



2027 GDA

Advertising Guide

GDA Georgia Dental
ASSOCIATIONSM



gadental.org/advertise

GDA Action Magazine

GDA Action is an issues-driven magazine focused on current matters affecting Georgia dentists and their patients.

- **Unlock a Massive Audience:** Showcase your brand to more than 5,000+ Georgia dentists, making a lasting impact. Each print edition is mailed to nearly 3,500 members, and the November edition is shared with all dentists in the state of Georgia, totaling nearly 7,000 copies.
- **Year-Round Visibility:** Elevate your presence with 5 strategically-timed publications per year, ensuring your message resonates consistently.
- **Trusted Authority:** Associate your business with the trusted GDA Action Magazine, where dental professionals turn for cutting-edge news and in-depth features.
- **Direct Access:** Action Magazine is mailed directly to GDA member dentists and key organizations, ensuring direct engagement within the dental community.
- **Exclusive Exposure:** Don't miss out on our special November issue sent to every dentist in the state!



Magazine Advertising Rates

Ad rates are per issue and include full color.

**Inside ads are available in black and white for \$200 less than listed prices.*

Bleed size: add 1/8" to finished magazine size (8.5" x 11")

Ad deadline: six weeks prior to print date.



Full Page

7.5 x 10 inches - \$1,950



Half Page*

7.5 x 4.875 inches - \$925



1/4 Page *

3.625 x 4.875 inches - \$800



Business Card*

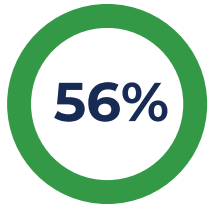
2 x 3.5 inches - \$550



Back Cover

7.5 x 4.875 inches - \$2,100

E-News Advertising Rates



Open Rate

26% Above Industry Avg.

Elevate your brand's impact among Georgia's highly educated, influential, and affluent dental professionals by securing advertising space in the GDA e-newsletter, reaching over 3,000+ dentists.

With increasing digital engagement, seize the opportunity to share valuable content and promotions, ensuring maximum visibility.

**Subject to editorial approval.*

Pricing

\$365 - Monthly

\$1,260 - Quarterly (price for 4 banners)

Banner Ad	Square Ad
728 x 90 pixels (1456 x 180 for higher resolution)	300 x 300 pixels (2000 x 2000 pixels for higher resolution)

Drive traffic directly to your website or event!

Please be sure to provide a viable, stable link for your ad!

Ready to advertise? Call 404.636.7553 or email advertising@gadental.org

E-mail Blast to all GDA Members

Promote your company or product directly to our members with a targeted email blast. Simply provide us with your customer messaging, images, and attached links, and we'll handle the distribution to our entire membership.

Pricing

\$2000

Sponsored content is placed in the GDA email platform and requires the following elements:

- Headline
- Company logo
- Destination link
- Call-to-Action copy that will redirect readers to your website
- Optional element(s): images

Content Requirements:

- Copy cannot exceed a 2-page Word document or PDF. Please make sure to provide any image or button links.
- Subject Line: 150 characters maximum.
- Preview text (optional): 150 characters maximum
- Images: Images must be provided as their own files separately of the PDF or word document. There is no image minimum, but please make sure images are high-quality and not blurry. Images have a maximum of 3000 pixels for length or width.



Endorsed Partner: **BANK OF AMERICA**

Limited-time offer: Origination fee waiver on Conventional Owner-Occupied Commercial Real Estate financing¹

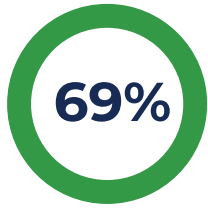
Act now and save. Offer valid on applications submitted between August 1 and December 31, 2024.

The offer applies to Healthcare professionals seeking conventional owner-occupied commercial real estate financing for purchases and refinances. Exclusions apply.¹ Save even more with Preferred Rewards for Business

Additional details:

- Offer eligible on the purchase or refinance of owner occupied commercial real estate loans
- Offer applicable to Medical, Dental and Veterinary industries only

Website Advertising Banner Ad (1456 x 180 pixels)



