

NEW in 2026
Join our new
FRIEND OF WDA
membership category!
DETAILS ON PAGE 2



Wisconsin Dental Association
6737 W. Washington St., Suite 2360
West Allis, WI 53214
WDA.org



WDA: The Best Way to Reach Wisconsin Dentists

2026

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 3,000-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

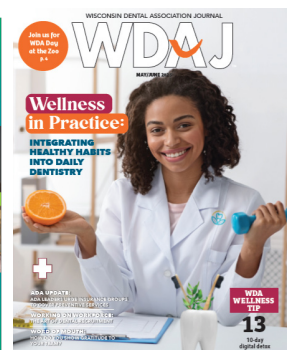
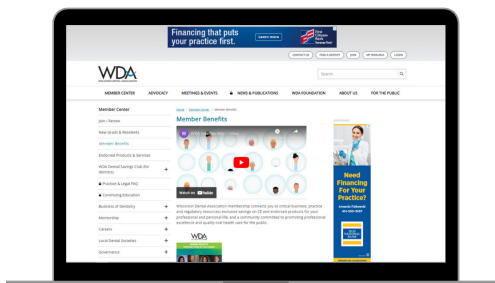
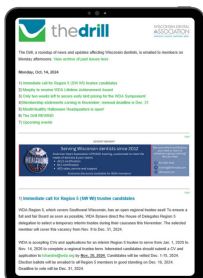
- The Drill (award-winning weekly member e-newsletter)
- WDA.org (updated daily resource)
- WDA Business Resource Directory
- CareerForward Job Board
- Classifieds

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 2026!*)



MEMBERSHIP



We're excited to introduce Friend of the WDA, a new Wisconsin Dental Association membership category designed for companies, organizations, institutions and nonprofits committed to advancing the practice of dentistry, supporting the dental team and improving oral health across Wisconsin.

As a Friend of the WDA, you'll gain exclusive access to marketing opportunities, event sponsorships and direct connections with dental professionals throughout the state – all while showing your support for Wisconsin's healthy smiles.

20%

discount on
advertising



APPLY HERE!

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 Waukesha in 2026! We're looking forward to the **WDA Symposium** on Thursday, Nov. 12, and the **WDA President's Gala** on Friday, Nov. 13. Both events will be held at the Brookfield Conference Center in Brookfield, Wis.

Sponsorship options will be announced in December 2025 - email Candice Wegner at cwegner@wda.org to get on the list!

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 2026!

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.

Questions? Please contact us:

Laura Schreiner
Journal | Sourcebook | Classifieds & CareerForward |
Business Resource Directory
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 | Friend of the WDA
Membership, CE & Strategic Partnerships Specialist
cwegner@wda.org | 414-755-4118

2026 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*

2026 WDA Journal themes

January/February: Leadership
March/April: Service
May/June: Advocacy
July/August: Business/Innovation
September/October: Wellness
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 September/October issue, which is mailed to an additional 1,500 dentists in Wisconsin.
*Sept/Oct 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
Directory
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 | Friend of the WDA
Membership, CE & Strategic Partnerships Specialist
cwegner@wda.org | 414-755-4118

2026 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.



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



82%
OF WDA MEMBERS
read The Drill regularly*



48%
Average open rate
2x
The industry
average

WDA.org (Website)



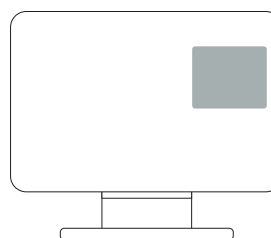
WDA.org is the online home of the Wisconsin Dental Association, with important members-only resources and communications, as well as oral health information for the public. Reach members using both mobile and desktop devices.



