

RDS

The Richmond Dental Society



MEDIA KIT

Marketing Opportunities | Closing Dates | Rates | Specifications

Complement your marketing with a presence in publications and events targeted to reach Richmond-area dentists



Mailings

RDS News

Articles

President's Corner
Guest Editorial
ADA Spotlight

News, Membership Updates

News
Appointments/Elections/Awards
New Members
Board of Directors Report

Newsletter Frequency

Quarterly: January-March, April-June, July-September, October-December

Newsletter Circulation

600+ per issue

Newsletter Deadlines

1st Quarter - December 1
2nd Quarter - March 1
3rd Quarter - June 1
4th Quarter - September 1

RDS Presents

RDS Presents Frequency

Bi-Annually: August, January

RDS Presents Circulation

3500+ dentists, direct mail

RDS Presents Deadlines

August Publication - July 1
January Publication - December 1

Acceptance of Advertising:

All advertisements are subject to review and approval by the Editor. Advertisements will be interspersed with editorial materials. We cannot accept positioning requests. The RDS reserves the right to reject any print advertisement for any reason.

Four Ways to Connect With Your Dentist!!

RDS News

The **RDS News**letter is a quarterly publication of the Richmond Dental Society. Members receive the Newsletter by mail and electronically by email. It is the main publication of the Richmond Dental Society and members have come to rely on it for meeting updates and local news affecting dentistry in our area.

RDS Presents

Every year the RDS hosts 3-4 all-day continuing education programs. These are outlined in **RDS Presents**, a brochure publication that is mailed out to all dentists in the state twice a year. Circulation is about 3500+ per mailing.

RDS on the Web

Check out www.richmondodontalsociety.org! We realize that our growing number of young members are utilizing digital media more and more. Members trust **RDS on the Web** for immediate information about CE events, meeting times and general information about the RDS. Check us out on Facebook!

CE/Special Event Sponsors

The RDS meets quarterly with attendance ranging from 60 - 100 dentists. Each meeting presents a unique opportunity to set up an exhibit in an intimate, informal environment. Sponsors will be introduced at the beginning of each meeting prior to dinner and given ten minutes to make a brief presentation.

Another great way to meet our members and other dentists in the state is to exhibit at our all-day CE classes. Half-day or Full-day sponsorships are available.

The RDS hosts special events throughout the year such as golf tournaments, Richmond Squirrels family outings, and wine tastings to name a few. This opens yet another avenue for notable advertising.

The Richmond Dental Society, Inc. is a component of the Virginia Dental Association and the American Dental Association.

RDS News

Inside Front/Back Cover*

NA x 1/\$2500 x 4**

Live Area - 8in x 10.5in

Half Page Back Cover

\$750 x 1/\$2400 x 4**

Live Area 5.25in x 8in

Full Page

\$650 x 1/\$2200 x 4**

Live Area - 8in x 10.5in

Half Page

\$400 x 1/\$1400 x 4**

Live Area - 5.25in x 8in

Flyer Insert

\$1000 per issue

8.5in x 11in page

Supplied by advertiser per RDS specifications

Quarter Page

\$250 x 1/\$900 x 4**

Live Area - 4in x 5.25in

Business Card

\$150 x 1/\$500 x 4**

Live Area - 2in x 3.5in

Position Available

\$25 per issue

50 word maximum

Services Available

\$50 per issue

50 word maximum

Real Estate Ad

\$50 per issue

50 word max per location

*Four issue commitment required

** Four issue rate requires payment in full for all four issues

RDS Presents

Business Card

\$150

Live Area - 2in x 3.5in

RDS on the Web

Exclusive Home Page Banner \$50/mo

Live Area - 1in x 10in

CE/Event Sponsors

Full-day Exhibitor (8am - 4pm)

\$750

Half-day Exhibitor (8am - 12noon)

\$450

Quarterly Meeting Sponsor

\$300

Special Event Sponsors

Platinum Level - \$1000

Gold Level - \$750

Silver Level - \$500

Bronze Level - \$250

Display Ad Specs

Submit all artwork *digitally* to
richmondental@verizon.net

File type: PDF or JPEG (min 300 dpi)

Applications can be submitted via
www.richmondentalsociety.org or by
mail. See page 4 for details.

Checks made payable to RDS can be
mailed to:

2805 McRae Road, Suite 4AB,
Richmond, VA 23235
804.323.5191

Credit card payments also accepted.
See page 4 for details.

Please Note

All advertising requests are subject to
availability

Multimedia Ad Packages

10% - 20% off!!!

4 Quarter-page RDS News ads + exclusive website banner
for 3 months **SAVE 10%**

4 Half-page RDS News ads + exclusive website banner for 3
months **SAVE 15%**

4 Full-page RDS News ads + exclusive website banner for 3
months **SAVE 20%**

Packages can also be tailored to meet your needs!!

RDS Advertisement Placement Agreement

Step One - Contact Information

Your Name: _____

Company Name: _____

Address: _____

Phone: _____ Email: _____

Step Two - Ad Specifics

RDS Newsletter

Issue: (circle)

Jan - March (due 12/1)
April - June (due 3/1)
July - Sept (due 6/1)
Oct - Dec (due 9/1)

Size: (circle one)

Inside Front/Back Cover
Half Page Back Cover
Full Page
Half Page Horizontal/Vertical
Flyer Insert

Quarter Page
Business Card
Position Available
Services Available
Real Estate

RDS Presents

Business Card (due 7/1, 12/1)

Website

Home Page Banner (due month prior)

CE Sponsorships

Full-day Exhibitor
Half-day Exhibitor

Step Three - Payment (due with placement agreement)

Check Payments (Make check payable to the Richmond Dental Society)

Name: _____ Amount Enclosed _____

Credit Card Payments (Visa and Mastercard Only)

Credit Card #: _____ Expiration Date: _____/_____/_____

Print Name (As listed on card): _____

Credit Card Billing Address: _____

Advertisement and Payment authorized by: (please sign below)

By signing this agreement, I authorize the RDS to place this ad. I am authorizing the RDS to bill the credit card listed above in adherence to payment via the card issuer's agreement.

Mail to: Richmond Dental Society
Attn: Linda Simon, Managing Editor
2805 McRae Road, Suite 4AB
Richmond, VA 23235

Questions, contact: 804.323.5191
richmonddental@verizon.net

