



New York State Dental Association

20 Corporate Woods Boulevard, Suite 602
Albany, NY 12211
(518) 465-0044
www.nysdental.org

2024

BUSINESS ENGAGEMENT PACKAGE

Advertise

Sponsor

Partner



New York State Dental Association

NYSDA is the voice of the dental profession in New York State. Since its founding in 1868, dental professionals have relied on NYSDA to represent them before the Legislature, advance the profession and set the highest ethical standards for practice.

As the premier professional society representing the interests of 10,000 member dentists, NYSDA offers industry a unique opportunity to gain exposure to the coveted dental market in New York State. We are a trusted provider of professional advocacy, industry news, clinical insights and continuing education, making NYSDA an ideal partner to help you increase and enhance your visibility with dental professionals.

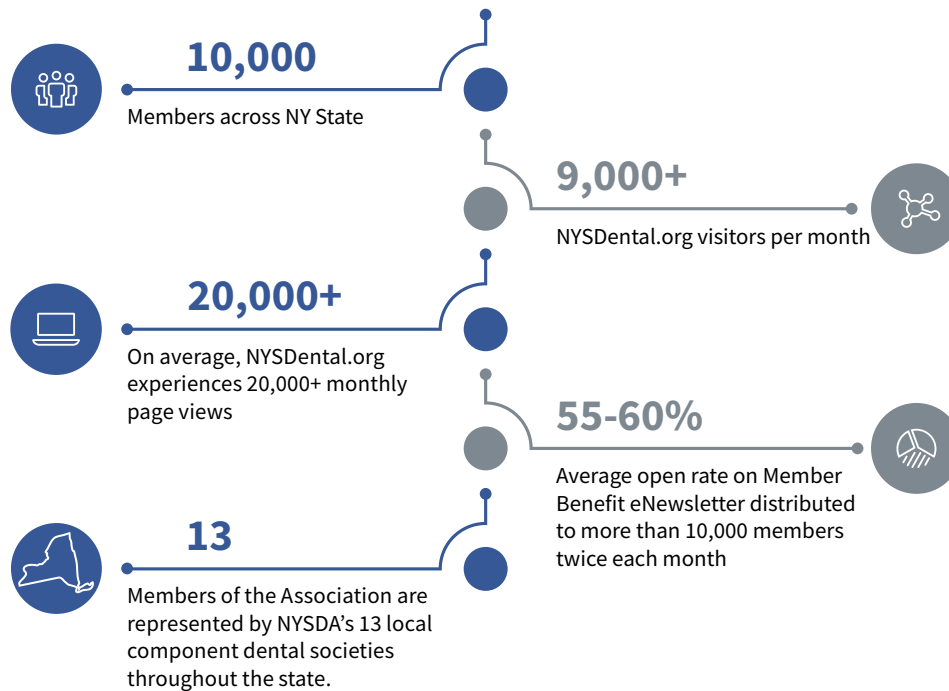
NYSDA offers several advertising and sponsorship opportunities to help you align your brand in New York's lucrative dentist market. Choose one of our packages, or create a custom campaign of your own.

Join our family of advertisers, sponsors and partners! NYSDA will work with your company to tailor advertising options to your content and program needs.



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FACTS AND FIGURES



Advertising in NYSDA print and digital publications empowers your brand.

NYSDA recognizes it is important to provide our members with a variety of educational content and material. Two important pieces of that mission are the New York State Dental Journal (NYSDJ) and the New York State Dental Association News (NYSDA News).

The New York State Dental Journal is the flagship publication of NYSDA and has appeared in several formats since 1933. A subscription to The NYSDJ is an exclusive benefit of membership.

The Journal is produced six times a year, and each issue features clinical and scientific articles written by researchers and practitioners. Other features include:

- A legal column
- Association News
- Educational and professional news
- Reports from each NYSDA component society
- Classifieds: Employment opportunities, practice/equipment sales and leases



2024 NYSDJ Production Schedule

Mailed: January and July issues are printed and mailed to 10,000 member dentists.

Digital: March, April, September and November issues of NYSDJ are produced as digital editions on NYSDA website.

In addition to NYSDJ, NYSDA News is our quarterly digital newsletter published in Feb, May, October and December. It offers a lighter look at the dental profession, including historical articles and profiles of members, as well as news of research and community programs emanating from dental schools in the state.

Ad space in NYSDA News is available as a complementary, value-added supplement to any advertising placed in a digital version of NYSDJ.

Each NYSDA publication is supplemented with an email push to alert readers to new print and digital publication content. The NYSDA eNewsletter garners industry-average-busting open rates ranging between 55% and 60%.



