

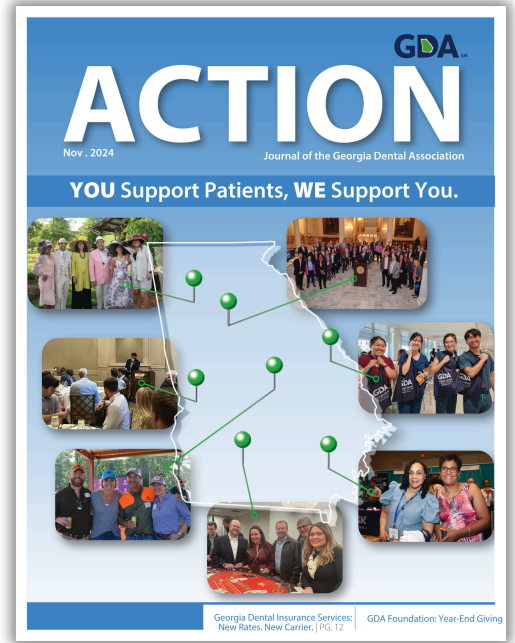


2025

Advertising Guide

GDA Georgia Dental
ASSOCIATIONSM

- **Unlock a Massive Audience:** Showcase your brand to over 5,000+ Georgia dentists, making a lasting impact.
- **Year-Round Visibility:** Elevate your presence with 5 strategically-timed publications per year, ensuring your message resonates consistently.
- **Trusted Authority:** Associate your business with the trusted GDA Action Magazine, where dental professionals turn for cutting-edge news and in-depth features.
- **Direct Access:** Your ad will be mailed directly to GDA member dentists and key organizations, ensuring direct engagement within the dental community.
- **Exclusive Exposure:** Don't miss out on our special November issue sent to every dentist in the state!



GDA Action is an issues-driven magazine focused on current matters affecting Georgia dentists and their patients.

Health. It's what matters most.

Anna Casas M.D. offers the most advanced, cutting edge programs for:

- Women
- Men
- Couples

She uses the latest advances in:

- nutrition
- supplementation
- exercise
- bio-identical hormones

to help her patients look and feel 10-20 years younger.

Anna Casas M.D., Board Certified, Anti-Aging and Regenerative Medicine. Selected as one of the "Leading Physicians of the World" by The International Association of Physicians (IAA) in 2009.

www.anacasasm.com | 404-210-9969 | drcasas@anacasasm.com

Your practice is one of your most important assets. DO YOU KNOW WHAT IT'S WORTH?

While no one likes to think about it, things do happen and it's always important to be prepared.

Knowing your practice's value can make the difference between selling your practice or having it become unsalable. That is why practice owners should have an up-to-date practice valuation.

A **Henry Schein Dental Practice Transitions** valuation considers both tangible and intangible assets of the practice and can provide the many key factors which influence the practice's value.

To get started on your practice valuation or schedule a complimentary consultation, contact me or scan the QR code!

