

WDA: The Best Way to Reach Wisconsin Dentists

2025

Advertising & Sponsorship Opportunities

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 and our annual continuing education and awards 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

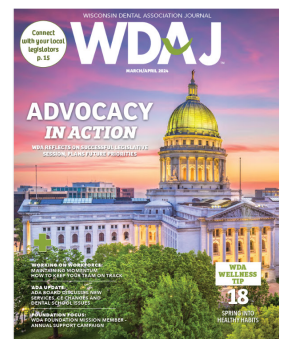
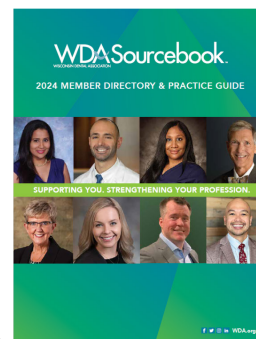
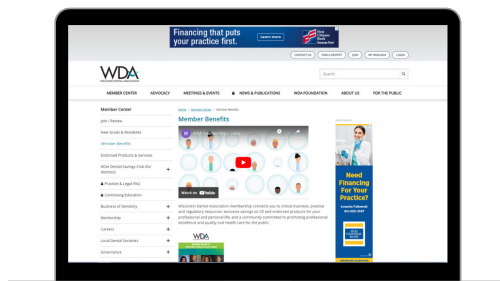
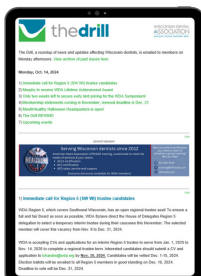
- The Drill (award-winning weekly member e-newsletter)
- WDA.org (updated daily resource)
- WDA Business Resource Toolbox
- CareerForward Job Board
- Classifieds

Print Advertising

- WDA Journal (award-winning member magazine)
- WDA Sourcebook (Member Directory & Practice Guide)

Event Sponsorships

- WDA Symposium
- WDA President's Gala
- Marquette University School of Dentistry - Pierre Fauchard Academy - WDA Mentor Program
- WDA Education Series (*new in 2025!*)



2025 Display Advertising Rates



PRINT Customized bundle options available!

WDA Journal (Members-only bimonthly print magazine)

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

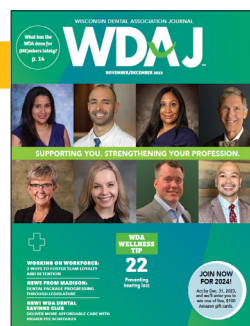
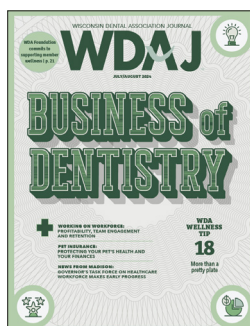
RANKED #1
most important communication
tool by WDA members*

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

2025 WDA Journal themes

January/February: WDA leadership
March/April: Advocacy
May/June: Wellness
July/August: Service
September/October: Business
November/December: Membership

AD SIZES	RATES	
	1x	3x
FULL-PAGE - 8" x 10.5" no bleed - 8.75" x 11.25" with bleed, 7.5" x 10" Live Area	\$975	\$900
HALF-PAGE - 7.5" x 5"H	\$750	\$690
SKYSCRAPER-V - 2.375" x 9.875"H	\$775	\$725
SKYSCRAPER-H - 7.5" x 2.375"H	\$775	\$725
QUARTER-PAGE - 3.5" x 4.5"H	\$500	\$450
PREMIUM FRONT/BACK COVER FULL-PAGE 8" x 10.5" no bleed - 8.75" x 11.25" with bleed, 7.5" x 10" Live Area	\$1,200	\$1,075
PREMIUM BACK COVER HALF-PAGE - 7.125" x 5"	\$1,200	\$1,075



Special issue mailed to ALL Wisconsin dentists!

Expand your audience by advertising in our
November/December issue, which is mailed
to an additional 1,000 dentists in Wisconsin.
*Nov/Dec issue - 25% additional pricing



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 WDA MEMBERS
find the Sourcebook
useful*



Full-Page Tab Ad shown above.

