



michigan dental  
ASSOCIATION  
YOUR CONNECTION TO ORAL HEALTH®

2025-26

# Advertising Opportunities



*MDA: The Best Way to Reach Michigan Dentists*

[www.michigandental.org/Media-Kit](http://www.michigandental.org/Media-Kit)

**DIGITAL JOURNAL ADVERTISING**

# MDA Journal 2025-26 Editorial Calendar

*The MDA Journal is the association's No. 1 communication vehicle to help members succeed! Story plans are always changing, but here's a look at what is coming in future issues.*

## April 2025

- ◆ Going NonPar with Insurance Companies
- ◆ Member Health and Well-Being
- ◆ Ethics and Mental Health

## May 2025

- ◆ Interview with New MDA President Cheri Newman
- ◆ Clinical article
- ◆ Practice management article

## June 2025

- ◆ Continuing Education Course Catalog
- ◆ Annual Session Photo Recap

## July 2025

- ◆ Candidate for ADA President-Elect (Interview)
- ◆ Clinical article
- ◆ Practice management article



Journal  
OF THE MICHIGAN DENTAL ASSOCIATION

All ad reservations are due the first of the month preceding publication month and ad copy is due the 15th of the month.

### MORE INFORMATION

Jackie Hammond  
517-346-9419  
[jhammond@michigandental.org](mailto:jhammond@michigandental.org)

# MDA *Journal* 2025-26 Editorial Calendar



## August 2025

- ◆ To Be Determined

## September 2025

- ◆ Reports from the dental school Deans
- ◆ MDA Dental PAC
- ◆ Governmental Affairs

## October 2025

- ◆ MDA Foundation

## November 2025

- ◆ To Be Determined

## December 2025

- ◆ To Be Determined

## January 2026

- ◆ Children's Dental Health Month

## February 2026

- ◆ *Annual Session Preview* issue



# MDA Journal Advertising

## MDA Journal Display Advertising Rates

### Black and White Display Rates (add one additional color for no extra charge)

Size	12X	4X	2X	1X
Full page	\$695	\$705	\$715	\$725
Half page	\$545	\$565	\$575	\$585
Third page	\$440	\$450	\$460	\$470
Sixth page	\$345	\$355	\$365	\$375

### Color Display Rates

Four-color process: \$700 plus B&W page rate



The *Journal of the Michigan Dental Association* is published monthly.

## Special Position Page Rates

Rates listed are black and white rates. See color display rates for upcharge. Limited to 12-time advertisers only. Check for availability.

Page one: \$725  
 Opposite contents page: \$705  
 Inside front cover: \$750  
 Inside back cover: \$720  
 Back cover: \$860

## Specifications

Trim size is 8.375" x 10.875"

Size	Width	Depth
Full Page Bleed	8.5"	11.125"
Full Page	7.5"	9.6389"
Half Page	7.5"	4.7792"
Third Vertical	2.3681"	10.1519"

## DEADLINES

A completed, signed contract and artwork is due by the issue deadline. Short deadline extensions are sometimes possible with advance notice.

## AD MATERIAL SUBMISSION

Jackie Hammond  
 Publications assistant  
[jhammond@michigandental.org](mailto:jhammond@michigandental.org)

## GENERAL INFORMATION

**Insertion order/contract** — A signed contract or insertion order is due on the first of the month preceding publication month. Artwork is due the 15th of the month. If no insertion order is received from a contract advertiser, the previous month's ad will run.

**Agency discount** — A 15% discount to approved ad agencies is allowed if advertising is billed to and paid by agency.

**Artwork requirement** — High-resolution PDF files are preferred. Changes, corrections, or additions authorized and made to advertisements after submission will be charged to client. All copy is subject to approval by the MDA.

**Cancellations** — Cancellations must be made in writing with a 30-day notice required on contract space. The MDA may cancel contract ads if account is not paid within 45 days of receipt of billing.

**Typesetting/design service** — Available at \$75 per hour, or by special arrangement. Contact MDA staff for details.



# MDA Journal Advertising Contract



Organization/Agency \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

If agency, name of advertiser \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Authorizing signature \_\_\_\_\_

### Month:

- |                                   |                                 |                                    |
|-----------------------------------|---------------------------------|------------------------------------|
| <input type="checkbox"/> January  | <input type="checkbox"/> May    | <input type="checkbox"/> September |
| <input type="checkbox"/> February | <input type="checkbox"/> June   | <input type="checkbox"/> October   |
| <input type="checkbox"/> March    | <input type="checkbox"/> July   | <input type="checkbox"/> November  |
| <input type="checkbox"/> April    | <input type="checkbox"/> August | <input type="checkbox"/> December  |

### Size:

- |  |   |
|--|---|
| <input type="checkbox"/> Full page (bleed) | <input type="checkbox"/> Half page        |
| <input type="checkbox"/> Full page         | <input type="checkbox"/> Third (vertical) |

### Color:

- |   |
|---|
| <input type="checkbox"/> Black and White (add one additional color for no extra charge) |
| <input type="checkbox"/> Four-color process (\$700 in addition to B&W pricing)          |

## MORE INFORMATION

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517-346-9419  
[jhammond@michigandental.org](mailto:jhammond@michigandental.org)

Rate:  
\$\_\_\_\_\_ per insertion

15% agency discount (ad must be billed to and paid by agency)

All classified advertisements can be placed at  
[www.michigandental.org/Classified-Ad-Form](http://www.michigandental.org/Classified-Ad-Form).