



PRINT | DIGITAL | CLASSIFIEDS



publications

KEEPING YOU INFORMED



2027 MEDIA KIT



WHERE YOUR MESSAGE
MEETS TENNESSEE'S
DENTAL COMMUNITY



tndental.org

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615.628.0208 | tndental.org

Who We Are

The Tennessee Dental Association (TDA) provides resources for member dentists across the state, delivering news, advocacy updates, and critical industry insights through direct channels. For partners and businesses, our official publications offer exceptional, high-impact visibility for advertisers seeking to connect directly with a highly targeted audience of dental professionals.

TDA Advertising Advantage

2,300+ Members	Ongoing Visibility	Direct Placement	Trusted Source
Connect with an engaged network of Tennessee dentists.	Keep your brand top-of-mind through consistent weekly and seasonal streams.	Put your message directly onto the screens and desks of Tennessee dentists.	Position your brand alongside essential news, regulatory updates, and trusted industry insights.

Official Channels

TDA NEWS (PRINT & DIGITAL)

The *TDA News* is the official quarterly publication for members of the Association, delivered in both print and digital formats. This publication covers a variety of dental-related content, including news and announcements, wellness, practice management, early-career dentist insights, and more. The print edition provides a physical presence inside dental practices across the state.

Weekly e-News Bulletin (Email)

The TDA e-News Bulletin is a weekly digital newsletter delivering regulatory updates, legislative alerts, event announcements, and industry news directly to member inboxes. This channel gives advertisers direct website traffic and immediate audience reach. Available formats include banners, billboards, text boxes, and animated GIFs.

Average Open Rate: 28.5%

TDA News

PRINT & DIGITAL NEWSLETTER

ADVERTISING RATES, DEADLINES, AND SPECIFICATIONS

Deadlines

A signed contract and final artwork must both be received by the issue deadline. If new artwork is desired for an ongoing multi-issue contract, it must be received by the issue deadline; otherwise, the previous issue's ad will be repeated.

Technical Specifications

Print ad files must be CMYK, high-resolution PDF or JPEG format. Full bleed ads must include a 0.125-inch bleed.

Rates & Sizes

Rates apply to all issues published from January 1 through December 31 annually. Amounts listed below are **PER ISSUE** and reflect discounts for multiple placement.

Policies

All advertising placed with the TDA is subject to review; TDA reserves the right to reject any advertisement. Payment for advertising is required prior to publication, and may be paid by check or credit card. Final artwork must be received by the issue deadline. *Contracted ads may be cancelled in writing, provided notice is received prior to the issue deadline.*

Contact

For questions contact: Sara Borden,
Director of Communications
publications@tndental.org
615-628-0208 ext. 107

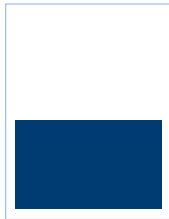
Issue	Art Due	To Print	Mailed
Spring	Feb 15	Mar 15	Mar 31
Summer	May 15	Jun 15	Jun 30
Fall	Aug 15	Sep 15	Sep 30
Winter	Nov 15	Dec 15	Dec 31



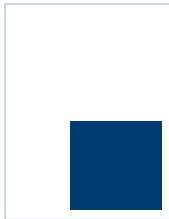
Full Page Bleed
8.5" X 11" + .125"



Full Page Trim
7.5" X 10"



1/2 Page
7.5" X 4.875"



1/3 Page Island
4.9375" X 4.875"

Size	1 Issue	2 Issues	4 issues
Full Bleed	\$1,000	\$950	\$900
Full Trim	\$950	\$900	\$850
Half	\$600	\$550	\$500
Third	\$500	\$450	\$400

**Full Bleed inside front or back cover/\$1,200 per issue.*

TDA Classifieds

TDA classifieds put your ad directly in front of Tennessee's dental community. Post your listing online to reach dental professionals statewide, and easily add print or email features for extra exposure. To get started, email your completed classified submission form (linked on page 8) to publications@tndental.org.

