WDA Journal (classified advertising)

The WDA Journal is a professional, monthly publication that reaches more than 3,000 subscribers. It is read by an estimated 83 percent of Wisconsin’s licensed dentists, dental professionals and office team members and Marquette University School of Dentistry students.

This award-winning publication received the 2006 Newsletter Award in the International College of Dentists’ journalism competition, our fifth award in six years, and a 2005 Paragon Award of Merit from the Public Relations Society of America – Southeastern Wisconsin Chapter.

Rates

The rate for classified advertisements for WDA members is $60 for 30 words or less; additional words are 50 cents each. Non-members add $25. All classified ads are also placed online at wda.org.

Additional Options

• **Boxed ads** are available in three sizes to draw more attention to your ad. Sizes and costs are column width by: one inch = $100; two inches = $150; or three inches = $200.

• **Add your company logo** for an additional $25 per month.

• **Blind box** ads maintain confidentiality for an additional $10 per month. Interested parties respond to blind boxes by mailing the WDA Journal office directly; responses are then forwarded to the mailing address indicated by the advertiser. The interested party is not contacting the advertiser directly. Please note blind box advertisers receive ad confirmation, billing and blind box responses in the mail to the address they provide. If you want to keep your ad confidential from your office staff, please provide the WDA with an alternate mailing address. The WDA Journal is not responsible for your staff opening any ad correspondence directed to your attention.

• **NEW! Mini-display** color artwork must be provided by advertiser in a PDF format and fall under a classified ad category. Available sizes include one column width (2.4 inches) by: two inches = $200, three inches = $250 and four inches = $300.

Submitting an Ad

Send copy and the completed form on the back of this page to the WDA Journal, 6737 W. Washington St., Ste. 2360, West Allis, WI 53214; fax to 414-755-4111 or e-mail hwillette@wda.org. Please include this completed form with your copy.

Deadlines

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<tr>
<td>February</td>
<td>Dec. 8, 2008</td>
<td>June</td>
<td>April 13, 2009</td>
<td>October</td>
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<td>March</td>
<td>Jan. 12, 2009</td>
<td>July</td>
<td>May 11, 2009</td>
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<td>April</td>
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<td>May</td>
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<td>July 13, 2009</td>
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<td>January 2010</td>
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Contact

All inquiries related to **classified advertising** should be directed to:
Heather Willette, Managing Editor
Phone: 414-755-4110
E-mail: hwillette@wda.org

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CareerConnection (online job board)

WDA CareerConnection is the only online job center exclusively for dental careers and employment connections in Wisconsin. (Note this is separate from the WDA Journal classified ads.) **Job seekers** can search job postings for dentists, dental hygienists, dental assistants, laboratory technicians and more for FREE. For **employers**, it offers the most targeted advertising for your dental industry job openings, plus:

• Quick and easy job posting
• Quality candidates
• Online reports provide you with job activity statistics
• Simple pricing options

Visit careers.wda.org for more details and to post a job today!
WDA Journal (classified advertising)

Please choose one option below for how long you want your ad to run:

- Run until cancel (notice of cancellation must be submitted in writing)

Run for months indicated (please check)

- [ ] February
- [ ] March
- [ ] April
- [ ] May
- [ ] June
- [ ] July
- [ ] August
- [ ] September
- [ ] October
- [ ] November
- [ ] December
- [ ] January 2010

Additional advertising options:
(See reverse side for rates; all advertisers will receive ad confirmation and final pricing.)

- [ ] Boxed ad
- [ ] Add logo
- [ ] Blind Box
- [ ] NEW! Mini-display

Mailing address for all ad confirmation, bills and other correspondence
(Keep in mind if you want the ad confidential from your office staff.)

Name

Street Address _____________________________ Apt/Suite ___________________________

City _____________________________ State _________ Zip _____________________________

Credit Card Authorization

The WDA no longer invoices for classified advertising; payment by credit card or check is required.

Today’s Date _____________________________

Business Name _____________________________

Contact Person _____________________________

Phone (_____) _____________________________ E-mail _____________________________

Check one:

- [ ] Check enclosed
- [ ] Visa
- [ ] MasterCard
- [ ] Discover

Card No. _____________________________ Exp _________ Billing Zip Code _________

Name on Card _____________________________

Signature _____________________________ Date _________

Please complete this form and send with your written ad.

Note the deadline to place, renew, or cancel a classified ad is the second Monday of the month prior to an issue (see reverse side for specific dates). Classified advertising policy requires all advertising correspondence (extending, canceling, placing ads, etc.) be submitted in writing via mail, fax or e-mail to hwillette@wda.org.

The WDA reserves the right to accept or reject any advertising. See our complete advertising policy on www.wda.org.