AD SIZES	RATES
HALF-PAGE (BW) - 7.5" x 4.75"H	\$575
FULL-PAGE (BW) - 7.5" x 9.875" no bleed	\$700
HALF-PAGE TAB (full color) - 7.5" x 4.75"H	\$800
FULL-PAGE TAB (full color) - 7.5" x 9.875" no bleed	\$1,200
INSIDE BACK COVER - 7.5" x 4.75"H	\$950
COVER - 7.5" x 9.875" no bleed - 8.50" x 11.25" with bleed, 7.5" x 9.875" Live Area	\$1,200



*Statistics from 2022 WDA Member Communications Survey

Questions? Please contact us:

Laura Schreiner
Journal | Sourcebook | Classifieds & CareerForward | Business Resource Toolbox
Managing Editor/Public Relations Specialist
lschreiner@wda.org | 414-755-4110

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

Candice Wegner
Events
Membership, CE & Strategic Partnerships Specialist
cwegner@wda.org | 414-755-4118

2025 Display Advertising Rates



DIGITAL *Customized bundle options available!*

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.



	WEEKLY RATE			
AD SIZE	1x	4x	8x	12x
800x150 px	\$100	\$90	\$80	\$75



82%
OF WDA MEMBERS
read The Drill regularly*

85%
OF WDA MEMBERS
say Drill content is
useful and relevant*



50%
Average open rate

2x
The industry
average

WDA.org (Website)



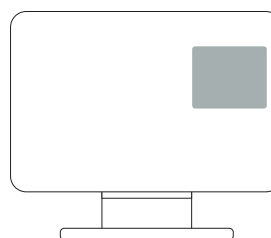
WDA.org is the online home of the Wisconsin Dental Association, with important members-only resources and communications, as well as oral health information for the public. Reach members using both mobile and desktop devices.



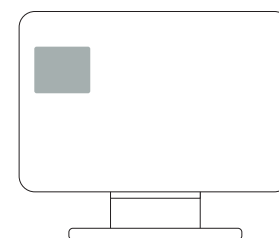
59%
OF WDA MEMBERS
visit WDA.org weekly
or occasionally*

*Statistics from 2022 WDA Member Communications Survey

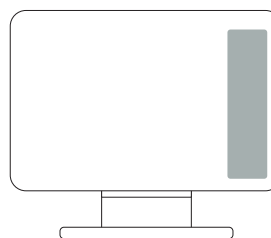
	MONTHLY RATES			
ROTATING - AD SIZES	1x	3x	6x	12x
300x250 px (Home page)	\$200	\$190	\$180	\$170
180x150 px				
160x600 px				
728x90 px (Top of page or Footer)				



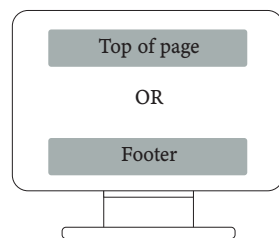
300x250



180x150



160x600



728x90

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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 managing, joining, growing, purchasing or selling a practice.

	RATE
AD SIZE	1x/year per each category*
60 words	\$550

*Include your logo at no additional charge.



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.

	30-DAY RATES			
	0-34 words	35-69 words	70-105 words	106-140 words
MEMBER	\$70	\$95	\$140	\$150
NONMEMBER	\$105	\$120	\$150	\$165

	Featured Listing	Anonymous	Include Logo
	+\$150	+\$10	+\$50
ADDITIONAL FEATURES	Add to print journal	Add Urgent icon (CareerForward only)	
	+\$25	+\$25	
	30-DAYS RATE	60-DAYS x2	

See ShopWDA.org or contracts for deadlines.

*CareerForward and
Classifieds are
two of the*
TOP 10
MOST VIEWED
PAGES ON WDA.ORG



Classified ads | CareerForward ads



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2025 Sponsorship Opportunities



SPONSORSHIPS

WDA Symposium and WDA President's Gala

WISCONSIN DENTAL ASSOCIATION
SYMPOSIUM

WISCONSIN DENTAL ASSOCIATION
PRESIDENT'S GALA

The WDA is excited to bring our two biggest events to the Fox Valley in 2025! We're looking forward to the **WDA Symposium** on Thursday, Nov. 13, and the **WDA President's Gala** on Friday, Nov. 14. Both events will be held at the Hilton Appleton Paper Valley Hotel in Appleton, Wisconsin.

Sponsorship options will be announced in December 2024 - email Candice Wegner at cwegner@wda.org to get on the list!

Underwrite program expenses

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.

Limited underwriting opportunities are available for the program's continuing education events.



WDA Education Series - New for 2025!

The **WDA Education Series** is our live and at times virtual, member-exclusive CE programming featuring valuable information to equip our members with the tools and knowledge needed to make more confident decisions personally and professionally. The WDA is looking for partners to help underwrite the costs of these programs. Speaking opportunities may be available but aren't necessarily guaranteed with sponsorship.