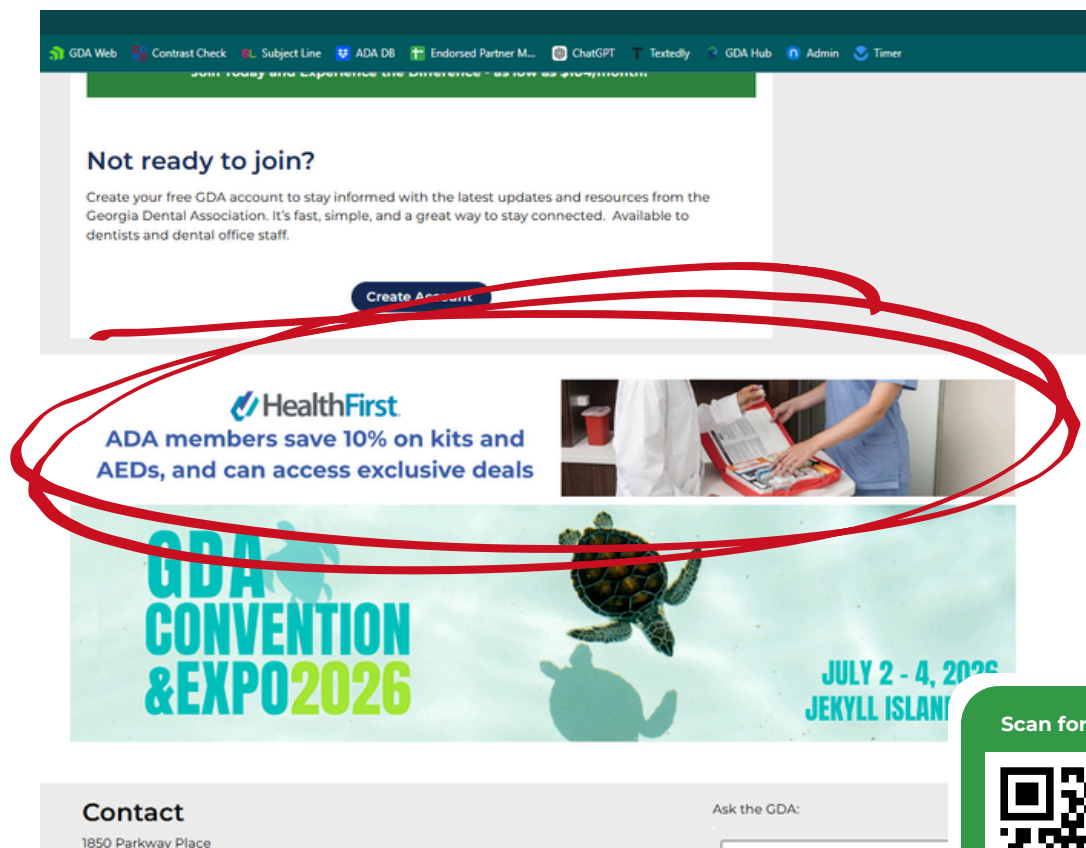
Engagement Rate

Promote your business with a prominent website banner ad. Your banner will be featured on a monthly or quarterly basis, ensuring consistent visibility, and will link directly to your company's website, driving traffic and engagement.

Banner ads are at the bottom of every page of the GDA website. Each ad runs for a period of 30 days. As each webpage is refreshed, a new ad is loaded.

Pricing

\$200 - Monthly
\$500 - Quarterly



Drive traffic directly to your website or event!

Please be sure to provide a viable, stable link for your ad!

Scan for easy purchase!



Website Advertising

Sidebar Ad (1000 x 1000 pixels)

Sidebar ads live on any page of the GDA website that has the social media feed layout.

We have a total of 29 high-engagement web pages on the GDA website. (as of April, 2026)

Each ad runs for a period of 30 days. As each webpage is refreshed, a new ad is loaded.

Pricing

\$200 - Monthly
\$500 - Quarterly

Work of peers for you on A HUB.

Training
Let us train your team so you can focus on patients.

Planning
Thoughtful planning today that supports the retirement you want.

A cost-saving path to resolution.

Mentorship
Enter you needed.

Advocacy
Shape the issues that matter to you.

Find-A-Dentist
A trusted directory that brings patients to you.

Dental Recovery Network
Confidential support to help you take the first step toward recovery.

Exclusive Access to Savings

Insurance
Our practice & confidence.

Discounted Dental Supplies
Big savings on the items you use daily.

Member Discount Programs
Exclusive savings for GDA member practices.

Find out how you can save up to 20% on business and workers' comp insurance with GDIS.
Get Quoted Now
GDIS

Drive traffic directly to your website or event!

Please be sure to provide a viable, stable link for your ad!