Scott Owen
Transition Sales Consultant
Scott.Owen@henryschein.com
678-522-1474

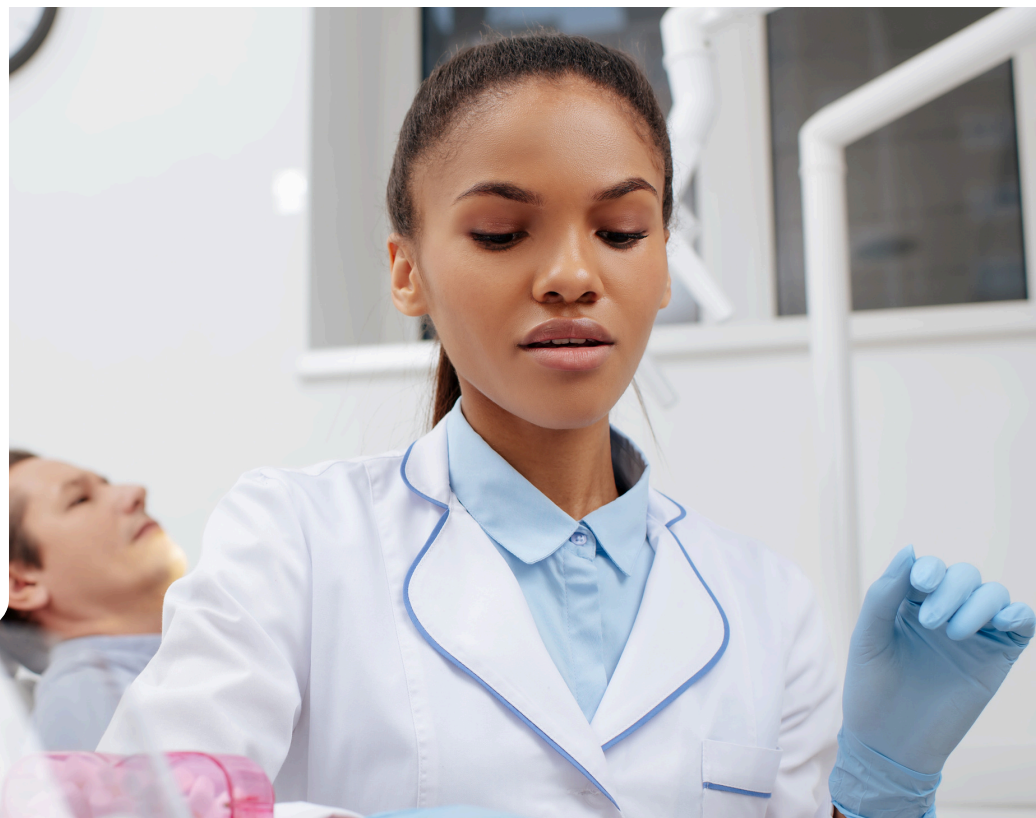
HENRY SCHEIN
DENTAL PRACTICE TRANSITIONS

www.HenryScheinDPT.com
678-522-1474

• PRACTICE SALES
• VALUATIONS
• TRANSITION PLANNING



June 2023 • 37



Magazine Advertising Rates

Ad rates are per issue and include full color.

Bleed size: add 1/8" to finished magazine size (8.5" x 11")

Ad deadline: six weeks prior to print date. Please see editorial calendar.

* - Inside ads available in black and white. Black and white ads are \$200 less than listed prices.



Full Page

7.5 x 10 inches - \$1,830



Half Page *

7.5 x 4.875 inches - \$860



1/3 Page * 5 x 4.87

inches - \$775



1/6 Page *

2.25 x 6.25 inches - \$720



Back Cover 7.5 x 4.875

inches - \$1,990

E-News Advertising Rates

Elevate your brand's impact among Georgia's highly educated, influential, and affluent dental professionals by securing advertising space in the GDA e-newsletter, reaching over 3,000+ dentists. With increasing digital engagement, seize the opportunity to share valuable content and promotions, ensuring maximum visibility. *Subject to editorial approval.

56%

Banner Ad Pricing

\$365 - Monthly

\$1,260 - Quarterly
(price for 4 banners)

Specs & Placement Location

728 x 90 pixels

**Banners are placed in the GDA e-newsletters and include destination url.*



Sponsored Content Pricing

\$535 - Monthly

\$1,900 - Quarterly
(price for 4 ads)

Specs & Placement Location

300 x 300 pixels

**Sponsored content is placed in the GDA e-newsletter. Includes headline, logo, destination link, image, and 50-100 words of copy (teaser content redirecting user to your website).*

Volunteer with TeamSmile

TeamSmile is looking for volunteer dentists for their outreach program with the Atlanta Falcons.

TeamSmile Dental Program with Atlanta Falcons
Tuesday, December 5
8am - 2:30pm
Mercedes Benz Stadium
1 AMB Dr. NW
Atlanta, GA 30313

Organizers are looking for **volunteer dentists, dental assistants, dental hygienists, dental students, and general volunteers**. The mission of TeamSmile is to provide children in need with a life-changing dental experience through the power of sports. Free dental care services will include exams, X-rays, cleanings, extractions, and fillings for children. Volunteers will receive a TeamSmile T-shirt and free lunch. Dentists who volunteer will receive a custom pair of scrubs. Please see below for more information and share with your dental colleagues and team members.

Email Blast to GDA Membership

Promote your company or product directly to our members with a targeted email blast. Simply provide us with your customer messaging, images, and attached links, and we'll handle the distribution to our entire membership.

Email Pricing

\$2,000

**Sponsored content is placed in the GDA email platform. Includes a headline, logo, destination link, image, and copy redirecting users to your website.*



Website Banner Ad

Promote your business with a prominent website banner ad. Your banner will be featured on a monthly or quarterly basis, ensuring consistent visibility, and will link directly to your company's website, driving traffic and engagement.

