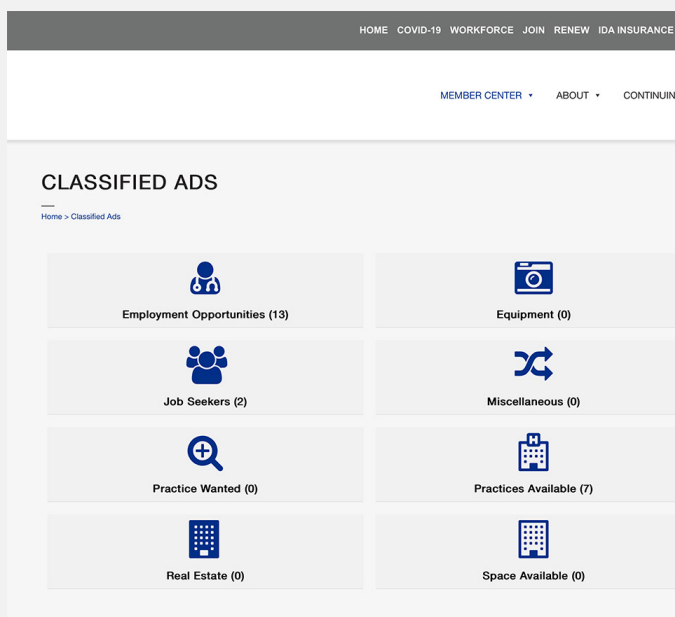
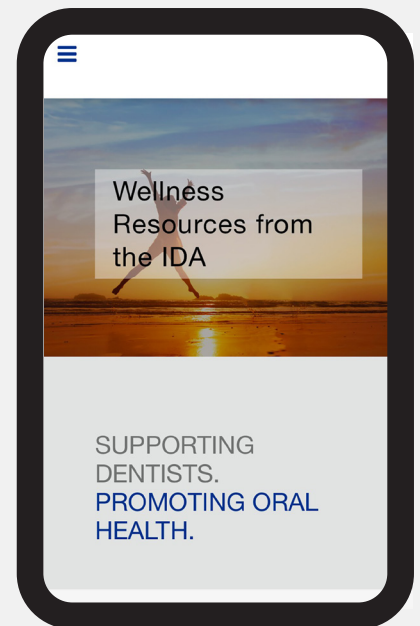
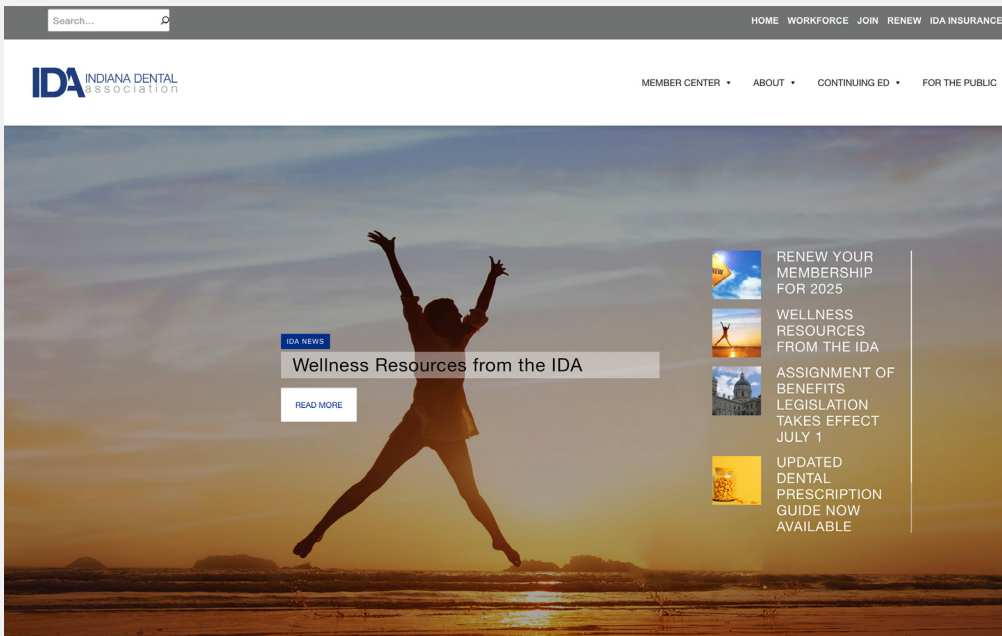


