



2026

Advertising Guide

GDA Georgia Dental
ASSOCIATIONSM

- **Unlock a Massive Audience:** Showcase your brand to over 5,000+ Georgia dentists, making a lasting impact.
- **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:** Your ad will be 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!



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

Health. It's what matters most.

Ana Casas M.D. offers the most advanced, cutting edge programs for:

- Women
- Men
- Couples

She uses the latest advances in:

- nutrition
- supplementation
- exercise
- bio-identical hormones

to help her patients look and feel 10-20 years younger.

www.anacasasmd.com | 404-210-9969 | drcasas@anacasasmd.com

Your practice is one of your most important assets. DO YOU KNOW WHAT IT'S WORTH?

While no one likes to think about it, things do happen and it's always important to be prepared.

Knowing your practice's value can make the difference between selling your practice or having it become unsalable. That is why practice owners should have an up-to-date practice valuation.

A **Henry Schein Dental Practice Transitions** valuation considers both tangible and intangible assets of the practice and can provide the many key factors which influence the practice's value.

To get started on your practice valuation or schedule a complimentary consultation, contact me or scan the QR code!

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Transition Sales Consultant
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678-523-1474

HENRY SCHEIN
DENTAL PRACTICE TRANSITIONS

www.HenryScheinDPT.com
678-523-1474

• PRACTICE SALES
• VALUATIONS
• TRANSITION PLANNING





Magazine Advertising Rates

Ad rates are per issue and include full color.

Action Magazine is published five times a year—four print issues (January, April, September, and November) and one digital issue (June). 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.

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

Ad deadline: six weeks prior to print date. Please see editorial calendar.

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



Full Page

7.5 x 10 inches - \$1,830



Half Page *

7.5 x 4.875 inches - \$860



1/4 Page *

3.625 x 4.875 inches - \$775



Business Card *

2 x 3.5 inches - \$500



Back Cover

7.5 x 4.875 inches - \$1,990

E-News Advertising Rates

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.

56%

E-News Ad Pricing

\$365 - Monthly

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

Banner Specs & Placement Location

728 x 90 pixels
or 1456 x 180 (higher resolution)

Square Specs & Placement Location

300 x 300 pixels minimum
2000 x 2000 pixels maximum

Required Content for Newsletter Ads:

- **Banner Ad Dimensions:** 728 x 90 pixels or 1456 x 180 pixels for higher resolution.
- **Square Ad Dimensions:** 300 x 300 pixels minimum, 2000 x 2000 pixels maximum
- **Link:** Provide the link that you would like your ad linked to.

Stay up to date and informed with **Inside Georgia Dentistry**, the GDA's official podcast streaming live on the GDA HUB **every Wednesday at 12:00 PM**. Join fellow GDA members for timely conversations on advocacy, clinical trends, practice management, and the issues shaping our profession across the state.

[Watch the Latest Episode](#)

Inside Georgia Dentistry
A GDA Georgia Dental Podcast
Tune in weekly:
GDA HUB

Banner Ad

Square Ad

Dental Assistant Training - Expanded Duties & Coronal Polishing
June 6, 2026
[Learn More](#) | [Register](#)

Check Out More Upcoming Events!

Elevate your team's skills with private CE classes!
[Get Started](#)

Join the GDA HUB
Stay up to date with Georgia's Dental Community

Plan more. React less.
Working with the Georgia Dental Association since 2002

EVENT HIGHLIGHTS

GDA CONVENTION & EXPO 2026
Celebrate July 4th with us on Jekyll Island! From sunrise yoga and a

Nutrition and Oral Health: Separating Science from Trends
June 12, 2026
with Dr. Sara Karlin and Ellen Karlin
[Learn More](#) & [Register](#)

with Matt Hoppert or UUSMATCH
[Learn More](#) | [Register](#)
Free Friday Webinars are included in your membership.

*Banner ads and square ads are placed in the GDA e-newsletters and include destination url.

Email Blast to GDA Membership

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.

56%

Email Pricing

\$2,000

**Sponsored content is placed in the GDA email platform. Includes a headline, logo, destination link, image, and copy redirecting users to your website.*



GDA
Georgia Dental
ASSOCIATION™

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

Save even more with Preferred Rewards for Business.²

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
- A five-year prepayment option required

Email Blast 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.

Website Banner Ad

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.