New York State Dental Journal & NYSDA News

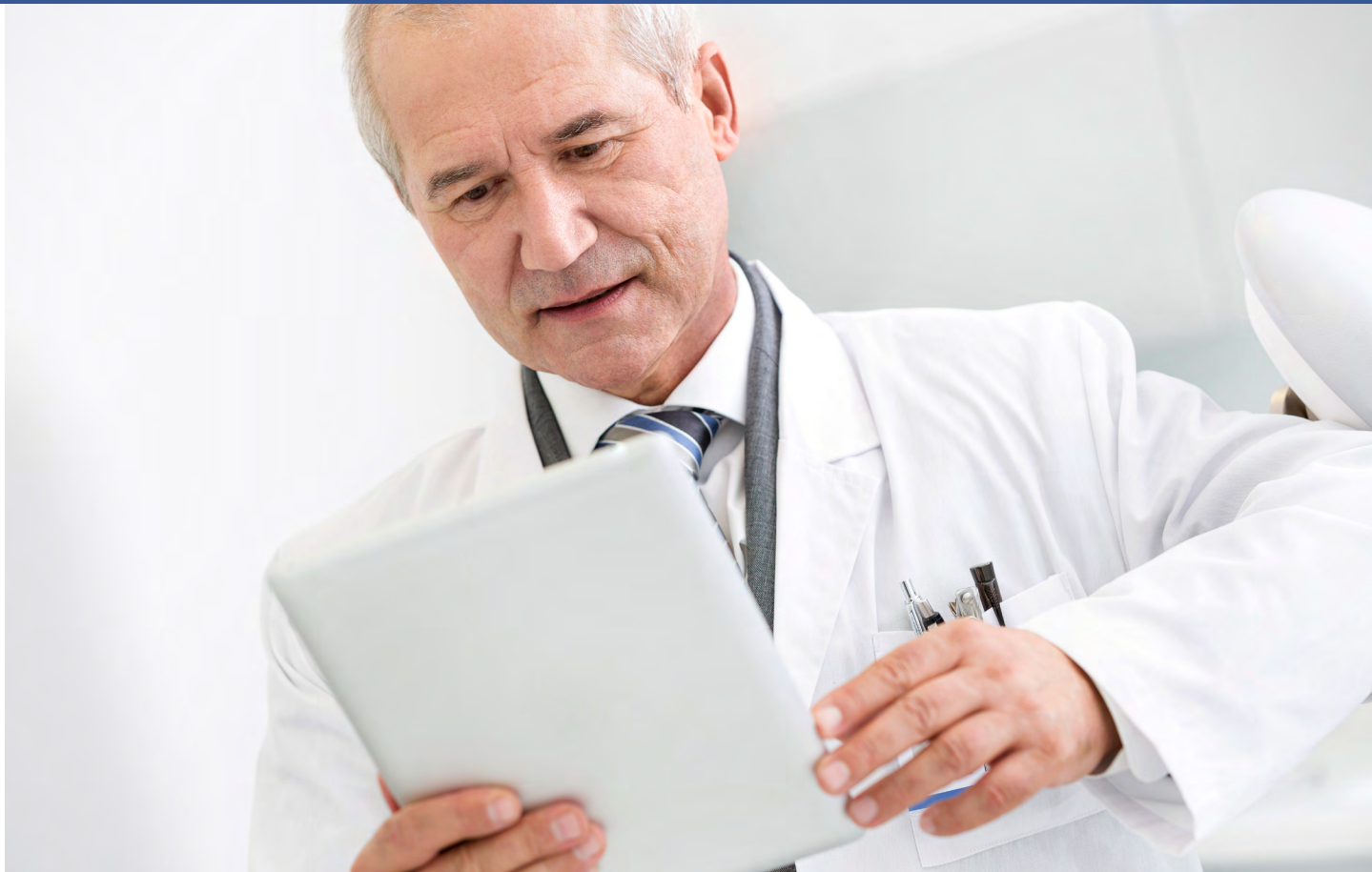
Net Rates & Dimensions

	1x	3x	6x
FULL PAGE: W 7 1/2" x H 9 3/4"	\$2,100	\$1,850	1,600
HALF-PAGE: Horizontal: W: 7 1/2" x 4 3/4" Vertical: 3 5/8 x 9 3/4"	\$1,150	\$1,000	\$900
QUARTER PAGE: 3 5/8" x 4 3/4"	\$850	\$750	\$700
BACK COVER:	\$2,600	\$2,450	\$2,300
INSIDE FRONT COVER:	\$2,350	\$2,250	\$2,100
ADVERTORIAL/SPONSORED CONTENT:	\$3,750	\$3,250	\$3,100
FRONT COVER: Belly Band, Gatefold - production fees are additional	\$4,250		

other premium positions available at 10% premium charge

Deadlines & Issue Dates	Space Closes	Material Due	Issue Date
January (Mailed)	12/20/2023	1/8/2024	1/25/2024
February NYSDA News (included at no charge March NYSDJ ad reservation)			
March (Print and digital*)	2/2/2024	2/12/2024	2/16/2024
April (Print and digital*)			
May NYSDA News (included at no charge with April NYSDJ ad reservation)	3/29/2024	4/15/2024	4/17/2024
June/July (Mailed)	6/7/2024	6/24/2024	7/15/2024
Aug/Sept (Digital*)			
October NYSDA News (included at no charge with A/S NYSDJ ad reservation)	8/1/2024	8/29/2024	9/9/2024
November (Digital*)			
December NYSDA News (included at no charge with Nov NYSDJ ad reservation)	11/1/2024	11/11/2024	11/18/2024

* NYSDA News is our quarterly digital newsletter offering analysis, insight and debate on current developments and key issues facing the dental profession. Ad space in NYSDA News is available as a complementary, value-added supplement to ads placed in a digital version of NYSDJ.



Advertorials

Grab the attention of dentists and drive our members to your products and services through sponsored content with an Advertorial spread in The NYSDJ or NYSDA News. Advertorials allow your company to engage in a more personal and meaningful way than traditional advertising. By providing valuable information to and educating the reader, advertorials can help your company establish a relationship and encourage our member dentists to take action. Limited availability.

*Subject to approval by the staff of NYS Dental Association. Publisher reserves the right to decline any advertisement/advertorial considered unethical or unsuitable, regardless of contract.

