



SAN FRANCISCO DENTAL SOCIETY



Media/Marketing Opportunities Kit

NUMBERS THAT WORK FOR YOU

90%

Of readers rate themselves as “satisfied” or higher with *The Bridge*

The Bridge magazine is your connection to San Francisco dentists! As the official publication of the San Francisco Dental Society (SFDS), this valued member benefit is a trusted source of information and an invaluable way to get your company in front of decision makers and tap into the buying power of the San Francisco dental market. Published quarterly, *The Bridge* provides San Francisco area dental professionals with the latest local dental news, practice management tips, finance and medical news, community outreach information, dental education, membership announcements and programs, and much more!

75%

Of licensed dentists in SF receive *The Bridge* magazine

72%

Rate *The Bridge* as an important part of their membership

1,100

Dental professionals receive *The Bridge* magazine

150

Number of years SFDS has served as the voice for San Francisco dentists

800

Dental professionals receive *Bridging the Gap*

Bridging the Gap is the bi-weekly e-newsletter of the San Francisco Dental Society (SFDS) and provides quick “bites” of information for our members and other dental professionals in a timely manner. Perfect for connecting with customers on time-sensitive campaigns and promotions, *Bridging the Gap* provides trackable statistics and proven ROI for marketing campaigns and product launches.

70%

Of members receiving *Bridging the Gap* rate it an important part of their membership

Contact:

San Francisco Dental Society 2143 Lombard St San Francisco CA 94123 Phone: (415) 928-7337 Email: info@sfds.org



SAN FRANCISCO DENTAL SOCIETY

The Bridge

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: Jan 15
- Q2: Apr 15
- Q3: Jul 15
- Q4: Oct 15

Frequency: Quarterly

Trim Size: 8.375 x 11

Artwork Format: 300 DPI

300 DPI

JPG or PDF (preferred)

Publication Set Copy:

Lacking a layout or specific instruction, copy will be set at SFDS discretion. Design and alterations will be charged to advertiser.

ADVERTISING RATES & INSERTION ORDER

Check appropriate boxes

Color Ads

B/W Ads

			1 Time	4 Time Rate		1 Time	4 Time Rate
<input type="checkbox"/>	Full Page Bleed	8.6 x 11.25	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$3600 (\$900/issue)	<input type="checkbox"/>	\$ 955	<input type="checkbox"/> \$3440 (\$860/issue)
<input type="checkbox"/>	Full Page w/o Bleed	7.5x 9.75	<input type="checkbox"/> \$ 950	<input type="checkbox"/> \$3400 (\$850/issue)	<input type="checkbox"/>	\$ 900	<input type="checkbox"/> \$3240 (\$810/issue)
<input type="checkbox"/>	Half Page Horizontal	7.5 x 4.75	<input type="checkbox"/> \$ 800	<input type="checkbox"/> \$2880 (\$720/issue)	<input type="checkbox"/>	\$ 700	<input type="checkbox"/> \$2520 (\$630/issue)
<input type="checkbox"/>	Third Page Vertical	2.25x9.75	<input type="checkbox"/> \$ 700	<input type="checkbox"/> \$2520 (\$630/issue)	<input type="checkbox"/>	\$ 600	<input type="checkbox"/> \$2160 (\$540/issue)
<input type="checkbox"/>	Third Page Square	4.75x4.75	<input type="checkbox"/> \$ 700	<input type="checkbox"/> \$2520 (\$630/issue)	<input type="checkbox"/>	\$ 600	<input type="checkbox"/> \$2160 (\$540/issue)
<input type="checkbox"/>	Sixth Page Vertical	2.25x 4.75	<input type="checkbox"/> \$ 400	<input type="checkbox"/> \$1440 (\$360/Issue)	<input type="checkbox"/>	\$ 300	<input type="checkbox"/> \$1080 (\$270/issue)

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

- SFDS Members: Free up to 30 words; additional words at \$0.45 per word.
- CDA/ADA Members: \$35 for first 30 words; \$0.60 for each additional word
- Non-Member Dentists: \$45 up to \$30 words; \$0.75 for each additional word

Check Issue Insertion Order to Begin

Q1	Jan/Feb/Mar
Q2	Apr/May/June
Q3	July/Aug/Sept
Q4	Oct/Nov/Dec

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

PAYMENT INFORMATION

- Visa
- MasterCard

Credit Card No: _____ Exp: _____ Code: _____

Billing Address: _____ Zip: _____

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

Address: _____ City: _____ State: _____ Zip: _____

Contact No: _____ Fax: _____ Email: _____

Authorized Signature: _____ Date: _____

Name (Print): _____ Position: _____

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.