PRINT | ONLINE | DIGITAL | CLASSIFIEDS

MEDIA KIT 2025



JOURNAL IDA

The *Journal of the Indiana Dental Association* (JIDA) is a peer-reviewed periodical published on a quarterly basis. JIDA concentrates on the clinical aspects of dentistry, including case studies and research, and also includes special and regular feature articles. JIDA is read by dentists, hygienists, dental assistants, office managers, vendors and other dental professionals throughout Indiana and around the country. JIDA is published in both print and digital formats to reach audiences across a variety of platforms.

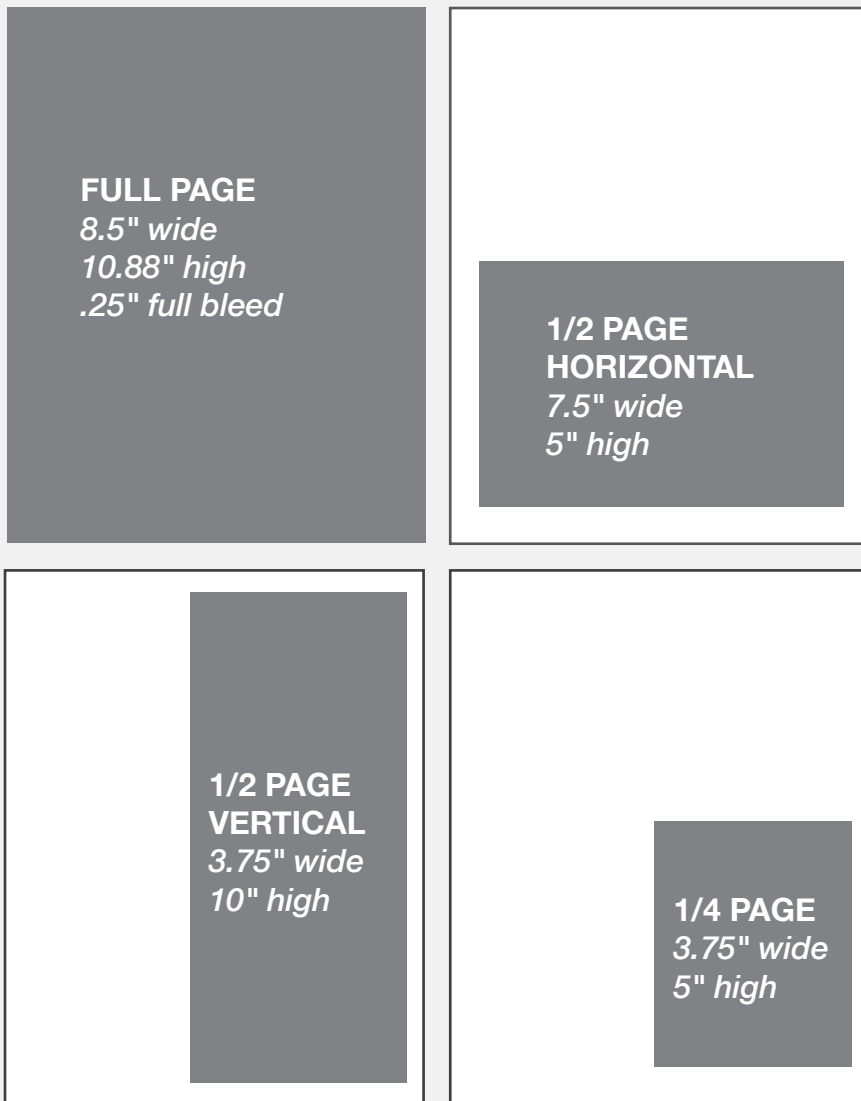


Issue	Closing Date	Publication Date
Issue #1	02/03/2025	02/28/2025
Issue #2	05/02/2025	06/01/2025
Issue #3	08/04/2025	09/01/2025
Issue #4	11/03/2025	11/30/2025