68.7%

Engagement Rate

Banner Ad Pricing

\$200 - Monthly

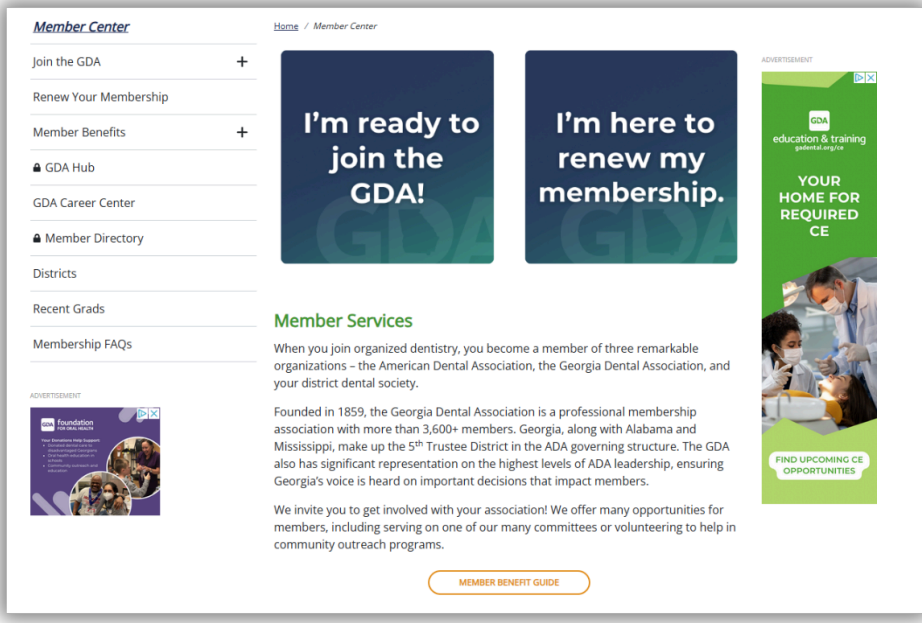
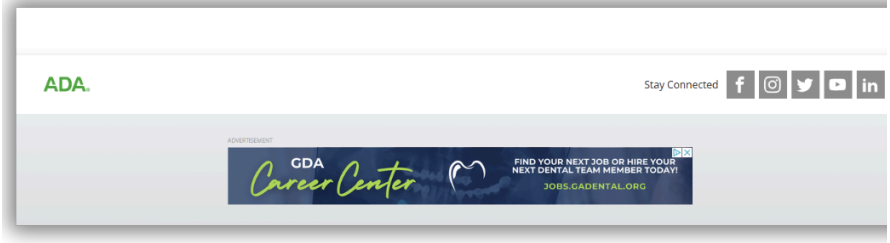
\$500 - Quarterly

There are five available ad sizes, and your banner ad will rotate across the site in the available placements for that size.

Specs & Placement Location

Footer 728 x 90

Leaderboard 728 x 90



Rectangle 180 x 150

Skyscraper 160 x 600

Scan for easy purchase!



Rectangle

300 x 250

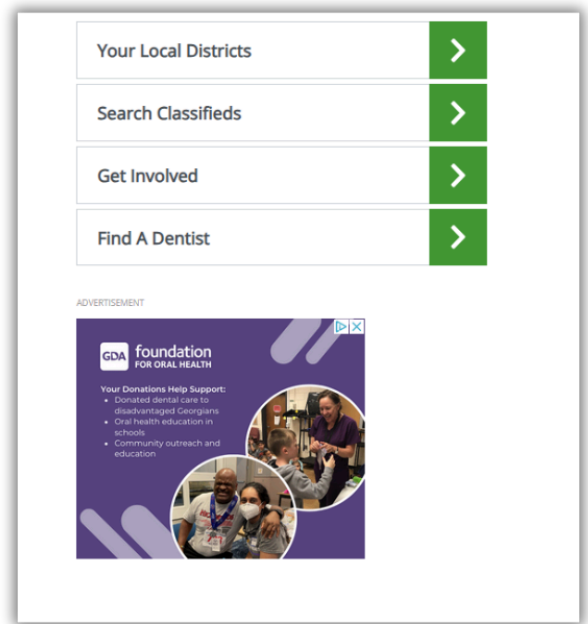


EXHIBIT A:

Terms and Conditions for the GDA Advertising Contract

This contract is subject to the terms and conditions which are listed below and on the front of this contract.