Engagement Rate

Banner Ad Pricing

\$200 - Monthly

\$500 - Quarterly

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.

Banner Ad Content Requirements:

- **Banner ad dimensions:** 1456 x 180 pixels.
- **Link:** Provide the link that you would like your ad linked to.

1456 x 180 pixels

The screenshot shows a web browser window with a navigation bar at the top containing links for GDA Web, Contrast Check, Subject Line, ADA DB, Endorsed Partner M..., ChatGPT, Textedly, GDA Hub, Admin, and Timer. Below the navigation bar is a white content area with the heading "Not ready to join?" and a "Create Account" button. Below this is a banner for HealthFirst with the text "ADA members save 10% on kits and AEDs, and can access exclusive deals" and an image of a person in a white lab coat. Below the HealthFirst banner is a larger banner for "GDA CONVENTION & EXPO 2026" featuring a sea turtle and the dates "JULY 2 - 4, 2026" and location "JEKYLL ISLAND, GA". At the bottom of the page is a "Contact" section with the address "1850 Parkway Place" and a form labeled "Ask the GDA:".

Scan for easy purchase!



Specs & Placement Location

Square Ad Pricing

\$200 - Monthly

\$500 - Quarterly

Square 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.

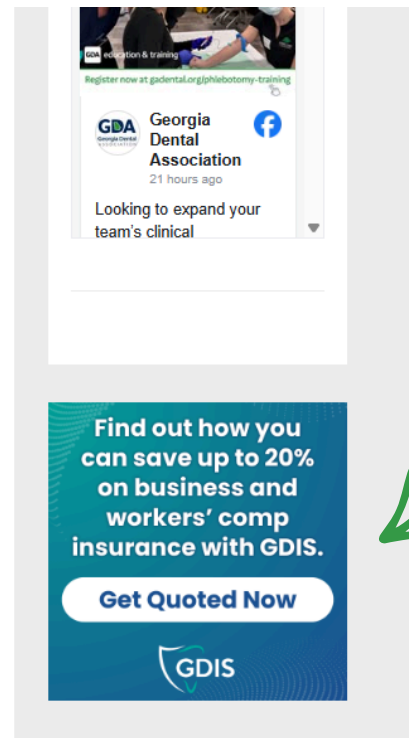
Rectangle

- **Image Requirements:** Minimum: 500 x 500 pixels, Maximum: 2000 x 2000 pixels.
- **Link:** Provide the link that you would like your ad linked to.

1000 x 1000 pixels



Member-Exclusive Access to Savings



Blog Article Posted to the GDA Website

Blog Post Price - \$535 per blog

*Blogs will be included in that month's E-Newsletter in Top Stories

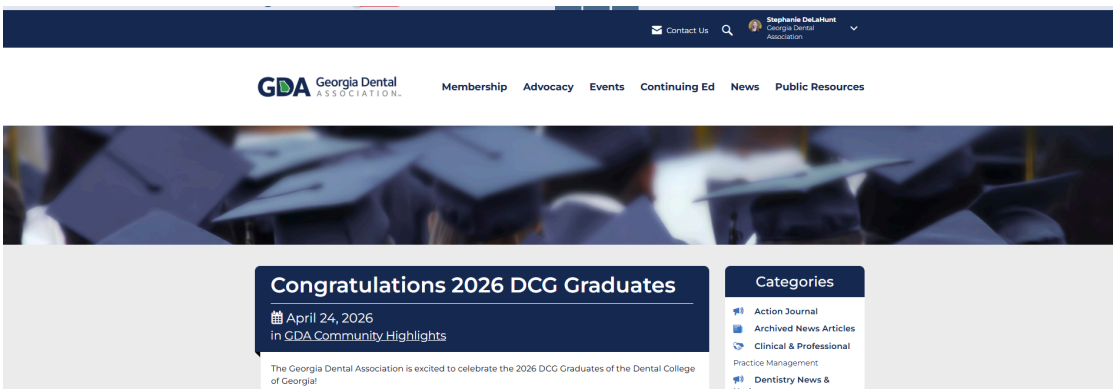
Content Requirements:

- **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.