CLASSIFIED CATEGORIES

- **For Sale or Lease:** Dental Practices
- **For Sale or Lease:** Equipment
- **Products/Services**

PRICING

- Standard rates cover a 60-day online placement. Rates are determined by word count and membership status:

Membership Status	0-34 Words (Print Eligible)	35-69 Words (Print Eligible)	70-105 Words (Online Only)	106-140 Words (Online Only)
TDA Member	FREE*	\$90	\$105	\$120
Non-Member	\$90	\$130	\$150	\$170

***TDA Member Perk:** Active TDA members receive one free 60-day classified ad per calendar year (up to 34 words, a \$60 value). Members placing a longer listing can apply this \$60 credit toward any higher word-count tier for their first ad of the year.

Extend Your Placement

Need more exposure? You can easily extend your ad placement at the time of purchase or before your current ad expires:

- **Extended Online Runs:** Additional 60-day increments can be purchased at the standard rate shown in the table above.

Upgrade Your Ad

Maximize your visibility with our print and digital add-ons:

- **Print Publication (\$50/issue):** Include your eligible online listing (69 words or less) in *TDA News* print issue(s). Requires the standard rate for your word count tier plus \$50 per print issue selected.
- **Weekly E-News Feature (\$35/wk):** Includes your ad headline in our member email newsletter, linking directly to your full online listing. *Slots are limited and scheduled first-come, first-served.*

TDA e-News Bulletin

ADVERTISING RATES & SPECIFICATIONS

Please note ads will be approved and placed at our discretion.

All e-News artwork and copy are due on the 1st of the month in which the ad is scheduled to run (e.g., October 1 for October placement)

BANNER

- **Creative Size:** 728x90
- **File Type:** GIF/JPEG/PNG (72 dpi or higher)
- **Click Through URL:** Included
- **Best For:** Awareness, driving traffic.
- **Rate:** 1 email (\$150), 2 emails (\$275), 4 emails (\$500)

BILLBOARD

- **Creative Size:** 970x250
- **File Type:** GIF/JPEG/PNG (72 dpi or higher)
- **Click Through URL:** Included
- **Animation:** 10-12 seconds max.
 - *When using animation, include branding and call-to-action on first frame.*
- **Best For:** Branding, awareness, more visibility.
- **Rate:** 1 email (\$280), 2 emails (\$540), 4 emails (\$1,000)

LOGO + TEXT AD

- **Image/Logo Size:** 300x300 (Displays at 180 x 180 px)
- **File Type:** JPEG, PNG, or GIF (72 dpi or higher)
- **Ad Copy:** 250–300 characters (excluding spaces)
- **Click-Through URL:** Included
- **Best For:** Communicating direct value, announcements, or story-driven offers.
- **Rate:** 1 email (\$500), 2 emails (\$950), 4 emails (\$1,800)

MEDIUM RECTANGLE

- **Creative Size:** 300x250
- **File Type:** GIF/JPEG/PNG (72 dpi or higher)
- **Click Through URL:** Included
- **Animation:** 10-12 seconds max.
 - *When using animation, include branding and call-to-action on first frame.*
- **Best For:** Branding, Awareness, more visibility.
- **Rate:** 1 email (\$550), 2 emails (\$1,050), 4 emails (\$2,000)



TDA Career Center

QUICKLY CONNECT WITH THOUSANDS OF HIGHLY ENGAGED PROFESSIONALS THROUGH SAME-DAY JOB POSTINGS.



Employers: Find Your Next Great Hire



PLACE

your job in front of highly qualified TDA members and job seekers.



MANAGE

jobs and applicant activity right on our site & limit applicants to those who fit your requirements.



SEARCH

our resume database of qualified candidates.



FILL

your jobs more quickly with great talent.

