

The Role of Digital in Your Media Mix is Critical.

NYSDA's new DentAD program is an e-mail advertising opportunity that lets you send special offers and discounts to our 8,700+ member dentists. Delivered from NYSDA, DentAD e-mails provide a level of precision and deliverability that can't be achieved through traditional e-mail advertising channels. Limited to two messages per month, the DentAD program has an element of exclusivity that brings advertising results.

The best way to reach the lucrative NYS dental market?
A dentist's Inbox.

Advertising results are just a click away.

Follow-up data on open rates and click-thrus to advertiser website provided. Package discounts available for NYS Dental Journal advertising to supplement DentAd e-mails.

RATE: \$1,250 (.11 cents per address)
More reach. Less effort. Maximum success.

For more info, contact Jeanne Deguire today.

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