Website Advertising Blog Post

Pricing
\$535 per blog

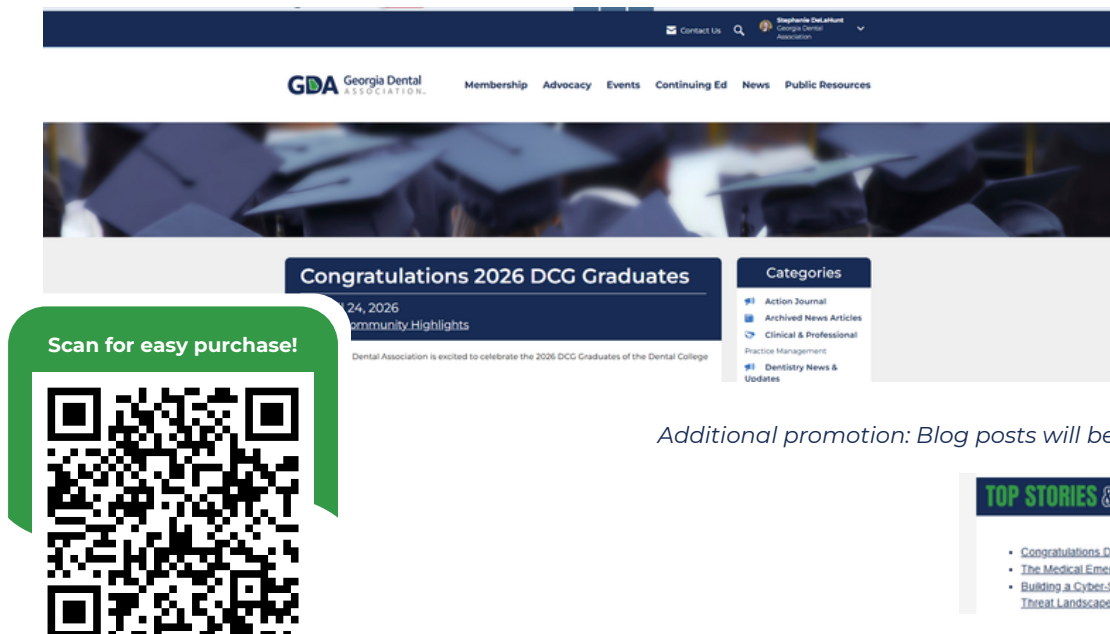
Content Requirements:

- **Title:** 100 character limit.
- **Overview Text (optional):** 300 character limit
- **Copy:** Please provide content in a Word doc or PDF, keeping in mind a 2 page limit.
- **Images:** Provide image files you would like to include as their own high-resolution file. Please do not exceed 5000 pixels in length or width.
- **Featured Image/ Header (optional):** The same image will be shown on the front page of our website while the blog is within the 3 latest posted. The image will also act as the header on the article page. The GDA will pick the best fit if one is not provided.

Featured Image on the Home Page - Latest Blogs



Featured Image - Blog Article Header



Additional promotion: Blog posts will be linked in Top Stories of E-News

TOP STORIES & ANNOUNCEMENTS

- [Congratulations DCG Class of 2026!](#)
- [The Medical Emergency Unprepared Dental Office](#)
- [Building a Cyber-Safe Dental Practice: Modern Defense Strategies for a Modern Threat Landscape](#)

Social Media Post

Instagram, Facebook, and LinkedIn

Pricing
\$300

Content Requirements:

- **Image size:** 4:5 ratio or 1080 x 1350 pixels.
- **Caption:** Please keep the caption around 300 characters.
- **Where to Tag You (Optional):** If you would like us to tag you, please include your username for Instagram.

The advertisement features a circuit board background. At the top, the 'TaaSpak' logo is displayed in blue and green, with the website 'www.taaspak.com/dentists' below it. The main headline reads 'Smarter IT for Independent Dental Practices' followed by 'One Predictable Monthly Cost.' Below this, five service categories are listed with icons: IT Support (laptop), Cybersecurity (shield), VoIP (phone), Cloud (cloud with arrow), and Software (gears). Each category includes a brief description. At the bottom, the 'GDA Georgia Dental Association Endorsed Partner' logo is shown, along with a green call-to-action bar that says 'Schedule Your Free IT Assessment Today (866) 564-8227'.