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.
- 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:** _____



Bridging The Gap Insertion Rates

Bridging The Gap is the bi-weekly e-newsletter of the San Francisco Dental Society.

By signature below, _____ enters into an agreement, upon payment in the amount of \$ _____
(Company Name)

- Select your insertion rate:
- \$250/Mo – 3 consecutive month sponsorship/insertion (\$750)
 - \$225/Mo – 6 consecutive month sponsorship/insertion ((\$1350)
 - \$200/Mo – 12 consecutive month sponsorship/insertion (\$2400)

with the San Francisco Dental Society to secure a logo/hyperlink to the corporate website noted below. The hyperlink will appear in the Bridging The Gap for the period selected above. It is understood that the hyperlink 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 link is in any way to be construed as an endorsement. It is further understood that the SFDS will post a disclaimer stating:

The SFDS publication Bridging The Gap is intended to supply general information to the members we serve. All hyperlinks and sponsorship hyperlinks leading from Bridging The Gap should 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.

Insertion Schedule for 2019:

_____ Total number of months to run Company Logo/Link

Signed this _____ day _____ month _____ year

Name _____
Print Authorized Name

Signature _____

Representing _____
Company Name

Charge Credit Card Visa/MasterCard:

No. _____ Exp _____

Billing Zip _____ City _____ State _____

Email _____

URL For Link _____

Insertion Restrictions:

- ◆ Logo/Link subject to acceptance by the San Francisco Dental Society (SFDS).
- ◆ Company logos cannot be created by the SFDS
- ◆ SFDS shall not be liable for any cost or damages if for any reason logo fails to be published in month (s) selected.
- ◆ Renewal/cancellation of sponsorship insertion must be received in writing at least 10 days prior to month of insertion. However, if company chooses not to fulfill their contract, they will be subject to the full insertion price for logo/link sponsorship already placed.
- ◆ Logo/link/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/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/advertiser has not complied, then it shall be sufficient grounds for rejection of an advertisement/ sponsorship.
- ◆ Sponsors/Advertisements will not be accepted if they conflict with or appear to violate SFDS policy, the CDA Code of Ethics or SFDS By-laws, or if the sponsors/advertisements are deemed offensive or contain attacks of a personal, racial, or religious nature.

Email logo image to membership@sfds.org as a .jpg. Image dimensions should be 131W x 75H pixels for rectangular logos or 93 pixels x 93 pixels for square logos. If system resizes, it may distort the image.



SFDS Sponsorship Opportunities

SFDS offers the opportunity to get in front of our members and the dental community through course and event sponsorships. All sponsorships are non-competitive, however we offer semi-exclusive and non-exclusive packages. The pricing below represents our most common pricing structure—occasionally we will host courses/events that will have different pricing tiers. Please contact us to find out about the specific event(s) you are interested in.

Sponsorship Levels for Courses *

Platinum \$1000

- ◆ Includes Gold & Exhibitor benefits
- ◆ 2 dinners
- ◆ 3-minute speaking opportunity
- ◆ Sponsorship recognition on event page on the SFDS website

** Optional meal(s) for up to three (3) additional representatives at \$119 for plated dinners and \$69 per person for dinners hosted at SFDS prepaid ten (10) business days in advance of the meeting

Gold \$625

- ◆ Includes Exhibitor benefits
- ◆ 1 dinner
- ◆ 1-minute speaking opportunity
- ◆ Sponsorship recognition in marketing materials

** Optional meal(s) for up to two (2) additional representatives at \$119 for plated dinners and \$69 per person for dinners hosted at SFDS prepaid ten (10) business days in advance of the meeting

Exhibitor \$325

- ◆ Display table (6-8 ft)
- ◆ Sponsorship recognition at meeting
- ◆ Listing on Door Prize Sheet

** Optional meal for up to two (2) representative at \$119 for plated dinners and \$69 per person for dinners hosted at SFDS prepaid ten (10) business days in advance

* This pricing is representative of MOST courses/events. Please contact us for additional event sponsorship opportunities.