All Advertorials include:

- Dedicated “sponsored content” slot
- Headline
- Content Synopsis (max 450 words)
- Logo
- Cover image (185 w x 240 pixels)
- Link to content/website
- Art specs: 7.5” x 9.75”

Cost: \$3,750

Additional Pricing Information:

- No agency discounts accepted
- Add 10% for guaranteed ad positions
- Value-added services available for multiple insertions

Bellybands, Inserts & Bookmarks for mailed issues of NYSDJ

Please contact **advertising@nysdental.org** for pricing, or call (518) 689-2771 for further information.

Digital Media

Website Advertising

NYSDA's highly visited website delivers dentistry-focused insights and guidance, covering news and advocacy efforts affecting the profession. Leverage our engaged audience to drive traffic to your message. The website also features resources to assist members in navigating regulatory compliance, employment, dental benefit plans and practice management issues.

Art Specs:

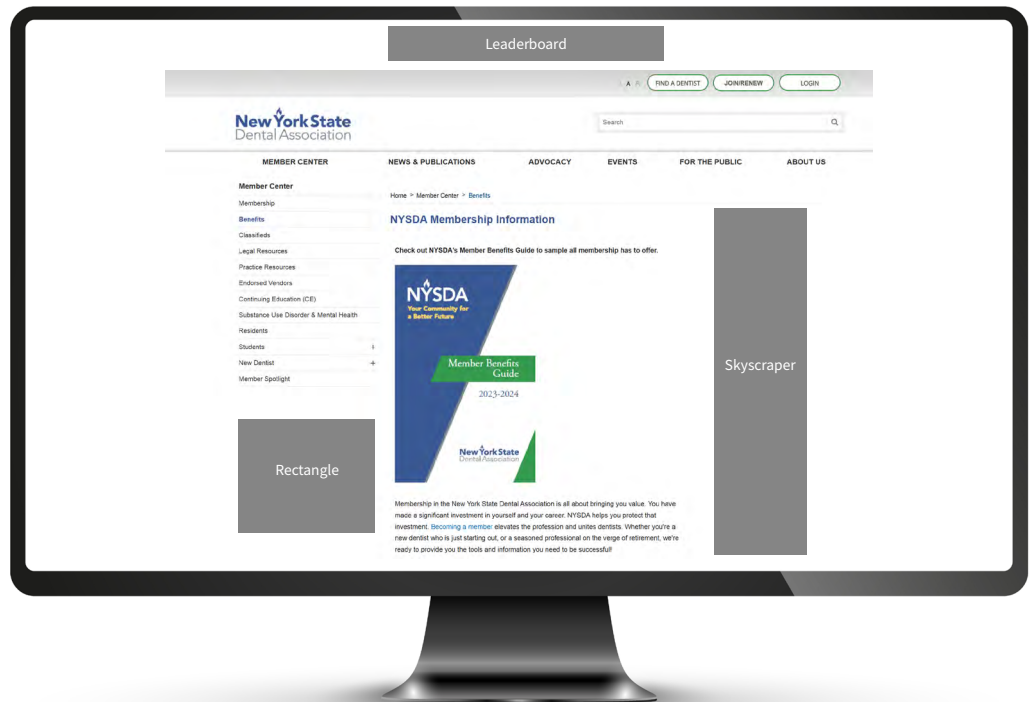
Leaderboard: 728x90 pixels

Skyscraper: 160x600 pixels

Rectangle: 180x150 pixels

File Type: PNG, JPEG

Rate: \$900 for 30-day campaign



Website ads are purchased for the 3 rotating ad positions on the site: leaderboard, skyscraper and run-of-site rectangle.

Our 10,000 engaged members mean that your message can be seen by 9K unique visitors every month on nysdental.org.

Classifieds

NYSDA's classified advertising is the ultimate resource to find your next hire, transition your practice or find a tenant for available dental space. NYSDA classifieds are consistently among the Top 5 pages viewed on NYSDental.org.

Rates:

60-day posting on NYSDental.org; limited to 150 words with image/logo.

- NYSDA Members: \$200
- Nonmembers: \$300
- Corporate/Business Ads: \$400

Website classifieds reserved during a month NYSDJ is mailed (Jan, July) will also appear in print. No photos/images included in print classifieds.

You may submit your classified ad to run online by contacting Jeanne Deguire, Advertising Manager, by email: jdeguire@nysdental.org; on our **website**; or call (518) 689-2771.

CLASSIFIED INFORMATION

Online Rates for 60-day posting of 150 words or less — can include photos/images online:
Members: \$200; Non-Members: \$300; Corporate/Business Ads: \$400. Classifieds will also appear in print during months when Journal is mailed: Jan. and July.

FOR SALE
ALBANY: Nestled in Albany, renowned for its rich history, cultural vibrancy and top-tier educational institutions is thriving general dental practice. Situated along scenic Hudson River, well-established practice boasts strong patient base with 1,540 active members. Six (6) rooms of the art openings, supporting both primary dental and ancillary services. Open four days/week and offers room for growth. Generating impressive \$500K. Real estate can be acquired at time of sale, ensuring seamless investment opportunity. Current owner keen on ensuring seamless transition, prioritizing practice's ongoing success. Interested parties invited to discuss this golden opportunity further by contacting Professional Transition Strategist: Lenell Butler Jones at butlerj@professionaltransition.com; or call: (719) 694-8320, referencing #NYR3023.