Rate per Issue	1–3 Issues	1 Year (4 Issues)	2 Years
Full Page	\$1,500	\$1,300	\$1,200
Half Page (we accept both horizontal and vertical artwork)	\$825	\$750	\$700
Quarter Page	\$525	\$475	\$400
Fixed Position	See Premiums	See Premiums	See Premiums
Classified Ad	\$55*	\$55*	\$55*

* Classified ads printed only in the Journal are \$55. Paid website classified ads may be reprinted in the Journal at no additional charge if requested in writing but are subject to space availability. See page 4 for website classified ad rates and posting lengths.

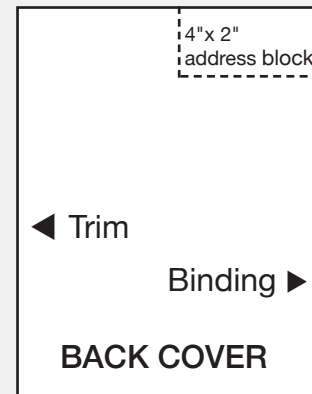


Fixed Position

Below are premiums for fixed position ads. Our back cover and inside back cover are available for full page ads only.

Back Cover**:	25%
Inside Back Cover:	20%
Requested Position:	15%
<i>(subject to availability)</i>	

*** Please note that back cover ads must have a 4" wide x 2" deep white box at the top right of the page to accommodate the mailing address (see below). Per USPS regulations, this space may not have any color or images within it.*



Images - 300dpi CMYK

All images used in display ads must have a resolution of at least 300 dpi. All ads must be CYMK. Any spot, Pantone or RGB colors will be converted to CMYK. IDA is not responsible for any color shift.

Artwork Sizes

Please adhere to the artwork sizes outlined above. Half page ads may be submitted in either vertical or horizontal format.

Accepted File Formats

TIFF, JPG, PSD, PDF*

All display ads must be in camera-ready format, at 300 dpi resolution, sized appropriately and with fonts embedded. Non-compliant ads will be returned for correction or corrected by the IDA.

**Acrobat/PDF files must be prepared as pre-press and include uncompressed graphics and embedded fonts.*

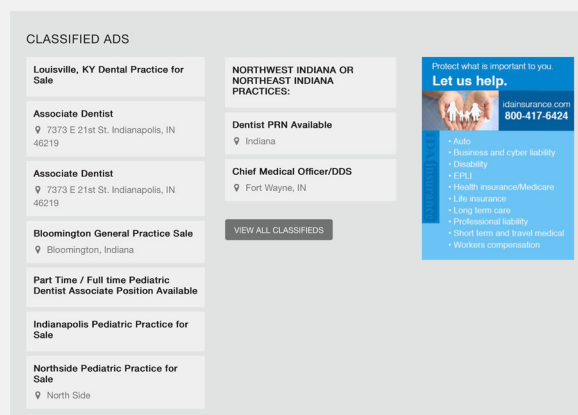
WEBSITE

WWW.INDENTAL.ORG

Website Display Ads

The IDA website includes members-only content, as well as educational oral health information aimed at the general public. Advertising options include:

- [Total site advertisements](#) on the bottom right footer
- [Select page advertisements](#)
- Select page ads may be displayed to IDA members only if desired
- Total site ads are fixed size; select page ad sizes are flexible (see parameters below) and may be centered or on the left side of the page
- Ads can be jpegs, PNG files, videos or animated gifs



Ad type	Rates	Specs
Total site bottom ad	\$100 per month \$1,000 per year	300 px W x 400 px H @72 dpi
Select page(s) ad	\$200 per page per month \$2,000 per page per year	Square, vertical or horizontal: minimum 250 px x maximum 500 px @ 72 dpi