30 DAY JOB POSTING \$249.00*

PREMIUM JOB POSTING PACKAGE \$499.00*

- *Posted for 30 Days*
- *Remains High in Search Results*
- *Highlighted to Stand Out*

ULTIMATE RECRUITMENT PACKAGE \$699.00*

- *TalentBoost Upgrade Distributes Job to Network of 1,000+ National, Niche and Local Job Boards*
- *Posted for 30 Days*
- *Remains High in Search Results*
- *Highlighted to Stand Out*

PLACE AN AD AT
TDA.CAREERWEBSITE.COM

**Prices subject to change*

ADVERTISING STANDARDS

The Tennessee Dental Association (TDA) welcomes advertising to inform members about products and services available to them and their practice of dentistry. Advertising must be factually accurate, dignified, and intended to provide and contribute useful information. The appearance of an advertisement in any TDA publication or online does not constitute an endorsement by the TDA or its components, except where such endorsement is specifically authorized and approved. All advertising must be received in final format. The TDA cannot guarantee ad positioning.

All advertising submitted to the TDA is subject to review and publisher approval. The TDA unconditionally reserves the right to decline any advertisement submitted. No cancellations are accepted after the publication deadline. Ad space is reserved upon receipt of payment. Final artwork must be submitted by the specified issue deadline. Ads will not be published without full payment.

PUBLICATION DATES & DEADLINES (SUBJECT TO CHANGE)

- **Issue 1:** Spring
 - Deadline – Feb. 15; Pub – by Mar. 31
- **Issue 2:** Summer
 - Deadline – May 15; Pub – by June 30
- **Issue 3:** Fall
 - Deadline – Aug. 15; Pub – by Sep. 30
- **Issue 4:** Winter
 - Deadline – Nov. 15; Pub – by Dec. 31

Note: Publication dates are **tentative** and subject to change.

PAYMENTS

Payments should be made to:

Tennessee Dental Association
660 Bakers Bridge Ave Ste 300,
Franklin, TN 37067.

To make a payment using a credit card (*MasterCard or VISA only*) call the TDA Executive Office.

TDA NEWS CREATIVES

File Formats

The preferred file format for all submissions is a PDF file with all fonts embedded. The TDA does not accept QuarkXPress files, Windows files, MS Word or Publisher files or Adobe Creative Suite files

Image Resolution

Photographic (raster) image resolution must be at least 300 pixels per inch at 100% size. Mechanicals Files should be sized according to the ad sizes listed in this media kit.

Incorrect Files

Digital files that are not in compliance with the above specifications may be rejected.

METHOD

The *TDA News* is published digitally and in print. The TDA houses an archive of each issue at tndental.org. The weekly e-News Bulletin is distributed electronically via email.

For questions related to advertising in TDA Publications, please call 615-628-0208 or email publications@tndental.org.

Advertisement Submissions

SUBMIT DISPLAY AD

Display Advertisements

To submit display ads for the *TDA News* or weekly e-News email, click the button above and complete the fillable form.

- **Invoicing & Space Reservation:** Once your submission form is received, an invoice will be issued. Payment secures your ad space.
- **Deadlines:** E-News content (artwork and copy) is due on the 1st of the month in which the ad is scheduled to run. TDA News print creatives must be submitted by their respective issue deadlines.
- **File Formats:** Please submit print creatives as CMYK high-resolution PDFs or JPEG files. Digital ads may be PNG, GIF, or JPEG. Ensure all fonts are embedded and images are optimized for digital or print delivery.
- **Ad Positioning:** TDA cannot guarantee ad positioning. Premium placement (e.g., Inside Front/Back Cover) is available on a first-come, first-served basis.

SUBMIT CLASSIFIED AD

Classified Advertisements

To place a classified ad on our website and/or publications, click the button above and complete the fillable form.

- **Online & Print Eligibility:** All approved classified advertisements are posted on our online portal for 60 days. Print placement in TDA News is subject to specific word count limits and an additional fee of \$50 per issue.
- **Quotes & Approvals:** Upon receiving your form, our team will verify your word count, confirm print eligibility, and provide an invoice for your approval.
- **Revisions:** If you need to modify your text or adjust your word count to qualify for print, you may submit a revised version for an updated quote.
- **Activation & Scheduling:** Your classified ad will be published online and scheduled for eligible print issues once payment is received. Text revisions or word count adjustments must be finalized before publication.

Ready To Submit?

Please complete the fillable form. Email any display ad artwork directly to publications@tndental.org. For billing assistance, please call 615-628-0208 ext. 105.