The WDA is the professional association for Wisconsin's dentists. Founded in 1870, the WDA continues to grow and thrive today, with 3,100-plus members representing approximately 70% of dentists in the state.

The WDA’s mission is to advance the interest of WDA members and the dental profession by promoting professional excellence and quality oral health care for the public. To that end, the WDA provides valuable services to members, including timely digital communications, an award-winning bimonthly print journal, a printed annual Sourcebook, the Annual Continuing Education & Networking Event and WDA BizTalks live and virtual events.

Digital, Journal and Sourcebook advertising, along with event and CE sponsorships, are the best way for your organization to reach Wisconsin’s dental professionals!

Digital Advertising
- The Drill (award-winning weekly member e-newsletter)
- WDA.org (updated daily resource)
- WDA Business Resource Toolbox (part of the WDA’s Business of Dentistry microsite)
- CareerForward Job Board
- Classifieds

Print Advertising
- WDA Journal (newly redesigned bimonthly, award-winning member magazine)
- WDA Sourcebook (Member Directory & Practice Guide)

Event Sponsorships
- Annual CE & Networking Event
- WDA BizTalks (live and virtual options)
- Marquette University School of Dentistry - Pierre Fauchard Academy - WDA Mentor Program
# 2023 Display Advertising Rates

## PRINT

### WDA Journal (refreshed design!)

Published bimonthly, the **WDA Journal** reaches all WDA member dentists, approximately 70% of all dentists in Wisconsin. Full-color ad positions are available at a variety of sizes and rates.

**RANKED #1 most important WDA communication tool by members**

**82% OF MEMBERS read all or most of the WDA Journal**

### WDA Sourcebook (Member Directory & Practice Guide)

**WDA Sourcebook (Member Directory & Practice Guide)** is published annually and distributed to all WDA member dentists, many of whom keep it handy (or access it online) as a comprehensive resource.

**69% OF MEMBERS find the Sourcebook useful**

### Rates

<table>
<thead>
<tr>
<th>AD SIZES</th>
<th>1x</th>
<th>3x</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL-PAGE - 8&quot; x 10.5&quot; no bleed</td>
<td>$935</td>
<td>$880</td>
</tr>
<tr>
<td>- 8.75&quot; x 11.25&quot; with bleed, 7.5&quot; x 10&quot; Live Area</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HALF-PAGE - 7.5&quot; x 5&quot;H</td>
<td>$715</td>
<td>$660</td>
</tr>
<tr>
<td>SKYSCRAPER-V - 2.375&quot; x 9.875&quot;H</td>
<td>$775</td>
<td>$725</td>
</tr>
<tr>
<td>SKYSCRAPER-H - 7.5&quot; x 2.375&quot;H</td>
<td>$775</td>
<td>$725</td>
</tr>
<tr>
<td>QUARTER-PAGE - 3.5&quot; x 4.75&quot;H</td>
<td>$495</td>
<td>$440</td>
</tr>
<tr>
<td>PREMIUM FRONT/BACK COVER FULL-PAGE 8&quot; x 10.5&quot; no bleed</td>
<td>$1,100</td>
<td>$1,045</td>
</tr>
<tr>
<td>- 8.75&quot; x 11.25&quot; with bleed, 7.5&quot; x 10&quot; Live Area</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PREMIUM BACK COVER HALF-PAGE - 7.125&quot; x 5&quot;</td>
<td>$1,100</td>
<td>$1,045</td>
</tr>
</tbody>
</table>

*Statistics from 2022 WDA Member Communications Survey*
The Drill (Weekly member e-newsletter)

The Drill, a weekly roundup of news and updates affecting Wisconsin dentists, is emailed to all WDA members on Monday afternoons. With open and click-through rates well above industry averages, The Drill is a valuable resource for members looking for timely, relevant information.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1x</th>
<th>4x</th>
<th>8x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>800x150 px</td>
<td>$85</td>
<td>$80</td>
<td>$75</td>
<td>$70</td>
</tr>
</tbody>
</table>

82% of members read the Drill regularly*
85% of members agree that Drill content is useful and relevant**

WDA.org (Website)

WDA.org is the online home of the Wisconsin Dental Association, with important members-only resources and communications, as well as oral health information for the public. Reach members using both mobile and desktop devices.