SYRACUSE SUBURBS: General dental practice for sale, creating exceptional opportunity to own your own practice. Located in suburban 4-square facility with plenty of off-street parking on main road in Fayetteville/Manlius area. Real estate, equipment and established patient practice all available for sale. Retiring dentist willing to stay part time to ensure successful transition and assist buyer to further develop practice. Owner open to exploring all transition options. For details, contact: richardsondental@gmail.com.

WATERTOWN: General dental practice for sale. Growing approximately 5.1M. Located north of Syracuse in Watertown, close to Thousand Islands. Practice has 9 operators with digital x-ray, CBCT, printing and CEMC. Real estate also available. For more information, please contact Sam Hadden by phone: (315) 410-4050, or email: samhadden@dentist.com.

BROOK: 3-op office designed for comfortable working conditions available for sale. Includes lab and sterilization area. Very heavily populated area. Owner retiring for medical reasons. Call to discuss: (347) 831-3742 or (718) 375-4000.

CAPITAL DISTRICT: Located on main road with ample street parking. Thoroughly modern with dental software, 3 Shape Viro scanner and digital X-ray; with Scan X. Open three days/week. Great for existing practice as it grows. Four chair offices with two hygienists and two fully equipped op for dentist. Post-COVID build-out toward \$400K price. Best hygiene schedule. Building can be part of package deal. Contact by email: daniel229@gmail.com; or call: (410) 420-1402.

SYRACUSE SUBURBS: General practice consistently located off main road in Liverpool. Open 2.5 days/week with 4 days of hygiene. Healthy patient base, with 50% conventional insurance, 20% self-pay and 30% state insurance. Located in small medical building with 4 ops in second-floor control space and plenty of parking. Growing \$400K, with room to grow with help of negotiating staff. For details, contact Nancy Shuler Dental Practice Transitions Consultant Dorcas Barabak at (212) 430-5463, or email: dorcas.barabak@nydentals.com; #NYR291.

UPSTATE: Role as offer for well-established Central New York general family practice close to main highway, nestled in great family village community. Located near one of top 100 Ranked Golf Courses by GolfMag. 2021 gross collections \$144K. Steadfast, 1,800 square foot building for sale with practice partition. Great cash appeal, with large parking lot. 4 treatment rooms and space to add on. Balcony not specified. Practice utilizes X-ray digital X-ray, digital panoramic X-ray, brand new patient chair, high quality imaging. Healthy new patient flow. Contact Dental Practice Transitions Consultant Michael Demos at (212) 430-7224, or email: mike.demos@nydentals.com; #NYR2235.

ROCHESTER: Family general practice in beautiful suburb with 2021 revenue of \$255K and growth potential. Seller highly motivated. 1,600-square-foot space with efficient layout, great cash appeal and ample parking. 3 ops with patient 4th planned op. Single-dentist practice utilizes digital x-ray 4-way and Dentsply Phosphor plates. Current Dental Practice Transitions Consultant Michael Demos at (212) 430-7224, or email: mike.demos@nydentals.com; #NYR2291.

KINGSTON: 3 ops with CerecOmni software, digital scanner, digital x-ray, CBCT and post-pay/visit with shoulder plates. Doctor values self-made work, all major placements and parts. Great staff, including one highly trained in Sleep Study. Building on large lot also for sale. Rental opportunities in building bring in extra income. For more information contact Dental Practice Transitions Consultant Chris Register at (631) 764-4501, or email: chris.register@nydentals.com; #NYR3222.

TOWNSHIP COUNTY: Well established, high-quality general practice available to transition to new owner, or seller can stay as part of team. Located in Pleasantville, this beautiful 10,000-sq-ft building of 2,544 square feet has five ops, digital X-ray, wireless Endpoints software and completely renovated. Revenue near \$700K. One FT and one PT hygienist. Real estate also. Growing patient base, practice shows increasing number of new patients with strong retention of PPS. Great opportunity, with doctor willing to stay on as part-time associate. For details contact Dental Practice Transitions Consultant Dorcas Barabak by email: dorcas.barabak@nydentals.com; or call (212) 430-5463. #NYR3071.

ORANGE COUNTY: OP office currently utilized by full-time women associates. Revenue from main highway and business 5 ops, 2,000 square foot utilizing dental software, amalgam and imaging system. Growing \$400K. 80% PPO insurance and 20% FFS. For information contact Dental Practice Transitions Consultant Mike Apicucci at (718) 213-7386, or email: mike.apicucci@nydentals.com; #NYR3088.

UPSTATE: Role as offer for well-established Central New York general family practice close to main highway, nestled in great family village community. Located near one of top 100 Ranked Golf Courses by GolfMag. 2021 gross collections \$144K. Steadfast, 1,800 square foot building for sale with practice partition. Great cash appeal, with large parking lot. 4 treatment rooms and space to add on. Balcony not specified. Practice utilizes X-ray digital X-ray, digital panoramic X-ray, brand new patient chair, high quality imaging. Healthy new patient flow. Contact Dental Practice Transitions Consultant Michael Demos at (212) 430-7224, or email: mike.demos@nydentals.com; #NYR2235.

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KINGSTON: 3 ops with CerecOmni software, digital scanner, digital x-ray, CBCT and post-pay/visit with shoulder plates. Doctor values self-made work, all major placements and parts. Great staff, including one highly trained in Sleep Study. Building on large lot also for sale. Rental opportunities in building bring in extra income. For more information contact Dental Practice Transitions Consultant Chris Register at (631) 764-4501, or email: chris.register@nydentals.com; #NYR3222.

IRIE COUNTY: Great practice with 3 treatment rooms. All digital, with collection of \$418K. For details contact Dental Practice Transitions Consultant Brian Whalen at (718) 913-2632, or email: brian.whelan@nydentals.com; #NYR3064.

