Check out our
Friend of the 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

2027

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 members representing approximately 60% 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, our annual continuing education and awards events...and more!

Digital and print advertising, along with event and CE sponsorships, is 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
- Career*Forward* Job Board
- Classifieds

Print Advertising

- WDA Journal (award-winning member magazine)

Event Sponsorships

- WDA Symposium
- WDA President's Gala
- WDA Day at the Zoo
- Marquette University School of Dentistry - Pierre Fauchard Academy - WDA Mentor Program









2027 Membership & Sponsorship Opportunities

MEMBERSHIP

We're excited to offer the Friend of the WDA 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 Wisconsinites' healthy smiles.

20% discount on advertising

SCAN HERE

SPONSORSHIPS

WDA Symposium and President's Gala

The WDA is excited to bring our two biggest events to Sheboygan County in 2027! We're looking forward to the WDA Symposium on Thursday, Nov. 4, and the WDA President's Gala on Friday, Nov. 5. Both events will be held at the Osthoff Resort in Elkhart Lake, Wis.

Sponsorship options will be announced in December 2026 - email Candice Wegner at cwegner@wda.org to get on the list!

WDA Day at the Zoo

We are welcoming underwriting sponsors for our signature summer social appreciation event for WDA members and their families! Our 2027 event will take place Saturday, Aug. 21, at the Milwaukee County Zoo during the "wildly" popular A La Carte at the Zoo.

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 make important connections in the industry. Limited underwriting opportunities are available for the program's continuing education events.

Questions? Please contact us:

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

2027 Display Advertising Rates

Print

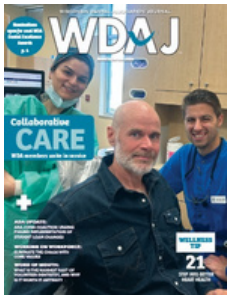
WDA Journal

Published bimonthly, the award-winning WDA Journal reaches all WDA member dentists through its print and/or digital formats. Full-color ad positions are available in a variety of sizes and rates.

2026 WDA Journals



January/February



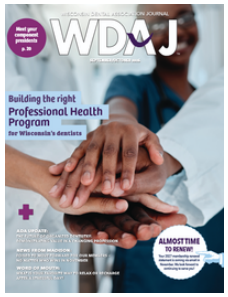
March/April



May/June



July/August



September/October

80% of WDA members read the the Journal in print or digital format

SCAN HERE

	Rates	
Ad sizes	**1x**	**3x**
Full-page: 8"W x 10.5"H no bleed 8.75" x 11.25" with bleed, 7.5" x 10" live area	$1,000	$900
Half-page: 7.5"W x 5"H	$775	$700
Quarter-page: 3.5"W x 4.5"H	$500	$450
Premium (inside front or back cover): 8"W x 10.5"H no bleed, 8.75" x 11.25" with bleed, 7.5" x 10" live area	$1,300	

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2027 Display Advertising Rates

DIGITAL

The Drill (weekly member enewsletter)

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



70% of WDA members agree or strongly agree that they often learn something by reading The Drill

	Weekly Rate			
Ad sizes	**1x**	**4x**	**8x**	**12x**
800 x 150 px	$125	$100	$90	$80

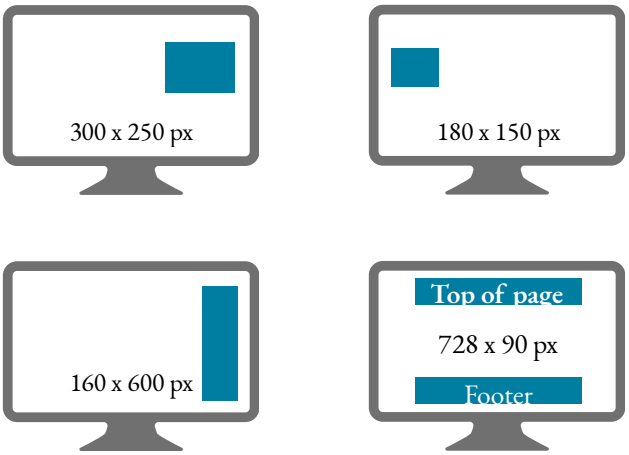
SCAN HERE

WDA.org (website)



WDA.org is the online home of the Wisconsin Dental Association, with important members-only resources and oral health information for the public.