Website Classified Ads

Please visit www.indental.org/adverts/add/ to place a website classified ad. All classifieds are prepaid with a credit card. There is no word limit, and rates are based on the length of posting and featured options**:

- 180 days: **\$120** | **\$150** for a featured ad
- 90 days: **\$70** | **\$100** for a featured ad
- 60 days: **\$50** | **\$75** for a featured ad

**Featured Classified Ads offer text formatting options and receive priority positioning.

NEWSLETTER

IDA UPDATE



IDA members receive an association newsletter, *IDA Update*, on the third Thursday of each month. Newsletter articles include advocacy updates, topics related to Indiana licensing, special events notices and issues pertinent to dentistry in Indiana. The newsletter averages a **73 percent open rate each month**, which is much higher than the industry average.

Update ads are limited to one advertiser per month, on a first-come, first-served basis. The cost to advertise in the *Update* is **\$300 per month**.

Update ads can be jpegs, PNG files or animated gifs. Ads may be vertical, square or horizontal and will be sized to fit the layout of the newsletter. Ads will appear after the third article within the *Update*, no exceptions.

ADDITIONAL

OPPORTUNITIES

The IDA Midwest Dental Assembly, held in late spring or summer each year, attracts about 1,000 dentists and dental office staff and includes a large vendor **Marketplace** where businesses can showcase their products and services. For more information about becoming a vendor at the Midwest Dental Assembly, visit www.indental.org/exhibitors, or call our office at **800-562-5646**.

In addition, IDA has sponsorship opportunities for our monthly podcasts and in-person continuing education courses, which are well-attended and held in various locations around the state throughout the year. Call our office at **800-562-5646** for more information.

Billing

A contract is available in the back of this packet, or advertisers may contact the IDA at 800-562-5646 and ask for the director of communications to obtain a contract. Invoices for *Journal IDA* advertisements are emailed to the advertiser once the *Journal* file has been sent to the printer. Website display ads and advertisements for the *IDA Update* are billed upon placement. Classified ads require pre-payment with a credit card.

There are no refunds for contracted advertisements. A credit may be applied toward the advertiser's account for use within the current IDA fiscal year (January 1-December 31).

IDA Advertising Guidelines

1. IDA reserves the right to reject any advertisement.
2. IDA does not guarantee any level of response for an advertisement.
3. *Journal IDA* ad position is at the discretion of the Managing Editor unless a contract is completed for a specific position. Availability is granted on a first-come, first served basis. Requests cannot be guaranteed.
4. IDA staff will seek to comply with *Journal IDA* position requests and other stipulations that may appear in an insertion order, but cannot guarantee placement unless a designated premium is included in the contract. Availability is granted on a first-come, first served basis.
5. The IDA assumes no liability for an advertiser's failure to submit artwork or ad copy within the scheduled publishing deadlines.
6. The cost of ad composition is the responsibility of the advertiser and may be arranged through IDA at an additional charge.
7. The cost of changes to the original layout and/or copy will be based on current composition rates. Corrections will be made at no additional charge.

Agency Commission

The IDA does not offer agency discounts. Rates are net.

Contact Information

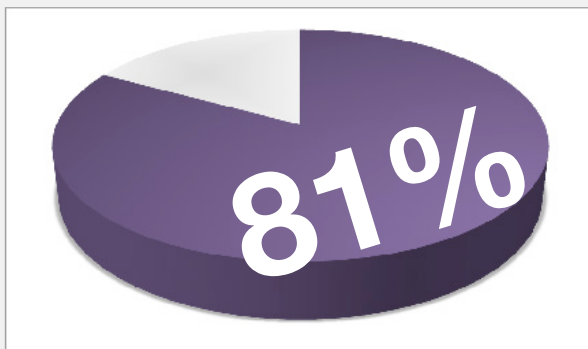
317-634-2610 / 800-562-5646

Kathy Walden, Director of Communications, kathy@indentall.org

Indiana Dental Association
550 West North Street, Suite 300
Indianapolis, IN 46202