PARAGRAPH 6 LIMITS THE LIABILITY OF THE PUBLISHER FOR ERRORS IN OR OMISSIONS OF YOUR ADVERTISING. It should be read carefully.

1. “Publisher” means the Georgia Dental Association, Inc. and any of its subsidiaries and/or affiliated companies. “Advertiser” means the business, person, or other legal entity shown after “Agency Name” on the opposite side, its owners, successors, and assigns. “Advertising” means all items included in this contract to appear in the GDA Action Journal, GDA Website(s), and/or the GDA Email Newsletter. The person or agency signing this contract on behalf of Advertiser warrants that he or she is authorized by Advertiser to sign this contract on behalf of Advertiser.
2. This contract shall constitute the entire agreement between Advertiser and Publisher, and Publisher shall not be bound by any agreement or understanding not included in this contract. The terms and conditions of this contract may not be modified, except by a writing signed by Advertiser and Publisher.
3. Advertiser agrees to and hereby does indemnify, defend, and hold Publisher, its directors, officers, other employees and agents harmless from and against any and all loss, claim, damage, expense, penalty, demand, reparation, cost of defense, attorney’s fees, or liability whatsoever (whether paid or credited under settlement, order, judgment, or otherwise) arising out of or in any way caused by or connected with the printing or publication of its advertising.
4. A bill is due and payable upon receipt and shall become delinquent if not paid, in full, within 30 days thereof. If a bill becomes delinquent, a late payment penalty not to exceed 1.5 percent (1.5%) of the unpaid balance may be assessed and added to the unpaid balance carried forward on the following month’s bill. Neither the billing nor payment of late payment penalty charges relieves Advertiser of the obligation to pay all charges upon receipt of a bill. Publisher’s acceptance of partial or delinquent payment or its failure to exercise any right to late payment penalty charges shall not be a waiver of Publisher’s rights concerning any obligations of the Advertiser or right of Publisher nor constitute modification of this agreement or waiver of any similar default subsequently occurring. If a bill remains delinquent for 15 days or more, all future monthly charges for any or all advertising included in this contract shall become, at the option of Publisher, immediately due and payable. These options may be exercised by Publisher at any time, and failure or delay by Publisher in the exercise of these options shall not waive Publisher’s right to exercise it later. Publisher may terminate this contract at any time insofar as it pertains to any forthcoming issue if there are any delinquent bills outstanding for any advertising ordered by Advertiser, acting in any capacity, or which advertising promoted Advertiser or any person included in the advertising which is the subject of this contract. Notwithstanding any provision of this contract to the contrary, if this contract is signed by a person or agency on behalf of the Advertiser, the Advertiser shall be liable for any and all bills and late payment penalties assessed thereon.
5. Advertiser warrants that it is authorized and entitled to advertise each business, product, or service represented in the advertising; that all statements or representations made by or on behalf of Advertiser to Publisher are clear, truthful, and not misleading; that the contents of the advertising are truthful, fair, and lawful and that the use of any name, picture, likeness, reproduction, endorsement of a product or service, copyrighted or copyrightable item, telephone number, address, trademark, service mark, or trade name in or in connection with any advertising is duly authorized. Advertiser shall notify Publisher immediately of any change in such authorization. Advertiser assumes sole responsibility for the protection of any copyrights, trademarks, service marks, and trade names owned wholly or partially by Advertiser or which it is duly authorized to use, whether or not included in its advertisements, and shall hold Publisher free and harmless from and against any and all liability for infringement thereof.

