

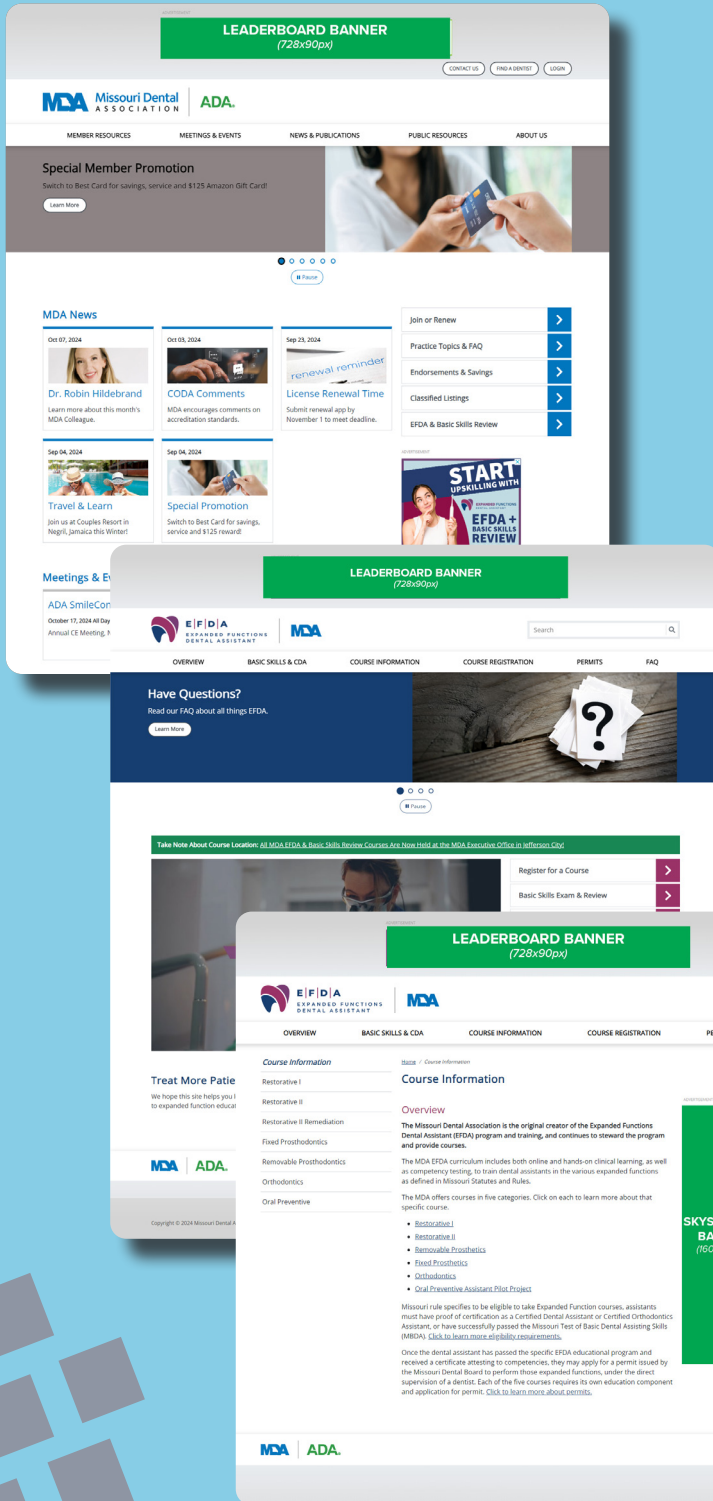


**MDA** Missouri Dental  
ASSOCIATION

DIGITAL MEDIA KIT

# WEBSITE ADVERTISING

The Missouri Dental Association (MDA) is a non-profit, professional organization with more than 2,000 members statewide, representing all areas of dentistry. Founded in 1865, the MDA is a unified organization of individual members committed to the highest quality of care for the public and a resource for advocacy, education, communication, information and fellowship. **Our Mission: Helping All Dental Professionals Succeed**



## PRICING

### COMPREHENSIVE WEBSITE ADVERTISING

- MODENTAL.org Banner

- MOEFDA.org Banner

Image: 728x90px, 160x600px

Positions: Exclusive to 10 Companies

**\$850/3 Months**

**\$1,500/6 Months**

**\$2,500/Year**

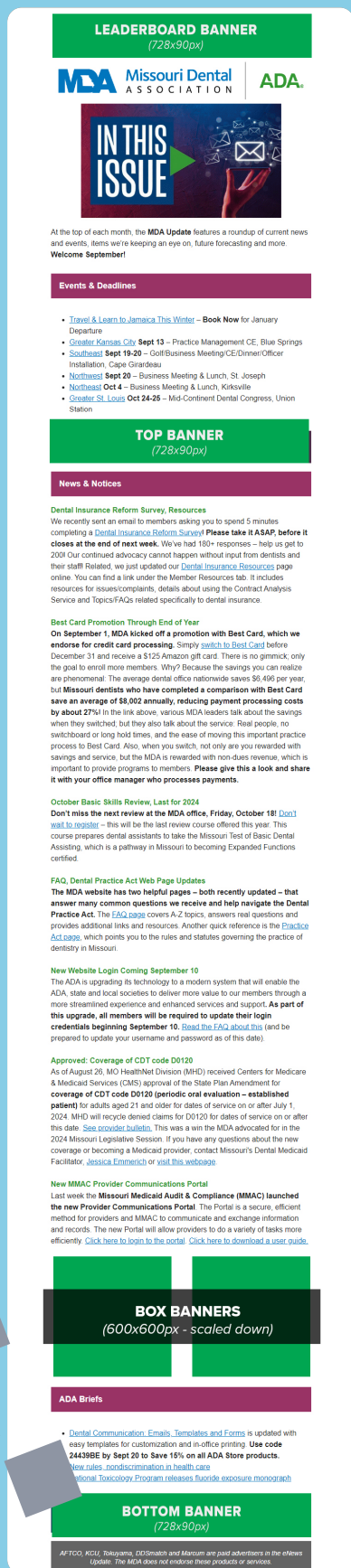
\*\*All positions are available on a first-come, first-serve basis.\*\*

**Need Help With Ad Design?**

**OUR GRAPHIC SERVICES ARE INCLUDED.**

# MDA NEWSLETTER

The MDA monthly newsletter goes out to nearly 1,800 subscribers, providing up to date industry and association news. Each placement option allows for your company message to be displayed prominently throughout the publication.



## PRICING

### LEADERBOARD BANNER

Image: 728x90px

Accepted Formats: JPG or PNG

**\$1,750/6 Months OR \$3,000/Year**

### TOP BANNER

Image: 728x90px

Accepted Formats: JPG or PNG

**\$1,500/6 Months OR \$2,500/Year**

### BOX BANNER

Image: 300x250px

Accepted Formats: JPG or PNG

Available: 2

**\$1,250/6 Months OR \$2,000/Year**

### BOTTOM BANNER

Image: 728x90px

Accepted Formats: JPG or PNG

**\$1,000/6 Months OR \$1,500/Year**

**\*\*All positions are available on a first-come, first-serve basis.\*\***

The average email open rate varies by industry, but a good open rate is generally between 15% and 25%. Government, Medical/Dental/Healthcare and Non-profit industries have open rates of 46.94%, 46.67% and 46.49%, respectively.

**The MDA open rate of its emails is consistently greater than 55%, beating all standards!**

The MDA also offers print advertising in its *Focus MDA* magazine and both sponsor/exhibitor opportunities at its Connect4Success summer meeting. **If your company participates in either, you receive a 15% discount on any digital ads placed!**