SFDS Sponsorship Opportunities and Agreement

2019 Programs/Events

DATE/Time	Event/Speaker	Venue/Location	Sponsor/Exhibitor Level	Notes
January 30, 2019, 6—9:00 PM 100+ attendees	Annual Meeting/Installation Dinner UOP/UCSF Student Clinical/Research Poster Presentations	Hotel Kabuki 1625 Post St, SF	<input type="checkbox"/> Platinum \$1000 <input type="checkbox"/> Gold \$625 <input type="checkbox"/> Exhibitor \$325	Extra Reps Dinners____ @\$119/Ea \$_____
April 17, 2019 6:00—8:30 PM Max 25 Attendees	Exclusive CE (Max 25 attendees) "Small Equipment Repair for the Den- tal Practice" - Scott Ellis, Ellis Dental Repairs	SFDS Frank A. Brucia Room 2143 Lombard St	<input type="checkbox"/> Platinum \$1000 <input type="checkbox"/> Gold \$625 <input type="checkbox"/> Exhibitor \$325	Limited opportunities Extra Reps Dinners____ @\$69/ea \$_____ based on space availability
May 29, 2019 6:00—8:30 PM Max 25 Attendees	Exclusive CE (Max 25 attendees) "The Joy of Special Needs Dentistry: What They Didn't Teach You in Dental School" - Allen Wong, DDS	SFDS Frank A. Brucia Room 2143 Lombard St	<input type="checkbox"/> Platinum \$1000 <input type="checkbox"/> Gold \$625 <input type="checkbox"/> Exhibitor \$325	Limited opportunities Extra Reps Dinners____ @\$69/ea \$_____ based on space availability

Additional Sponsorship/Exhibit Opportunities

DATE/Time	Event/Speaker	Venue/Location	Sponsor/Exhibitor Level	Notes
Date/Time TBA 60+ attendees	Shred-a-thon	Sports Basement, Chrissy Field 601 Old Mason St.	<input type="checkbox"/> Platinum \$1000 <input type="checkbox"/> Gold \$625	No exhibitor table/opportunities. Outdoor, daytime event

Name of Company _____ Telephone _____

Address _____ Email _____

Representative(s) attending meeting - Name _____ Rep Email _____

Name _____ Rep Email _____

Name _____ Rep Email _____

Brief description of company's function _____

Are you attending Dinner? _____ How many? _____ (\$119 Per at MM; \$69 per at SFDS) Total Dinners \$ _____

Payment: Visa/MasterCard/Check (Please circle one) Check # _____

Credit Card # _____ Expiration Date _____

Name on Card _____ Zip Code of Card _____

3-digit CC code _____ Email _____ Total Payable _____

Signature _____

Must initial Policies & Terms on next page acknowledging Specific Exhibitor/Sponsorship criteria. Email: Info@sfds.org; Fax (415) 928-5297 . The San Francisco Dental Society will review all requests for exhibit/sponsor opportunities and determine the appropriateness of the type of service being exhibited as it applies to the policies of this Society. We reserve the right to refuse exhibit space to anyone.



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POLICIES & TERMS:

- All payments are due at the same time reservation is made.
- Space is limited and will be confirmed on a first-come, first-paid basis determined by the date and time on receipt of payment.
- Reservations will be confirmed via written email notification.
- Only one vendor/company per table – no sharing of space permitted.
- Electricity and internet access are available for an additional fee and requires advanced notification to the SFDS.
- Vendor table location assignments are at the discretion of the SFDS and will be pre-assigned. Your table assignment will be indicated by signage on each table.
- Exhibitors may set up their displays at 5:30 PM for Hotel Kabuki location; the room is not available before 5:30 PM; room set-up is available at 5 PM for SFDS location.
- There are no refunds available for unattended meetings; sponsor acknowledges that all payments are non-refundable and non-transferable. **Initial**_____
- All sponsors/exhibitors are subject to approval for content for services/products offered. The SFDS reserves the right to reject any application for exhibit space for any reason.
- No table displays over 3 feet in height, no floor displays over 6 feet in height, and no displays larger than the size of the table that you have registered for. All floor displays must be positioned within your table space.
- Sponsor/exhibitor acknowledges that he/she has no expectation of deriving a substantial return benefit other than use of the SFDS name for the specific event or purpose described.
- Extra rental space is limited to event room; space outside of what is provided by the SFDS is prohibited.
- No promotional material permitted on the dinner tables or chairs in the lecture hall.
- If you need to ship any items to meeting locations, contact the venues directly for their specific delivery requirements. Materials delivered to the meeting sites are the sole responsibility of the exhibitor/sponsor.
- SFDS assumes no liability for lost or damaged exhibit materials.