*Additional sponsorship opportunities will be available in 2025 as we continue to enhance our membership benefits and engagement offerings!
Email Candice Wegner at cwegner@wda.org if you'd be interested in learning more.*

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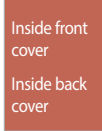
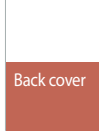
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2025 Display Advertising Contract

PRINT

WDA Journal (Members-only Magazine)




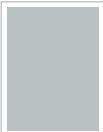

Month(s) of Insertion/Deadline	Ad Sizes						PREMIUM COVER	PREMIUM COVER
	Quarter-page-V	Quarter-page-H	Half-page	Skyscraper-V	Skyscraper-H	Full-page	Full page	Half page
January/February 2025/Dec. 6, 2024								
March/April 2025/Jan. 31, 2025								
May/June 2025/April 4, 2025								
July/August 2025/May 30, 2025								
September/October 2025/Aug. 1, 2025								
November/December 2025/Oct. 3, 2025								

Frequency Rate (Check one) ☐ 1X ☐ 3X

Link ad to this URL: _____ ☐ YES ☐ NO

TOTAL: \$ _____ (see ShopWDA.org or rate sheet for rates)

WDA Sourcebook (Member Directory & Practice Guide)

2025 Sourcebook/Feb. 14, 2025 for payment & artwork	Ad Sizes				
	Half-page B/W	Full-page B/W	Half-page-Tab 4/C	Full-page-Tab 4/C	Cover-page
					

TOTAL: \$ _____ (see ShopWDA.org or rate sheet for rates)

Link ad to this URL: _____ ☐ YES ☐ NO

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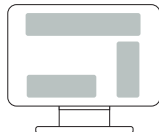
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2025 Display Advertising Contract

DIGITAL

WDA.org (Website)

Ad Size
Rotating Ad Sizes



Month(s) of Insertion/Deadline

January 2025/Dec. 30, 2024	
February/Jan. 31, 2025	
March/Feb. 28, 2025	
April/March 31, 2025	
May/April 28, 2025	
June/May 30, 2025	
July/June 30, 2025	
August/July 31, 2025	
September/Aug. 29, 2025	
October/Sept. 30, 2025	
November/Oct. 31, 2025	
December/Nov. 24, 2025	

Frequency Rate (Check one) ☐ 1X ☐ 3X ☐ 6X ☐ 12X

TOTAL: \$ _____

(see ShopWDA.org or rate sheet for rates)

Link ad to this URL: _____ ☐ YES ☐ NO

The Drill (Weekly member e-newsletter)

Ad Sizes
800 x 150 pixels



Month(s) of Insertion/Deadline

Week 1 Week 2 Week 3 Week 4 Week 5

January/Jan. 3, 2025					X
February/Jan. 31, 2025					X
March/Feb. 28, 2025					
April/April 4, 2025					X
May/May 2, 2025				X	X
June/May 31, 2025					
July/July 1, 2025					X
August/Aug. 1, 2025					X
September/Sept. 5, 2025					X
October/Oct. 3, 2025					X
November/Oct. 27, 2025					X
December/Nov. 24, 2025					

Frequency Rate (Check one) ☐ 1X ☐ 4X ☐ 8X ☐ 12X

Link ad to this URL: _____ ☐ YES ☐ NO

TOTAL: \$ _____

(see ShopWDA.org or rate sheet for rates)

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2025 Display Advertising Contract



Contact and Payment Information

Name, Title _____ Company _____

Mailing Address _____ Suite _____ City _____ State _____ Zip _____

Phone _____ Email _____ Fax _____

Grand Total \$ _____ Check One: ☐ Check Enclosed ☐ Visa ☐ MasterCard ☐ Discover

Check One:

☐ Pay in full

☐ Pay in installments (I understand the credit card provided will be charged prior to the month of each insertion in the WDA Journal and/or renewed posting on WDA.org. This option is not available for advertisers paying by check or purchasing ads in the WDA Sourcebook only.)

Credit Card # _____ Exp. Date _____ CVV # _____

Billing Address (if different from mailing) _____

Name on Card _____ Signature _____

Payment by credit card or check is required with this contract. Advertisers who cancel their ad(s) early will have their credit card charged or be billed for discounts received. The WDA reserves the right to accept or reject any advertising. See our complete advertising policy on WDA.org.

For Office Use Only:

Date Rec: _____ Ck#: _____

Acct: \$ 4400 web at time

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