



# Media Kit

## Newsletter Advertising

### About the Newsletter

Frequency	Subscribers	Open Rate	Click-Through Rate	Audience
Quarterly	1200	58%	2%	Dentists

Our quarterly newsletter connects **1,200 engaged dentists** who are active participants in organized dentistry as part as the Kansas Dental Association and the American Dental Association. With an impressive **58% open rate**, our publication provides advertisers with a unique opportunity to reach a highly professional and responsive audience.

### Audience Snapshot

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**Profession:** 100% licensed dentists

**Interests:** Leadership, advocacy, continuing education, community service, dental practice management

**Engagement:** Members and leaders in organized dentistry, decision-makers and influencers.

### Advertising Options

Option	Details	Price
Top Banner (Premium)	600x150 px	\$450 per issue
Mid-Content Banner	600x150 px	\$300 per issue
Bottom Banner	600x150 px	\$200 per issue
Sponsored Post	Image + link + up to 200 words	\$500 per issue
Newsletter Takeover	Top banner + sponsored content + footer	\$900 per issue
Text-Only Ad	Up to 50 words with link	\$100 per issue

### Packages & Discounts

**2 Issues Package:** 10% off

**Annual Partnership (4 Issues):** 20% off

### Technical Specs

**File formats:** JPG, PNG, GIF

**Max file size:** 5 MB

### Contact

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