QUEENS: Nassau County border. Fully family-oriented practice for sale. Highly desirable neighborhood of Floral Park, Queens. Located in two-story building with 1,750 square feet. 3 fully equipped treatment rooms, with digital X-ray and utilizing Easy Dental software. Building includes accessible and office space parking, storage, power and extensive practice, with strong hygiene program. Seller owns building and will provide lease for 10 years. Contact Dental Practice Transitions Consultant Mike Apicucci at (718) 213-7386, or email: mike.apicucci@nydentals.com; #NYR3070.

IRIE COUNTY: Located on busy road surrounded by established residential population and beautiful trees. 3 operator digital practice, well-positioned for future growth, with \$307K gross revenue. Crown & bridge, restorative and preventive focus. Some specialties referred out. Strong patient base and mixed PPO. Real estate next to practice owned by seller and for sale with practice. To discuss details, contact Dental Practice Transitions Consultant Brian Whalen at (718) 913-2632, or email: brian.whelan@nydentals.com; #NYR3065.

SUFFOLK COUNTY: Revenue, seven general practice of dental, solution, downtown village location. Open 76-30 hours/week. 3 operators in 1,000 square foot. Selling dental role-out of all specialty services. For details contact Dental Practice Transitions Consultant Michael Apicucci at (718) 213-7386, or email: mike.apicucci@nydentals.com; #NYR3085.

JEFFERSON COUNTY: Great opportunity. Long established, profitable practice in most area. Located near downtown Watertown. Well-equipped 4 operator practice on busy road, with great outside appeal. Large private parking lot. Practice fully digital with panoramic X-ray and utilizing Endpoints. Revenue \$700K, with one FT hygienist. Doctor only works 3 days/week (20 hours week). Seller offers all of endo, ortho and surgery. Practice positioned for growth. Primarily FFS with 2,000 active patients. 2-story building also for sale, with vacant apartment options. Contact Dental Practice Transitions Consultant Michael Demos at (212) 430-7224, or email: mike.demos@nydentals.com; #NYR3085.

MASSACHUSETTS: One for service dental practice. 5 fully equipped treatment rooms and approximately 2,000 square feet. 15% FFS and 5% PPO insurance. Generators all in-house in only two days week. Practice equipped with dental software, endo, dental chairs and digital x-ray and various. For more information contact Dental Practice Transitions Consultant Chris Register at (631) 764-4501, or email: chris.register@nydentals.com; #NYR3072.

EASTERN LONG ISLAND: Well established PPO/FFS dental practice/office in practice for 10 years, with one PPO active patients and emergency 15 new patients monthly. For details contact Nassau Sales Consultant Chris Register at (631) 764-4501, or email: chris.register@nydentals.com; #NYR3073.

Email Advertising

eNewsletter Advertising

NYSDA eNewsletters reach approximately 10,000 member dentists twice per month with in-depth coverage of dental industry news, legislative updates and events. Reach your audience where they're most engaged by advertising on NSYDA's popular digital channels.

eNewsletter ads are an opportunity to deliver your brand to dentists via targeted emails they look to for the latest in clinical research, practice management and patient care. NYSDA's two monthly eNewsletters, Member Update and NYSDJ Exclusive Member Benefit, are the go-to platforms for members. With open rates of 55%-60%, advertisers can use these channels to reach NYS dentists alongside content that is necessary for their practices. Supplementing our scheduled eNews calendar is timely, relevant authoritative news impacting the dental profession. NYSDA will work with your company to tailor advertising options to your content and program needs.

Our offerings:

- NYSDA Member Benefits eUpdate (monthly)
- NYSDJ/NYSDA News eUpdate (monthly)
- Periodic timely, relevant authoritative news impacting the dental profession—Timing TBD

Art specs: Full banner: 630 x 130
Half banner: 275 x 170

Rate: Full Banner: \$1,000
Half Banner: \$600



NYSDA's Positive Impact at SOMOS 2023

Spreading smiles and good oral health at the 2023 SOMOS Conference! NYSDA visited Head Start programs in the Suárez community in Puerto Rico, providing over 100 toothbrushes, toothpaste, and books for lower-income children. Thanks to Drs. Gounardes, Vazquez, Jacobo, and Cuomo, we're making a positive impact.

Full Banner

NYSDA Insider

2024 Award Nominations are OPEN

Nominations for the 2024 NYSDA Jarvie-Burkhart Award, Distinguished Service Award, and Hallmarks of Excellence Award are now open. Find all the criteria and guidelines below. Nominate a colleague today!

Submission Deadlines:

Jarvie-Burkhart Award: November 27, 2023
Distinguished Service Award: November 27, 2023
Hallmarks of Excellence Award: January 1, 2024

[MORE INFORMATION](#)

Half Banner



Nominations Council

The NYSDA Council on Nominations will meet on Tuesday, March 5, 2024, at 1:00 p.m. to make its selections for President-Elect, Vice President, and Secretary-Treasurer of the Association in 2024.

Nominees for President-Elect must be members of the New York County Dental Society. Nominees for Vice President must be members of the Bronx County Dental Association. Nominees for Secretary-Treasurer may be members of any NYSDA component. Submit nominations for any of these positions by **March 2, 2024**.

[SUBMIT NOMINATION](#)

NYSDA Corporate Partnerships

Our customizable Corporate Partnership packages are tailored to elevate your brand's visibility. Explore exclusive partnership tiers designed to meet your marketing goals.