Meeting Format:

- Meeting registration begins at 6:00 PM
- Cocktail-Exhibit Hour: 6:00 PM until dinner/presentation
- The guest dinner begins at 7:00 PM for hotel venues; 6:00 PM for SFDS meeting site
- The Lecture is from 7:00–8:30 PM for hotel venues; 6:30-8:00 PM for SFDS meeting site
- Exhibitors are not permitted to stay in the banquet room during dinner/lecture **unless registered for dinner/lecture**
- Participating exhibitors may attend dinner lecture for an additional registration of \$119 per person for plated dinners and \$69 per person for dinners hosted at SFDS. Dinners must be paid for at least ten (10) business days in advance.

I have read and understand the above. I am authorized to accept terms as delineated: Initial_____

Additional: *Exhibitor drawings will be held at the Annual Meeting and Installation in 2019. The goal of the drawings is to encourage attendees to visit each of our exhibitors. To gain additional exposure, consider contributing a door prize. All prizes must be approved by the SFDS at least one week in advance of the event and before being listed on the SFDS raffle sheet. Contact the SFDS for more information.*



ONLINE CE PORTAL AND SFDS WEBSITE SPONSORSHIP OPPORTUNITIES

Platinum Sponsorship, Online CE Portal: \$1,400.00 per calendar year

Includes vendor hyperlinked LOGO on banner at the top of every page of the Online CE Portal at sanfran.dentalsocietyce.com/. **Hurry...There are only FIVE (5) spots available!** *Logo format: PNG, Size: 185x60 pixels*

Proud Supporter Sponsorship, Online CE Portal: \$800.00 per calendar year

Includes vendor hyperlinked LOGO at the top of every page of the Online CE Portal at sanfran.dentalsocietyce.com/. **THREE (3) spots available!** *Logo format: PNG, Size: 185x60 pixels*

Vendor Logo, SFDS Online CE Page: \$1,000.00 per calendar year

Includes vendor hyperlinked LOGO below the introduction of the SFDS Online CE Landing Page at sfds.org/menus/free-online-ce-for-sfds-members.html. **TEN (10) spots available!** *Logo format: JPG or PNG, Size: 131x75 pixels or 93x93 pixels*

Vendor Logo, SFDS Homepage: \$1,200.00 per calendar year

Includes vendor hyperlinked LOGO in the rotating banner in the footer of the SFDS website at sfds.org. **TEN (10) spots available!** *Logo format: JPG or PNG, Size: 131x75 pixels*

ONLINE CE PORTAL AND SFDS WEBSITE SPONSORSHIP AGREEMENT

By signature below, _____ (Company Name) enters into an agreement, upon payment in the amount of \$_____, with the San Francisco Dental Society to secure a logo sponsorship. The logo will be a hyperlink to the corporate website noted below. It is understood that the hyperlink 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 link is in any way to be construed as an endorsement. It is further understood that the SFDS website will post a disclaimer stating:

The SFDS website is intended to supply general information to the public and the members we serve. All hyperlinks and sponsorship hyperlinks leading from the SFDS website should 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

Charge Credit Card Visa/MasterCard:

No. _____ Exp _____

Billing Zip _____ City _____ State _____

Email _____

URL For Link _____

Sponsorship Restrictions:

- ◆ Sponsorships run for one calendar year and expire on Dec. 31, 2019.
- ◆ Logo/Link subject to acceptance by the San Francisco Dental Society (SFDS).
- ◆ Company logos cannot be created by the SFDS
- ◆ Logo/link/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, or religious nature.

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