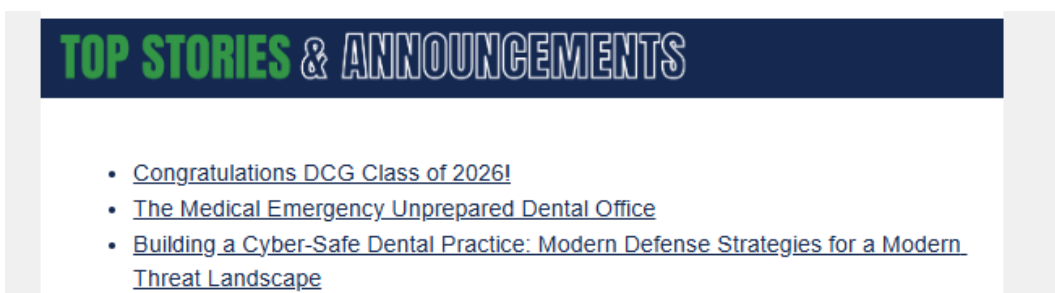
Featured Image on the Home Page - Latest Blogs



Featured Image - Blog Article Header



Example: Blogs Linked in Top Stories of E-News



Social Media Post on the GDA Instagram, Facebook, and LinkedIn

Social Media Post Price: \$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.

Post Example

The image shows a social media post for TaaS Pak, an IT service provider for independent dental practices. The post is shared by the Georgia Dental Association (GDA). The graphic includes the TaaS Pak logo, the website URL www.taaspak.com/dentists, and the headline "Smarter IT for Independent Dental Practices". Below the headline, it states "One Predictable Monthly Cost." and lists five service categories: IT Support (Fast Response, Real People), Cybersecurity (HIPAA-ready Protection), VoIP (Reliable Communication), Cloud (Secure Remote Access), and Software (Tools that Scale with Your Practice). The GDA logo and "Endorsed Partner" text are also present. A green banner at the bottom of the graphic says "Schedule Your Free IT Assessment Today (866) 564-8227". The social media interface shows the post was shared 5 weeks ago and includes options to view insights, boost the post, and add a comment.

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.

Phone: 800.432.4357 or 404.636.7553

Email: advertising@gadental.org

Agency Name _____ Phone & Fax _____

Advertiser Name _____ Contact Name _____

Mailing Address _____

Email Address _____ Order Date _____

Special Instructions _____

Signature _____ Date _____

Action Journal Advertising

	JAN.	APR.	JUNE DIGITAL EDITION	SEPT.	NOV. SPECIAL EDITION ALL GA DENTISTS
AD SIZE					
COLOR/ BW					
COST					
DUE DATE	Nov. 7, 2025	Feb. 11, 2026	Apr. 8, 2026	July 8, 2026	Sept. 8, 2026

Email Newsletter Advertising

Month(s) _____

Banner or Sponsored _____

Cost _____

Phone: 800.432.4357 or 404.636.7553

Email: advertising@gadental.org

Agency Name _____ Phone & Fax _____

Advertiser Name _____ Contact Name _____

Mailing Address _____

Email Address _____ Order Date _____

Special Instructions _____

Signature _____ Date _____

Email Blast to GDA Membership

Month(s) _____

Due date: Please submit the logo, images, copy, links, and any additional content at least three weeks before the requested send date.

Cost _____

Website Banner Ad

Month(s) _____

Due date: Please submit the desired graphic at least three weeks before the first of the month in which it will be posted.

Cost _____

Advertising Credit Card Authorization Form



Cardholder Name (as shown on card) _____

Billing Address _____

City _____ State _____ Zip _____ Phone _____

Select Card Type Amex Visa Mastercard Discover

Credit Card Number _____

Exp Date _____ Security Code on Card (required) _____

Amount Authorized	\$ 5.00	Convenience Fee +
	\$	Authorized Amount =
	\$	Total

Cardholders Approval _____

(Please print) (Signature)

_____ (Date) _____

Please check the appropriate method of billing:

_____ One Time Use: I hereby authorize Georgia Dental Association (“GDA”) to charge the indicated credit card the amount 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 on a (monthly/yearly) basis for the amount due under my contract with GDA as indicated in this billing statement. This Recurring Payment Authorization/Periodic Charge shall remain in force 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.

Authorization

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.

PAYMENT PROCESSING USE ONLY Approval Code _____ Date _____

_____ Processor’s Initials _____

Batch ID# _____ Department _____

Reason for Payment: Georgia Dental Association Advertising