<table>
<thead>
<tr>
<th>MONTHLY RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROTATING - AD SIZES</td>
</tr>
<tr>
<td>1x</td>
</tr>
<tr>
<td>300x250 px (Home page)</td>
</tr>
<tr>
<td>180x150 px</td>
</tr>
<tr>
<td>160x600 px</td>
</tr>
<tr>
<td>728x90 px (Top of page or Footer)</td>
</tr>
</tbody>
</table>

59% of members visit WDA.org weekly or occasionally*

*Statistics from 2022 WDA Member Communications Survey

Questions? Please contact us:

Amy Saari
WDA Journal | WDA Sourcebook | Classifieds & CareerForward Managing Editor/Communications & Public Relations Coordinator
asaari@wda.org | 414-755-4110

Amanda Peterson
The Drill | WDA.org Digital Communications Manager
apeterson@wda.org | 414-755-4112

Candice Wegner
WDA Business Resource Toolbox and Events Continuing Education & Special Programs Coordinator
cwegner@wda.org | 414-755-4118
2023 Display Advertising Rates

**DIGITAL** Customized Bundle Options Available!

**WDA Business Resource Toolbox**

The **WDA Business Resource Toolbox** is a valuable guide for dentists as they build their team of trusted business advisers. The toolbox is located within our Business of Dentistry microsite on WDA.org.

This is your opportunity to be front and center as Wisconsin’s dentists navigate the business side of joining, growing, purchasing or selling a practice.

Contact WDA Continuing Education and Special Programs Coordinator Candice Wegner to learn how to make your annual commitment.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1x/year per each category*</th>
</tr>
</thead>
<tbody>
<tr>
<td>60 words</td>
<td>$550</td>
</tr>
</tbody>
</table>

*Include your logo at no additional charge.

**From Jan. 1 - Oct. 27, 2022**

**Classifieds and CareerForward**

Looking to hire a dentist, dental hygienist, assistant or office staff? Looking to buy or sell a practice? **WDA’s CareerForward Job Board** and **Classifieds** help quickly spread the word to professionals throughout the state. Ads are priced by the word and appear in both the print edition of the WDA Journal and on the WDA website at www.WDA.org/classifieds and www.wda.org/jobs.

<table>
<thead>
<tr>
<th>30-DAY RATES</th>
<th>0-34 words</th>
<th>35-69 words</th>
<th>70-105 words</th>
<th>106-140 words</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEMBER</td>
<td>$70</td>
<td>$95</td>
<td>$140</td>
<td>$150</td>
</tr>
<tr>
<td>NONMEMBER</td>
<td>$105</td>
<td>$120</td>
<td>$150</td>
<td>$165</td>
</tr>
</tbody>
</table>

**ADDITIONAL FEATURES**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Member Rate</th>
<th>Anonymous Rate</th>
<th>Include Logo Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Add to print journal</td>
<td>$25</td>
<td>$25</td>
<td>$25</td>
</tr>
<tr>
<td>Add Urgent icon (CareerForward only)</td>
<td>$25</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

See ShopWDA.org or contracts for deadlines.

Questions? Please contact us:

Amy Saari  
WDA Journal | WDA Sourcebook | Classifieds & CareerForward  
Managing Editor/Communications & Public Relations Coordinator  
asaari@wda.org | 414-755-4110

Amanda Peterson  
The Drill | WDA.org  
Digital Communications Manager  
apeterson@wda.org | 414-755-4112

Candice Wegner  
WDA Business Resource Toolbox and Events  
Continuing Education & Special Programs Coordinator  
cwegner@wda.org | 414-755-4118
Join us as a sponsor for our 2023 WDA Annual CE and Networking event at the Madison Marriott West in Middleton, WI on Thursday, November 9, 2023.

The Wisconsin Dental Association is teaming up with the Greater Dane Dental Society to host a fantastic program with Karen Baker, Associate Professor, College of Dentistry, University of Iowa. She will present “Miracles & Mayhem: Essentials for the Dental Team in Uncertain Times” for dentists and their dental teams. The all-day CE course will be followed by a networking social.

Enjoy various sponsorship options starting at $800!

Contact WDA Continuing Education and Special Programs Coordinator Candice Wegner at 414-755-4118 or cwegner@wda.org before July 31, 2023 to learn about the options and to make your commitment.

Marquette University School of Dentistry – Pierre Fauchard Academy – WDA Mentor Program

Through the Marquette University School of Dentistry – Pierre Fauchard Academy – Wisconsin Dental Association Mentor Program, student-protégés obtain counsel and guidance necessary to begin a career in the dental profession and are introduced to important individuals in the industry.

Contact WDA Continuing Education and Special Programs Coordinator Candice Wegner at 414-755-4118 or cwegner@wda.org to learn how you can help to underwrite programming expenses.

BizTalks

We hear it from members – particularly new dentists and practice owners – all the time: While they learned a lot about dentistry in dental school, they didn’t learn much about the business side of running a dental practice. “WDA BizTalks” is our live and virtual, member-exclusive CE programming featuring valuable information to make better, more confident business decisions. The WDA is looking to partner with businesses that support the association to present on various business, practice management and practice transition topics.

Contact WDA Continuing Education and Special Programs Coordinator Candice Wegner at 414-755-4118 or cwegner@wda.org to learn how you can become a WDA BizTalks partner.