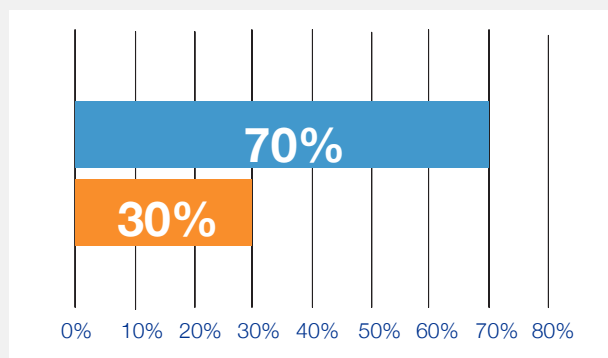
MEMBERSHIP SNAPSHOT

Membership



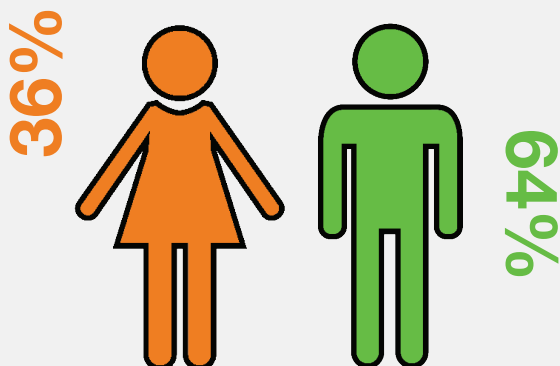
81% of Indiana dentists belong to the IDA

Ownership



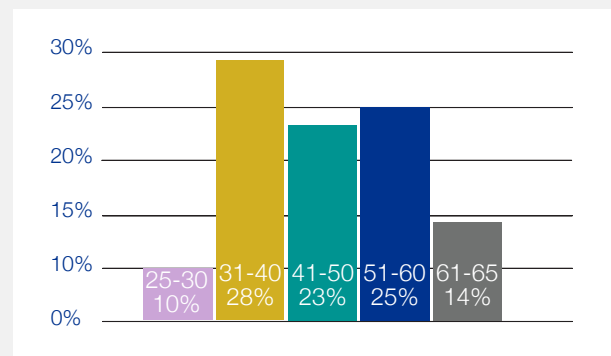
74% of IDA members are practice owners

Gender



The percentage of female members increases each year

Age



Of members who have not reached retirement age

INSERTION ORDER

With the exception of online classifieds, all advertisers must return this insertion order and the contract on page 10.

Journal IDA Display Advertising

Advertiser _____

Ad Size and Specs

Ad Size	1-3 Issues	1 Year (4 Issues)	2 Years- <i>best deal!</i>
Full Page.....	☐ \$1,500 per run.....	☐ \$1,300 per run.....	☐ \$1,200 per run
Half Page.....	☐ \$825 per run.....	☐ \$750 per run.....	☐ \$700 per run
Quarter Page.....	☐ \$525 per run.....	☐ \$475 per run.....	☐ \$400 per run

Insertions

Issue	Closing Date	Publication Date
☐ 2025 Issue #1	02/03/2025.....	02/28/2025
☐ 2025 Issue #2	05/02/2025.....	06/01/2025
☐ 2025 Issue #3	08/04/2025.....	09/01/2025
☐ 2025 Issue #4	11/03/2025	11/30/2025

Fixed Position

☐ Back Cover: +25% (see page 3 for required address block)

☐ Inside Back Cover: +20%

☐ Requested Position: +15%: _____

Website Display Advertising

Advertiser _____

Ad Placement

1–11 Months

1 Year

Full Site.....☐ \$100 per month☐ \$1,000 per year

Select Page(s).....☐ \$200 per page per month.....☐ \$2,000 per page per year

Start Month _____ End Month _____

URL for Ad Clicks _____

Select Page Ad Instructions

URL

Center/Left Placement

Visible to Members Only? Y/N

IDA Update Advertising

Advertiser _____

First Choice Month and Year _____

Second Choice Month and Year _____

Third Choice Month and Year _____

URL for Ad Clicks _____

Website Classified Advertising

No contract or insertion order is required for website classified ads. Advertisers agree to posting times, rates and policies at the time of purchase.