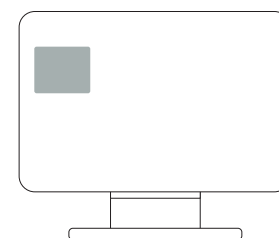
59%
OF WDA MEMBERS
visit WDA.org weekly
or occasionally*

*Statistics from 2022 WDA Member Communications Survey

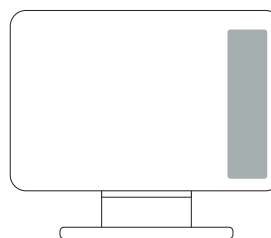
ROTATING - AD SIZES	MONTHLY RATES			
	1x	3x	6x	12x
300x250 px (Home page)	\$200	\$190	\$180	\$170
180x150 px				
160x600 px				
728x90 px (Top of page or Footer)				



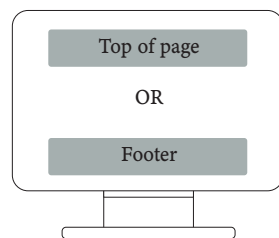
300x250



180x150



160x600



728x90

Questions? Please contact us:

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

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

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

6737 W. Washington St., Suite 2360 West Allis, WI 53214 | WDA.org

2026 Display Advertising Rates



DIGITAL *Customized bundle options available!*

WDA Business Resource Directory - New & Improved

The WDA Business Resource Directory is a valuable guide for dentists as they build their team of trusted business advisors. The directory is located 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.



FEATURED LISTING ADD-ON - \$50



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 WDA.org/classifieds and 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
ADDITIONAL FEATURES	+\$150	+\$10	+\$50
	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



Questions? Please contact us:

Laura Schreiner
Journal | Sourcebook | Classifieds & CareerForward | Business Resource Directory
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 | Friend of the WDA
Membership, CE & Strategic Partnerships Specialist
cwegner@wda.org | 414-755-4118

2026 Display Advertising Contract

PRINT

WDA Journal (Members-only Magazine)

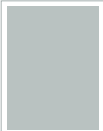
Month(s) of Insertion/Deadline	Ad Sizes						PREMIUM COVER	PREMIUM COVER
	Quarter-page-V	Quarter-page-H	Half-page	Skyscraper-V	Skyscraper-H	Full-page	Full page	Half page
January/February 2026/Dec. 12, 2025							Inside front cover Inside back cover	Back cover
March/April 2026/Jan. 30, 2026								
May/June 2026/April 3, 2026								
July/August 2026/May 22, 2026								
September/October 2026/Aug. 7, 2026								
November/December 2026/Oct. 2, 2026								

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)

2026 Sourcebook/March 6, 2026 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

Questions? Please contact us:

Laura Schreiner
Journal | Sourcebook | Classifieds & CareerForward | Business Resource Directory
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

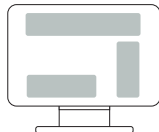
Candice Wegner
Events | Friend of the WDA
Membership, CE & Strategic Partnerships Specialist
cwegner@wda.org | 414-755-4118

2026 Display Advertising Contract

DIGITAL

WDA.org (Website)

Ad Size
Rotating Ad Sizes



Month(s) of Insertion/Deadline

January 2025/Dec. 29, 2025	
February/Jan. 30, 2026	
March/Feb. 27, 2026	
April/March 30, 2026	
May/April 30, 2026	
June/May 29, 2026	
July/June 30, 2026	
August/July 31, 2026	
September/Aug. 28, 2026	
October/Sept. 30, 2026	
November/Oct. 30, 2026	
December/Nov. 30, 2026	

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, 2026					
February/Jan. 31, 2026					
March/Feb. 28, 2026					
April/April 4, 2026					
May/May 2, 2026					
June/May 30, 2026					
July/July 1, 2026					
August/Aug. 1, 2026					
September/Sept. 5, 2026					
October/Oct. 3, 2026					
November/Oct. 27, 2026					
December/Nov. 24, 2026					

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

Link ad to this URL: _____ ☐ YES ☐ NO

TOTAL: \$ _____

(see ShopWDA.org or rate sheet for rates)

Questions? Please contact us:

Laura Schreiner
Journal | Sourcebook | Classifieds & CareerForward | Business Resource Directory
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 | Friend of the WDA
Membership, CE & Strategic Partnerships Specialist
cwegner@wda.org | 414-755-4118

2026 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

Questions? Please contact us:

Laura Schreiner
Journal | Sourcebook | Classifieds & CareerForward | Business Resource
Directory
Managing Editor/Public Relations Specialist

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

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