CORPORATE PARTNER PACKAGES

Platinum Package:

4 full-page ads in NYSDJ (print or digital version)	\$7,400
Dealer's Choice Sponsorship of Annual House of Delegates Meeting*	\$2,500
Two 60-day banner ad campaigns on NYSDental.org	\$3,600
Choice of sponsorship of 3 NYSDA live events	\$4,500
2 Advertorials in NYSDA publication of your choice	\$7,500
Value: \$25,500	
Cost: \$22,000	

Gold Package:

2 full-page ads in NYSDJ (print or digital version)	\$4,200
Dealer's Choice Sponsorship of Annual House of Delegates Meeting*	\$2,500
90-day consecutive banner ad campaign on NYSDental.org	\$2,700
Choice of sponsorship of 2 NYSDA live events	\$3,000
Advertorial in NYSDA publication of your choice	\$3,750
Value: \$16,150	
Cost: \$14,000	

Silver Package:

2 half-page ads in NYSDJ (print or digital version)	\$2,300
Dealer's Choice Sponsorship of Annual House of Delegates Meeting*	\$2,500
60-day consecutive banner ad campaign on NYSDental.org	\$1,800
Choice of sponsorship of a NYSDA live event	\$1,500
Value: \$8,100	
Cost: \$7,000	

* See Attached HOD Sponsorship Packet



Sponsorships

Grab the attention of 10,000 member dentists by having your name associated with a NYSDA event.

Our sponsorship packages are flexible and can be customized to ensure you achieve your unique marketing objectives. Sponsorship includes your company logo on all event-specific website content, email communication and pre- and post-event social media.

NYSDA sponsorships are a proven formula for success!

Annual House of Delegates Meeting

The Annual House of Delegates Meeting will bring 200+ decision-making dentists to New York's most awarded four-season destination, the Turning Stone Resort & Casino, Verona, NY. Our 2024 meeting will be held May 31 – June 2. This highly anticipated gathering merges the important work of the Association's governance and policy making with an array of engaging social events that make the experience enjoyable and memorable for our members and their guests.

**See attached House of Delegates Sponsorship addendum.*



Survival Guide Webinar Series:

NYSDA recognizes the challenges new dentists face and produces an annual 4-part Survival Guide Series of webinars to address topics critical in the first few years out of dental school. Popular programs on personal finances, employment contracts and cybersecurity provide sponsors with a chance to align their brand with the future of dentistry.

Sponsors get company name/logo/link on all promotional correspondence, website and social media.



Webinars:

Hosted periodically throughout the year, NYSDA's ever-popular webinars focus on topics in dentistry, including practice management, financial planning, education & licensure, and workforce development. Align your brand with an industry thought leader by becoming a NYSDA webinar sponsor and associate with our highly regarded speakers and cutting-edge content.

Webinar sponsors get company name/logo/link on all promotional correspondence, NYSDA website and social media.



Sponsorships

Resident Socials:

We are excited to support and empower the next generation of dental professionals. Looking for exposure before a targeted audience of new dentists? Join us. There are over 300 residents in several hospitals in the Bronx alone. We invite all the residents and resident directors to our annual mix & mingle to meet with each other during an enjoyable evening of drinks, appetizers and engaging conversation. Events are booked in August, and in November to coincide with the Greater New York Dental Meeting.

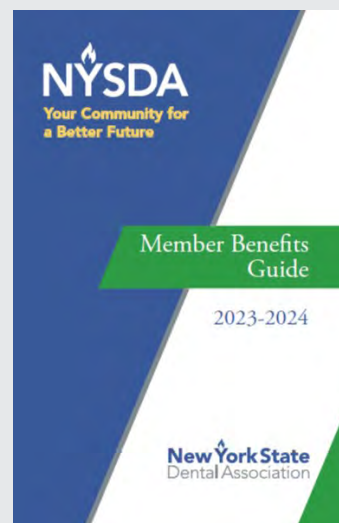
Sponsors have an opportunity to connect with this engaged audience and see their company name/logo/link on all promotional correspondence, website and social media.



Member Benefits Guide:

Our annual Member Benefits Guide provides new and existing members with a go-to resource to capitalize on the exclusive benefits of membership in the American Dental Association's second largest constituent. Twelve hundred copies are produced each spring, mailed to new members and shared with our 13 component dental societies to use at events. It is also available online, in our eNewsletter and shared in all renewal emails.

Sponsors of the Member Benefits Guide get logo recognition in both the print and digital versions of the document, as well as logo inclusion in all email correspondence alerting members to availability of the new version.



Networking Events

Our networking events consistently attract a diverse and influential audience of member dentists, providing sponsors with a unique opportunity to connect with key decision-makers in the profession. Showcase your commitment to the dental community and position your brand as a leader by sponsoring a NYSDA event.

Contact us for more information about programs being scheduled for 2024.



Sponsorship cost: \$1,500 per event



Advertising Standards

The New York State Dental Journal welcomes advertising as an important means of keeping the dentist informed about new and better products and services for the practice of dentistry. Such advertising must be factual, dignified, tasteful, and intended to provide useful product and service information.

The publication of an advertisement is not to be construed as an endorsement or approval by The New York State Dental Journal or its publisher, the New York State Dental Association, of the product or service being offered in the advertisement unless the advertisement specifically includes an authorized statement that such approval or endorsement has been granted.

As a matter of policy, The New York State Dental Journal will sell advertising space when the inclusion of advertising material does not interfere with the purpose of the publication. The NYSDJ reserves the right to accept or reject advertising, at its sole discretion, for any product or service submitted for publication.