	Monthly Rates			
Ad sizes (rotating)	**1x**	**3x**	**6x**	**12x**
300 x 250 px (homepage)	$200	$190	$180	$170
180 x 150 px				
160 x 600 px				
728 x 90 px (top of page or footer)				



70,000+ unique views in 2026

SCAN HERE

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2027 Display Advertising Rates

DIGITAL

WDA Business Resource Directory

The WDA Business Resource Directory on WDA.org is a valuable guide for dentists as they build their team of trusted business advisors. Your listing puts you front and center as Wisconsin's dentists navigate the business side of managing, growing, buying or selling a practice.

Ad size	Rate (12-month listing)
60 words + logo, contact info and website	$600

SCAN ME!



Career*Forward* and Classifieds

Looking to hire a dentist, dental hygienist, assistant or office staff? Ready to buy or sell a practice? WDA's Career*Forward* and Classifieds will help quickly spread the word to professionals throughout the state.

Top 10
most viewed pages
on WDA.org

	30-day Rates				
	0-34 words	35-69 words	70-105 words	106-140 words	140+ words
WDA member	$70	$95	$140	$150	$175
Nonmember	$105	$120	$150	$165	$200

Career*Forward* ads

Classified ads

Optional add-ons	Featured listing	*Include logo	Add to Minty Fresh e-blast	Add to print WDA Journal	Add urgent icon
	+$150	+$50	+$10	+$25	+$25

**WDA members may add a logo to their listing at no additional cost.*

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2027 Display Advertising Contract: PRINT

WDA Journal



Journal issue (Deadline)	**Quarter-page vertical**	**Quarter-page horizontal**	**Half-page**	**Full-page**	**PREMIUM** Inside front or back cover
January/February 2027 (Dec. 4, 2026)					
March/April 2027 (Jan. 29, 2027)					
May/June 2027 (April 2, 2027)					
July/August 2027 (May 28, 2027)					
September/October 2027 (Aug. 6, 2027)					
November/December 2027 (Oct. 1, 2027)					

Frequency rate (check one): ☐ 1x ☐ 3x

Total: $_____ (*See WDA.org or rate sheet for pricing.*)

2027 Display Advertising Contract: DIGITAL

The Drill (weekly member enewsletter)

Month (Deadline)	Week 1	Week 2	Week 3	Week 4	Week 5
January 2027 (Jan. 3, 2027)					X
February 2027 (Feb. 1, 2027)					X
March 2027 (March 1, 2027)					
April 2027 (March 29, 2027)					X
May 2027 (April 26, 2027)					X
June 2027 (June 1, 2027)					
July 2027 (July 5, 2027)					X
August 2027 (Aug. 1, 2027)					
September 2027 (Sept. 5, 2027)					X
October 2027 (Sept. 27, 2027)					X
November 2027 (Nov. 1, 2027)					
December 2027 (Nov. 29, 2027)					X

Frequency rate (check one): ☐ 1x ☐ 4x ☐ 8x ☐ 12x

Total: $_____ Link ad to this URL: _____

WDA.org (website)

Month (Deadline)	
January 2027 (Dec. 28, 2027)	
February 2027 (Jan. 29, 2027)	
March 2027 (Feb. 26, 2027)	
April 2027 (March 31, 2027)	
May 2027 (April 30, 2027)	
June 2027 (May 28, 2027)	
July 2027 (June 30, 2027)	
August 2027 (July 30, 2027)	
September 2027 (Aug. 30, 2027)	
October 2027 (Sept. 30, 2027)	
November 2027 (Oct. 29, 2027)	
December 2027 (Nov. 30, 2027)	

Frequency rate (check one):

☐ 1x ☐ 3x ☐ 6x ☐ 12x

Total: $_____

(*See WDA.org or rate sheet for pricing.*)

Link ad to this URL:

_____

2027 Display Advertising Contract

Contact and Payment Information

Name: _____ Company: _____

Address: _____ City: _____ State: ____ ZIP: _____

Phone: _____ Email: _____

Total: $_____ *Payment method (check one): ☐ Check enclosed ☐ Visa ☐ Mastercard ☐ Discover

**Please note that a 3% processing fee will be added to your total if you choose to pay with a credit card.*

Check one:

☐ Payment in full

☐ Payment in installments (I understand the card card provided will be charged prior to the month of inclusion in the WDA Journal and/or renewed posting on WDA.org. This option is not available for advertisers paying by check.

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 rate frequency discounts received. The WDA reserves the right to accept or reject any advertising. Please see our complete advertising policy on WDA.org.

For WDA office use only

Date rec: _____

Ck#: _____

Acct: _____

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