LIMITATION OF LIABILITY FOR ERRORS AND OMISSIONS: READ CAREFULLY

6. In the event of any error in or omission of all or any part of any advertising, the parties agree that Publisher’s liability shall be limited to a refund of the charges payable for such advertising. In no event shall Publisher be liable for any loss of Advertiser’s business, revenues, or profits, the cost of Advertiser of other forms of advertising, or special consequential, indirect, or punitive damages of any nature. The foregoing provisions shall apply to the full extent permitted by law regardless of whether Advertiser’s claim is based upon contract, tort (including negligence of whatever degree), strict liability, or other legal theory. Refund of advertising charges shall constitute Publisher’s sole liability to Advertiser and Advertiser’s exclusive remedy against Publisher in the event of such error or omission. Advertiser specifically waives any right to any other claim for loss or damage. 7. In the event it becomes necessary to refer collection of this claim to a collection agency or an attorney, the Publisher shall recover from the Advertiser in addition to all other relief, reasonable collection fees, attorney’s fees, and court costs. 8. If Advertiser is an endorsed service provider of the Publisher, either party shall have the right to terminate this contract without penalty should the Publisher withdraw, suspend, or terminate the endorsement of the Advertiser for whatever reason. Termination of the contact shall be effective immediately upon the receipt of written notice. 9. This contract may be terminated by Publisher by giving written notice to Advertiser for the Publisher’s convenience and without cause. Termination of the contact shall be effective immediately upon the receipt of written notice. Furthermore, the rights and obligations arising prior to any termination of this contract shall survive such termination. Except as provided in the preceding sentence, neither party shall have any further obligations of the other following termination of the contract.

Phone: 800.432.4357 or 404.636.7553

Email: advertising@gadental.org

Agency Name _____ Phone & Fax _____

Advertiser Name _____ Contact Name _____

Mailing Address _____

Email Address _____ Order Date _____

Special Instructions _____

Signature _____ Date _____

Action Journal Advertising

	JAN.	MAR.	MAY	SEPT.	NOV. SPECIAL EDITION ALL GA DENTISTS
AD SIZE					
COLOR/ BW					
COST					
DUE DATE	Nov. 25, 2024	Jan. 27, 2025	Mar. 31, 2025	July 28, 2025	Sept. 29, 2025

Email Newsletter Advertising

Month(s) _____

Banner or Sponsored _____

Cost _____

Phone: 800.432.4357 or 404.636.7553

Email: advertising@gadental.org

Agency Name _____ Phone & Fax _____

Advertiser Name _____ Contact Name _____

Mailing Address _____

Email Address _____ Order Date _____

Special Instructions _____

Signature _____ Date _____

Email Blast to GDA Membership

Month(s) _____

Due date: Please submit the logo, images, copy, links, and any additional content at least three weeks before the requested send date.

Cost _____

Website Banner Ad

Month(s) _____

Due date: Please submit the desired graphic at least three weeks before the first of the month in which it will be posted.

Cost _____

Advertising Credit Card Authorization Form



Cardholder Name (as shown on card) _____

Billing Address _____

City _____ State _____ Zip _____ Phone _____

Select Card Type Amex Visa Mastercard Discover

Credit Card Number _____

Exp Date _____ Security Code on Card (required) _____

Amount Authorized	\$ 5.00	Convenience Fee +
	\$	Authorized Amount =
	\$	Total

Cardholders Approval _____

(Please print) (Signature)

_____ (Date) _____

Please check the appropriate method of billing:

____ One Time Use: I hereby authorize Georgia Dental Association (“GDA”) to charge the indicated credit card the amount indicated in this billing statement. This is a one-time charge authorization. I am not authorizing GDA to set up my account within a recurring billing system. Instead, I prefer to pay by check or money order on all future invoices. I understand that if I want GDA to charge any balances to my credit card in the future, I will need to submit another authorization form at that time or choose the selection below.

____ Recurring Billing: I hereby authorize GDA to charge the indicated credit card on a (monthly/yearly) basis for the amount due under my contract with GDA as indicated in this billing statement. This Recurring Payment Authorization/Periodic Charge shall remain in force until canceled by me in writing at least 30 days prior to the next billing date. If the payment date falls on a weekend or holiday, I understand that the payment may be tendered on the next business day.

Authorization

By executing this agreement, I hereby authorize GDA to charge my credit card for the amount(s) indicated in this billing statement. I agree that this is either a one time or a periodic charge that will be made as indicated hereinabove. To terminate the periodic/recurring billing process, I must send written notice to GDA at least 30 days prior to the next billing date. If I elect the periodic/recurring billing process and fail to provide such written notice of cancellation to GDA, I understand that my credit card will continue to be automatically charged until GDA receives my written notice. I also understand that all account cancellations must be made in writing. I will not dispute GDA’s recurring billing with my credit card issuer so long as the amount in question was for services rendered prior to my canceling my account in the manner required. I guarantee and warrant that I am the legal cardholder for this credit card and that I am legally authorized to enter into this one time or recurring billing agreement with GDA.

PAYMENT PROCESSING USE ONLY Approval Code _____ Date _____

_____ Processor’s Initials _____

Batch ID# _____ Department _____

Reason for Payment: Georgia Dental Association Advertising