GENERAL REQUIREMENTS

1. All advertisements submitted for display in The New York State Dental Journal are subject to review by staff and its advisors.
2. Advertisements must not be deceptive or misleading. The advertiser and the product or service being offered should be clearly identified in the advertisement.
3. Products or services eligible for advertising in The New York State Dental Journal must be germane to and effective and useful in the practice of dentistry. Products and services offered by responsible advertisers that are not related to dentistry but are of interest to dentists are eligible for advertising in The NYSDJ.
4. Advertisements will not be accepted if they conflict with or appear to violate New York State Dental Association policy, the NYSDA Code of Ethics or its Constitution and Bylaws, or if the advertisements are deemed offensive in either text or artwork, or contain attacks of personal, racial or religious nature.
5. Alcoholic beverages and tobacco products are not eligible for advertising.
6. Books related to the practice of dentistry are eligible for advertising. Appropriate books of interest to dentists and their families as consumers are eligible for advertising in The New York State Dental Journal.
7. The New York State Dental Journal reserves the right to decline advertising for any educational course that involves the teaching or use of a product or technique that conflicts with New York State Dental Association policy, or is the subject of an unfavorable or cautionary report by a recognized dental agency. The eligibility of an advertisement for a course conducted by or under the auspices of an organization or commercial venture other than the American Dental Association, NYSDA or a NYSDA component will be determined on a case-by-case basis. Acceptance of advertisements for courses and educational materials offered by commercial ventures and directed to the income of a dentist or to the commercial aspects of a dental practice will be reviewed for attractiveness, accuracy and dignity to determine eligibility.
8. Miscellaneous products and services not specified in these standards may be eligible to advertise on a case-by-case basis.

INSERTION ORDER 2024

ADVERTISER: _____

ADDRESS line 1: _____

ADDRESS line 2: _____

CONTACT : _____

PHONE: _____ Email: _____

PLEASE RUN OUR ADVERTISEMENT IN (check below):

New York State Dental Journal & NYSDA News

JANUARY-Print _____

FEB/MARCH - Digital* _____

APRIL/MAY - Digital* _____

JUNE/JULY - Print _____

AUG/SEPT/OCT - Digital* _____

NOV/DEC - Digital* _____

• AD SIZE NYSDJ (circle below):

Full page ½ page 1/4 page Cover: II III IV

**Added value! Digital editions of NYSDJ include complementary ad space of same size in our quarterly digital newsletter NYSDA News published in Feb, May, Oct & Dec.*

Corporate Partnership Packages

Platinum Package: \$22,000 _____

Gold Package: \$14,000 _____

Silver Package: \$7,000 _____

Sponsorships \$1,500/event:

Survival Guide Webinar _____

Member Benefits Guide _____

Webinar TBD _____

Resident Social Bronx _____

Resident Social GNYDM _____

Networking Events TBD _____

Advertorial/Sponsored Content \$3,750/issue

Months: _____

Indicate which NYSDJ or NYSDA News issues you'd like to reserve

Website Banner Advertising

(\$900/month; 15% discount for 3 or more)

Mark "W" or "E" next each month you wish to reserve

JANUARY _____

FEBRUARY _____

MARCH _____

APRIL _____

MAY _____

JUNE _____

JULY _____

AUGUST _____

SEPTEMBER _____

OCTOBER _____

NOVEMBER _____

DECEMBER _____

E-Newsletter Email Advertising

(Full banner: \$1,000 | Half Banner \$600)

URL for ad link: _____

AUTHORIZED SIGNATURE: _____

RETURN TO:

Jeanne Deguire, Advertising & Sponsorship Manager • E: jdeguire@nysdental.org • (518) 465-0044



2024 Annual House of Delegates Meeting **SPONSORSHIP OPPORTUNITIES**

May 31 - June 2, 2024

Turning Stone Casino & Resort, Verona NY

NYSDA, 20 Corporate Woods Blvd., Albany NY 12211

www.nysdental.org

NYSDA The Voice of the Dental Profession

The 2024 Annual House of Delegates Meeting will bring 200+ decision-making dentists to New York's most awarded four-season resort, the Turning Stone Resort & Casino in Verona, NY.



The highly anticipated meeting of the House of Delegates, the governing body of the 10,000 member dentists, merges the important work of the Association's governance and policymaking with an array of engaging social activities that make the experience enjoyable and memorable for our members and their guests. Events on the schedule for the four-day meeting range from an entertaining dueling pianos duo at the resort's Gig venue to a black-tie Presidential Gala and awards ceremony, providing sponsors with numerous opportunities to connect with members.



About Us

The second largest constituent of the American Dental Association, NYSDA Membership extends from Manhattan and Long Island in the south, to the St. Lawrence River in the North.

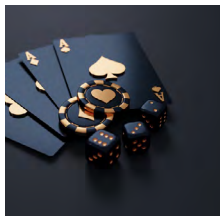


Your Audience

We are expecting more than 200 decision-making dentists from our 13 component dental societies to attend the 4-day House of Delegates Meeting.