This block shows a social media post interface. The profile 'gadentalassn' is at the top. The post text reads: 'Smarter IT for independent dental practices. One predictable monthly cost for support, cybersecurity, VoIP, cloud, and more- built for the way your practice runs. Get started today: www.taaspak.com/dentists'. It includes interaction icons (heart, comment, share, retweet) and a 'View insights' link. A 'Boost post' button is visible. At the bottom, there is a comment input field and a QR code with the text 'Scan for easy purchase!'.

Advertising Order Form

Action Journal Advertising

	January	April	June <i>Digital Edition</i>	September	November <i>Special Edition, rcv'd by all dentists in Georgia</i>
Ad Size					
Color or B/W?					
Due Date	Nov. 9, 2026	Feb. 8, 2027	Apr. 20, 2027	July 12, 2027	Sept. 6, 2027

E-Newsletter Advertising

Month(s) _____

☐ Banner Ad ☐ Square Ad

Total Amount Due _____

I agree to provide all required copy and images by the 15th of the month prior to publication.

Please initial

E-Mail Blast

Month(s) _____

Total Amount Due _____

I agree to provide all required copy and images by the 15th of the month prior to publication.

Please initial

GDA Website Advertising

Month(s) _____

☐ Banner Ad ☐ Sidebar Ad ☐ Blog Post

Total Amount Due _____

I agree to provide all required copy and images by the 15th of the month prior to publication.

Please initial

Social Media Post

Month(s) _____

Total Amount Due _____

I agree to provide all required copy and images by the 15th of the month prior to publication.

Please initial

Credit Card Authorization Form

Company Name _____ Contact Name _____

Phone _____ Email Address _____

Mailing Address _____

Cardholder Name (as shown on card) _____

Billing Address _____

City/State _____ Zip _____

Payment Type ☐ Card ☐ Check ☐ ACH ☐ Invoice

Credit Card Number _____

Exp Date _____ Security Code on Card (required) _____

Credit card payments are subject to a 3% processing fee. ACH and check payments do not incur a processing fee.

Printed Name _____

Signature _____

Payment Authorization & Billing Preferences (please initial one):

___ **One Time Use:** I hereby authorize Georgia Dental Association ("GDA") to charge the indicated credit card in the amount of \$_____ as indicated in this billing statement. This is a one-time charge authorization. I am not authorizing GDA to set up my account within a recurring billing system. Instead, I prefer to pay by check or money order on all future invoices. I understand that if I want GDA to charge any balances to my credit card in the future, I will need to submit another authorization form at that time or choose the selection below.

___ **Recurring Billing:** I hereby authorize GDA to charge the indicated credit card in the amount of \$_____ on a (monthly/yearly) basis as indicated in this billing statement. I acknowledge that in exchange for this Recurring Payment Authorization/Periodic Charge, I will continue to receive advertising space as contracted, and will provide copy/imagery in accordance with all outlined deadlines. This agreement shall remain in effect until canceled by me in writing at least 30 days prior to the next billing date. If the payment date falls on a weekend or holiday, I understand that the payment may be tendered on the next business day.

By executing this agreement, I hereby authorize GDA to charge my credit card for the amount(s) indicated in this billing statement. I agree that this is either a one time or a periodic charge that will be made as indicated hereinabove. To terminate the periodic/recurring billing process, I must send written notice to GDA at least 30 days prior to the next billing date. If I elect the periodic/recurring billing process and fail to provide such written notice of cancellation to GDA, I understand that my credit card will continue to be automatically charged until GDA receives my written notice. I also understand that all account cancellations must be made in writing. I will not dispute GDA's recurring billing with my credit card issuer so long as the amount in question was for services rendered prior to my canceling my account in the manner required. I guarantee and warrant that I am the legal cardholder for this credit card and that I am legally authorized to enter into this one time or recurring billing agreement with GDA.

EXHIBIT A:

Terms and Conditions for the GDA Advertising Contract

This contract is subject to the terms and conditions which are listed below and on the front of this contract. PARAGRAPH 6 LIMITS THE LIABILITY OF THE PUBLISHER FOR ERRORS IN OR OMISSIONS OF YOUR ADVERTISING. It should be read carefully.

1. "Publisher" means the Georgia Dental Association, Inc. and any of its subsidiaries and/or affiliated companies. "Advertiser" means the business, person, or other legal entity shown after "Agency Name" on the opposite side, its owners, successors, and assigns. "Advertising" means all items included in this contract to appear in the GDA Action Journal, GDA Website(s), and/or the GDA Email Newsletter. The person or agency signing this contract on behalf of Advertiser warrants that he or she is authorized by Advertiser to sign this contract on behalf of Advertiser.

