Canadian Dental Association

The national voice for dentists in Canada.

2027 Rate Card

CDA | ADC 125

For more information, contact:

Michelle Bergeron, CDA Publications Specialist
613-410-6419 | **mbergeron@cda-adc.ca**

Governance Events Sponsorships:

Zelda Burt, CDA Head of Communications
613-520-5013 | **sponsorships@cda-adc.ca**



Canadian Dental Association Publications

CDA Essentials/L'essentiel de l'ADC

CDA Essentials/L'essentiel de l'ADC is the official publication of the Canadian Dental Association (CDA), published 6 times per year in both official languages. The print edition is sent to over 20,000 dentists in Canada, providing dialogue between the national association and the dental community. *CDA Essentials* is a magazine-style publication featuring articles on the latest news, issues and clinically relevant information in Canadian and global dentistry, along with summaries of clinical material from CDA's knowledge products—***CDA Oasis Podcast*** and ***JCDA.***

CDA Essentials is mailed to every licensed dentist in Canada (in their preferred language) who is a member of CDA through their provincial or territorial dental association or a CDA affiliate member. It is also distributed to dental students at the 10 Canadian faculties of dentistry and to representatives in the dental industry.

The online version of *CDA Essentials* is available at **cda-adc.ca/essentials**. All display advertisements are included in the full PDF version, with direct hyperlinks to corporate or product websites. The online *CDA Essentials* generates +21,000 page views monthly.

CIRCULATION 20,000+

READERSHIP 40,000+

ONLINE VERSION 21,000+ PAGE VIEWS MONTHLY

6 ISSUES PER YEAR



73% **AVERAGE ISSUE READERSHIP;** READ MORE THAN **HALF** OF THE 4 MOST RECENT ISSUES

76% STRONGLY AGREED THAT *CDA ESSENTIALS* IS "A SOURCE OF CREDIBLE INFORMATION"

72% WERE **SATISFIED** OR **VERY SATISFIED** WITH THE CONTENT FOUND IN *CDA ESSENTIALS*

Full-page Ad



CDA Essentials Online



Classifieds



Half-page Ad





Rates (all rates include 4-colour artwork)

General Advertising (Includes both English and French publications)

	1 time	4 times	6 times
1 page	$ 4,915	$ 4,865	$ 4,660
1/2 page	$ 3,725	$ 3,620	$ 3,510
1/4 page	$ 3,140	$ 3,105	$ 3,030

Cover Positions

Inside Front Cover _____ **$ 5,280**

Inside Back Cover _____ **$ 5,280**

Outside Back Cover _____ **$ 5,465**

No cancellations

Sponsored Content

Sponsored content opportunities available in *CDA Essentials*.

- **Content:** Client provides Print-Quality PDF files (see specs for *Artwork Requirement, Accepted File Format and Advertising Sizes* for the full-page ads on p.4). Content subject to CDA review and approval.
- **Price:** $4,000/pg



SENSODYNE

UNDERSTANDING THE PSYCHOLOGY OF THE DENTIN HYPERSENSITIVITY PATIENT

Do patients and dentists think dentin hypersensitivity is a minor oral health issue or a chronic condition? Insight from wider sociological and psychological work suggests changing the perception of dentin hypersensitivity could help patients manage this common oral complaint and also help strengthen the dentist-patient relationship

The article below features input from healthcare professionals from the United Kingdom and has been adapted for Canadian healthcare professionals.

Is it time to think differently about dentin hypersensitivity?

Dentin hypersensitivity (DH) affects 60% of Canadians.[1] Its ubiquity as a condition can mean that it is regarded, by both patients and dental practitioners, as a minor oral health concern. Yet, even among those with mild symptoms, coping measures to manage DH can affect their daily activities.

"We know that the impact of this condition can, for some people, result in really significant impacts on oral health-related quality of life," says Professor Barry Gibson, Professor in Medical Sociology, School of Clinical Dentistry at the University of Sheffield. He added that how DH affects people can range from being very mild to becoming predictable and forming part of an 'illness career.'

Does this provide dentists with an opportunity to reappraise DH? "Seeing it as a chronic condition means that the dentist can see that this may well have progression. This could be something that could be long term and that needs management," adds Professor Gibson.

"It's about building a relationship, using the easy, the simple and the mild – and fixing these – to actually engender trust and confidence in the relationship with the patient."

"We know that the impact of this condition can, for some people, result in really significant impacts on oral health-related quality of life..."

It's not major – but it matters

Research from Professor Gibson's team suggests that DH has, over the years, been "displaced, trivialized and transformed into a non-problem problem".[2] Although this has been the necessary consequence of an essential public health focus on caries, he points out that we are now seeing conditions arising as a direct consequence of improved oral care, such as dentin hypersensitivity from over brushing.