2024 Sponsorship Levels

High Roller: \$10,000



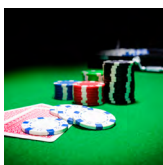
- Six-foot exhibit table during registration and HOD sessions on Fri & Sat.
- Prominent display of company logo, recognizing you as meeting sponsor, on all signage and mention of sponsorship on NYSDA website and social media (pre and post event)
- Full-page ad in NYSDA's clinical publication *The New York State Dental Journal* that mails to 10,000 member dentists in July.
- Full-page ad in NYSDA quarterly newsletter *NYSDA News*, a digital publication covering Association-related news and activities. Timing is sponsor's choice; published in Feb, May, Oct and Dec.
- 90-day banner ad campaign on NYSDental.org
- Digital ad in two of NYSDA's twice-monthly email newsletters (average open rate of 55%). Timing is sponsors choice.
- Logo on email communication with attendees that links to your company website.
- Two tickets to Saturday evening Presidential Dinner Gala.

Royal Flush: \$7,500



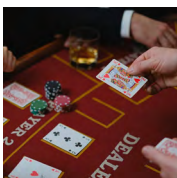
- Full-page ad in NYSDA's clinical publication *The New York State Dental Journal* that mails to 10,000 member dentists in July.
- 60-day banner ad campaign on NYSDental.org.
- Prominent display of your company logo, recognizing you as a meeting sponsor, on all meeting signage and mention of your sponsorship on NYSDA website and social media.
- Logo on all meeting-related email communication with attendees that links to your company website

Full House: \$5,000



- Half-page ad in NYSDA's clinical publication *The New York State Dental Journal* that mails to 1,000 member dentists in July.
- 30-day banner ad campaign on NYSDental.org
- Prominent display of your company logo, recognizing you as a meeting sponsor, on all meeting signage and mention of your sponsorship on NYSDA website and social media.

Dealer's Choice: \$2,500



- Prominent display of your company logo, recognizing you as a meeting sponsor, on all meeting signage and mention of your sponsorship on NYSDA website and social media.

Exclusive Sponsorship Levels

Presidential Dinner Gala Sponsor \$15,000

(Limited to one sponsor)

An evening of elegance. We cordially invite you to be a key partner in an evening of splendor at the highly anticipated House of Delegates Dinner Gala. This distinctive event promises an unforgettable experience for our members and their guests.



Dinner Gala sponsor receives:

- Recognition on all marketing and signage of dinner gala (pre, onsite and post).
- Acknowledgement from the bandstand of sponsorship.
- Company logo and ad message on Wi-Fi table tents placed on each table within the House of Delegates meeting room.
- Unique “logo in the sky” as part of the event’s dramatic drone show conclusion.
- Exhibit space during two days of the HOD delegates meeting.
- Company listing on dinner gala registration page and all HOD correspondence, social posts and email communication.
- Logo on printed dinner menu for tremendous visibility among our 200+ guests.
- Tickets for two participants to attend Dinner Gala.
- Exercise your creativity and collaborate with us. Let’s create an experiential activity where attendees enjoy themselves and engage with you and your brand.

Exclusive Sponsorship Levels

Hospitality Sponsor

\$10,000 (Limited to two)

Each day's HOD business meetings and activities leave our members enthused for an opportunity to enjoy collegial company and represent tremendous opportunity for your brand to network with members in a relaxed atmosphere.



Your company is invited to participate in the congeniality and camaraderie of the HOD's nightly hospitality events as one of two sponsors.

➡ Thursday, 5/30 Dueling Pianos

We've prepared an evening filled with laughter, energy, and music that will have you on your feet with renowned dueling pianos duo . They'll dazzle with their talent, take song requests and engage in friendly musical rivalry that guarantees a good time. Guests will enjoy pizza and open bar and present sponsors with a networking opportunity unlike any other.

➡ Friday, 5/31 Hospitality Lounge

Our hospitality events have proven to be popular for their casual atmosphere and the chance to socialize and foster a sense of community. Our Friday evening hospitality lounge offers sponsors a signage and branded area to present their logo and messaging, as well as a chance to distribute branded swag.

Hospitality sponsors will receive:

- Recognition on all marketing and signage for hospitality lounges (pre, onsite and post).
- Acknowledgement of sponsorship during each hospitality event.
- Company listing on all HOD correspondence, social posts and email communication.
- Signature cocktail with your company name during Friday night hospitality lounge.
- Logo on cocktail napkins at Friday hospitality lounge.
- Tickets for three participants to attend each evening.

Exclusive Sponsorship Levels

Keycard Sponsor \$8,000 (Limited to one)

Personalized Hotel Key Cards for all guests staying during the meeting at Turning Stone headquarters hotel. During the lifespan of an event, an attendee will look at their key card 8 – 12 times/day, allowing repeat impressions to your targeted demographic. Closes early. Don't miss out!

This option includes all items from Royal Flush package, as well as two tickets to the Dinner Gala.



Gift Bag Sponsor \$8,000 (Limited to one)

Swag bags are always a hit! This sponsorship option Includes company logo on conference bags and opportunity to provide promotional item in gift bags distributed to all attendees

This option also includes all items from Royal Flush package, as well as two tickets to the Dinner Gala.

Lanyard Sponsor \$6,000 (Limited to one)

All event lanyards would be branded your company logo. This exclusive feature puts your brand around the neck of every attendee at the event - even your competitors!

This option also includes all items from Royal Flush package, as well as two tickets to the Dinner Gala.



Let's Chat

Looking for engaging solutions to reach the coveted target demographic of dental professionals? Partner with NYSDA to maximize engagement and drive impact.

As a sponsor, you will elevate your organization's position as a valuable and respected entity in the dental community. Our sponsorship packages can be customized. Please reach out to to discuss how we can accommodate your sponsorship goals and budget.



Jeanne Deguire

NYSDA, Advertising & Sponsorship Manager



jdeguire@nysdental.org



(518) 689-2771



nysdental.org