2. This contract shall constitute the entire agreement between Advertiser and Publisher, and Publisher shall not be bound by any agreement or understanding not included in this contract. The terms and conditions of this contract may not be modified, except by a writing signed by Advertiser and Publisher.

3. Advertiser agrees to and hereby does indemnify, defend, and hold Publisher, its directors, officers, other employees and agents harmless from and against any and all loss, claim, damage, expense, penalty, demand, reparation, cost of defense, attorney's fees, or liability whatsoever (whether paid or credited under settlement, order, judgment, or otherwise) arising out of or in any way caused by or connected with the printing or publication of its advertising.

4. A bill is due and payable upon receipt and shall become delinquent if not paid, in full, within 30 days thereof. If a bill becomes delinquent, a late payment penalty not to exceed 1.5 percent (1.5%) of the unpaid balance may be assessed and added to the unpaid balance carried forward on the following month's bill. Neither the billing nor payment of late payment penalty charges relieves Advertiser of the obligation to pay all charges upon receipt of a bill. Publisher's acceptance of partial or delinquent payment or its failure to exercise any right to late payment penalty charges shall not be a waiver of Publisher's rights concerning any obligations of the Advertiser or right of Publisher nor constitute modification of this agreement or waiver of any similar default subsequently occurring. If a bill remains delinquent for 15 days or more, all future monthly charges for any or all advertising included in this contract shall become, at the option of Publisher, immediately due and payable. These options may be exercised by Publisher at any time, and failure or delay by Publisher in the exercise of these options shall not waive Publisher's right to exercise it later. Publisher may terminate this contract at any time insofar as it pertains to any forthcoming issue if there are any delinquent bills outstanding for any advertising ordered by Advertiser, acting in any capacity, or which advertising promoted Advertiser or any person included in the advertising which is the subject of this contract. Notwithstanding any provision of this contract to the contrary, if this contract is signed by a person or agency on behalf of the Advertiser, the Advertiser shall be liable for any and all bills and late payment penalties assessed thereon.

5. Advertiser warrants that it is authorized and entitled to advertise each business, product, or service represented in the advertising; that all statements or representations made by or on behalf of Advertiser to Publisher are clear, truthful, and not misleading; that the contents of the advertising are truthful, fair, and lawful and that the use of any name, picture, likeness, reproduction, endorsement of a product or service, copyrighted or copyrightable item, telephone number, address, trademark, service mark, or trade name in or in connection with any advertising is duly authorized. Advertiser shall notify Publisher immediately of any change in such authorization. Advertiser assumes sole responsibility for the protection of any copyrights, trademarks, service marks, and trade names owned wholly or partially by Advertiser or which it is duly authorized to use, whether or not included in its advertisements, and shall hold Publisher free and harmless from and against any and all liability for infringement thereof.

LIMITATION OF LIABILITY FOR ERRORS AND OMISSIONS: READ CAREFULLY

6. In the event of any error in or omission of all or any part of any advertising, the parties agree that Publisher's liability shall be limited to a refund of the charges payable for such advertising. In no event shall Publisher be liable for any loss of Advertiser's business, revenues, or profits, the cost of Advertiser of other forms of advertising, or special consequential, indirect, or punitive damages of any nature. The foregoing provisions shall apply to the full extent permitted by law regardless of whether Advertiser's claim is based upon contract, tort (including negligence of whatever degree), strict liability, or other legal theory. Refund of advertising charges shall constitute Publisher's sole liability to Advertiser and Advertiser's exclusive remedy against Publisher in the event of such error or omission. Advertiser specifically waives any right to any other claim for loss or damage. 7. In the event it becomes necessary to refer collection of this claim to a collection agency or an attorney, the Publisher shall recover from the Advertiser in addition to all other relief, reasonable collection fees, attorney's fees, and court costs. 8. If Advertiser is an endorsed service provider of the Publisher, either party shall have the right to terminate this contract without penalty should the Publisher withdraw, suspend, or terminate the endorsement of the Advertiser for whatever reason. Termination of the contact shall be effective immediately upon the receipt of written notice. 9. This contract may be terminated by Publisher by giving written notice to Advertiser for the Publisher's convenience and without cause. Termination of the contact shall be effective immediately upon the receipt of written notice. Furthermore, the rights and obligations arising prior to any termination of this contract shall survive such termination. Except as provided in the preceding sentence, neither party shall have any further obligations of the other following termination of the contract.