertion” price for ads already placed. Advertiser agrees to pay shorter term contract rates for incomplete contracts.
- Cancellations must be received in writing prior to publication deadline. No cancellations will be accepted after the deadline. Acceptance of any ad after deadline is subject to approval of SFDS.
- Publisher shall not be liable for any cost or damages if for any reason an ad fails to be published in the issue selected by advertiser.
- The publisher shall have no liability for errors in type.
- The agency and advertiser will indemnify and hold the publisher harmless from and against any claims, loss, liability or expense, including reasonable attorneys’ fees, arising out of the publication of such advertisements, including without limitation those resulting from claims of suits for libel, violation of rights of privacy, plagiarism and copyright and trademark infringement.
- Rates are subject to change.

Please sign below indicating you have read and agree to the SFDS Advertising Policies.

Print Name: _____

Signature: _____ **Date:** _____