Advertiser Information

Company _____

Contact _____

Address _____

City, State, Zip _____

Phone _____ Email _____

Terms and Conditions

This contract is by and between the Indiana Dental Association ("IDA") and _____ ("Advertiser").

Submission

1. IDA reserves the right to reject any advertisers or advertising copy.
2. Advertisements will not be accepted if they conflict with or appear to violate IDA policy, the IDA Code of Ethics or its Bylaws, or if the advertisements are deemed offensive or contain attacks of a personal, racial or religious nature.
3. In all advertisements, the advertiser and the product or service offered should be clearly identifiable.
4. All artwork must meet specifications as outlined in the IDA media kit.
5. All artwork for *Journal IDA* advertisements must be received by the close of business on the publication's closing date. If artwork is not received on time the ad artwork from the previous issue will be used. If no previous artwork is on file, IDA will create an ad, at its discretion, at the rate of \$115 per hour.
6. Advertisements submitted with dimensions that do not meet IDA specifications may be scaled to fit.
7. IDA may add the word "advertisement" to any advertisement that is designed in a manner that allows confusion between the ad and its editorial content.

Billing

8. Ads for the *Journal IDA* are billed once the file has been sent to the printer. If payment is not received within 30 days, a new invoice will be cut reflecting the cancellation of any discount off the rate card rate and an additional 2 percent administrative fee will be charged. If payment has not been received within 60 days of the original invoice date, an additional 2 percent administrative fee will be added.
9. Advertisers may opt to pay via credit card at standard invoice rate. IDA does not charge additional processing for credit card payments.
10. IDA does not offer agency discounts.

Omission

11. The advertiser agrees to indemnify and hold IDA, its officers, trustees, members, employees and agents, harmless from any liability, including costs and attorney fees, arising out of or relating to the content of any ad.
12. Failure by IDA to insert in any particular issue or issues the advertising under this contract invalidates the order for insertion in the missed publication(s), but shall not constitute a breach of contract. In the event a requested insertion date cannot be met by IDA, despite its reasonable diligence, IDA shall have the authority to place the advertisement in the respective publication issue immediately following the last requested insertion order date contained in the contract, unless Advertiser specifically requests in writing that the missed insertion date be omitted from the contract entirely. IDA shall have the right to omit any advertisement when the space allotted to advertising in the issue for which such advertisement is ordered has all been filled, or where there is a substantial change in the product or subject of the advertisement which may conflict with IDA's general policy on advertising. IDA may also limit the size and/or position of an advertisement in any issue.
13. The sole remedy for printing or other errors in ads caused by IDA shall be a rebate of the amount paid to IDA for that ad. Any other damages, consequential or otherwise, are specifically excluded.

Cancellation

14. No *Journal IDA* Advertiser cancellations are accepted after the publication closing date.
15. Advertiser cancellations for future publications will result in loss of multi-issue discounts. Advertiser will be backed billed for previous discounts at time of cancellation on Net 10 day terms.
16. IDA may cancel this contract at any time prior to closing date of next publication.

Advertiser Signature _____

Date _____

Return insertion order and signed contract to kathy@indental.org or fax to 317-634-2612.



Indiana Dental Association

The mission of the Indiana Dental Association (IDA) is to support dentists, to promote professionalism and to improve oral health in the state of Indiana. IDA is the Indiana constituent society of the American Dental Association

IDA offers several platforms that will allow you to reach a very targeted audience quickly and efficiently. More than 80 percent of Indiana dentists are members of the IDA, and all of them receive our *Journal IDA* and our regular email updates, visit our website and access our online Member Center. In addition, many attend our professional development events and continuing education courses.

The advertising options outlined in this publication will help you effectively reach a targeted audience of dental professionals.

Contact Us!

Indiana Dental Association
550 West North Street, Suite 300
Indianapolis, IN 46202
www.indental.org
317-634-2610 / 800-562-5646