From the dentists' perspective, DH is a commonly seen condition. In GSK research among dentists worldwide, 45% make a DH diagnosis at least once daily.[3] Patients who are less concerned about their DH are, unsurprisingly, less likely to seek dental advice: 42% versus 82% of those that are highly bothered.[4] Yet, even among those patients who are less bothered about DH, nearly half will experience symptoms at least once a month, while over a third suffer weekly.[4]

Although this DH experience is broadly similar to those that are highly bothered, these 'mild' sufferers tend not to categorize themselves as being someone

Understanding this health and illness journey is vital and can have longer-term benefits for the dentist-patient interaction that goes beyond the time they spent in the dentist's chair. Recognizing the impact a simple dental condition can have on patients' real lives outside the surgery can help change the interaction between them and their dentist, believes Dr. Koula Asimakopoulou, Reader in Health Psychology at King's College London:

Sponsored Content

Polybag Outserts

Advertising materials can be included in the polybag sleeve of the print edition of *CDA Essentials*, mailed to over 20,000 dentists. Options include promotional literature or advertising materials.

- Clients must print and ship polybag items to CDA's printing/mailing distributor.
- **Standard size:** 8.125″ x 10.75″ (alternate sizes may be accommodated).
- **Content/size/weight:** all subject to CDA review and approval.

Quotations available on request.

CDA Seal Products Discount

Special discounted rates for products that have the CDA Seal—starting at 10% off.

Please inquire with Michelle Bergeron
mbergeron@cda-adc.ca

Artwork Requirements

CDA Essentials is a web offset publication.

Technical Specifications:

- **Colour:** CMYK only (no spot colours)
- **Resolution:** all images placed at a minimum of 300 DPI
- **Recommended font size:** Minimum of 10pt if pure black, and 12pt if other colour for registration accuracy

Accepted File Format

Press-quality PDF:

- Include four-sided bleed: 0.125″
- Crop weight: 0.25 pt
- Crop offset: 0.125″
- Provide a safe area inset: ½″ (for body copy)

Advertising Sizes

	Width	Height
Full page	8.125″	10.875″
Double Page Spread	16.25″	10.875″
1/2 page (horizontal only)	8.125″	5.4375″
1/4 page (horizontal only)	8.125″	2,75″

Bleed requirement: 0.125″
Crop marks must be offset from bleed area by 0.125″

Ads must be supplied to specifications or charges may apply for any additions or corrections that must be made to the submitted material.

Graphic Designer

Carlos Castro: ccastro@cda-adc.ca

Closing Dates

Issue	Insertion Orders	Ad Material
1 (Jan/Feb)	Jan 15	Jan 18
2 (Mar/Apr)	Mar 26	Mar 30
3 (May/Jun)	May 28	May 31
4 (Jul/Aug)	Jul 19	Jul 22
5 (Sep/Oct)	Sep 17	Sep 20
6 (Nov/Dec)	Nov 12	Nov 15

Copy And Contract Regulations

- All copy is subject to the approval of CDA.
- Cancellations cannot be accepted after closing date.
- Advertising prices are shown in Canadian dollars.
- Where applicable (U.S. and International clients), final pricing is based on the Bank of Canada closing exchange rate from the previous business day. Insertion orders are rounded up to the nearest dollar.

Advertising Sales:
For all display advertising sales inquiries, contact mbergeron@cda-adc.ca or publications@cda-adc.ca

Artwork and Ad Production:
Sean McNamara, CDA Managing Editor
613-520-5053 | smcnamara@cda-adc.ca

Classifieds:
Michelle Bergeron, CDA Publications Specialist
613-410-6419 | mbergeron@cda-adc.ca

CDA Classifieds

Classified advertising is sold on a calendar month basis. Ads are posted online at **www.JCDA.ca**, which averages over 150,000 page views monthly. Classified ads are also displayed in *CDA Essentials* magazine, which is published 6 times a year.

Advertising Rates Per month

50 words or fewer	$330
Each additional word	$1.95

10% discount to dentists who are members of a CDA Corporate Member association (10 provincial/territorial dental associations) or an affiliate (individual) member of CDA in Quebec.

Display Ads in CDA Classifieds

Display advertising can be purchased for classified ads in *CDA Essentials*.

Rates ($)

Size	1 time
3 column, full page	$3,180
3 column, 1/2 page	$1,815
1 column, full page	$1,390
3 column, 1/3 page	$1,390
3 column, 1/4 page	$1,195
2 column, 1/4 page	$1,195
For colour add	$320

Advertising Sizes

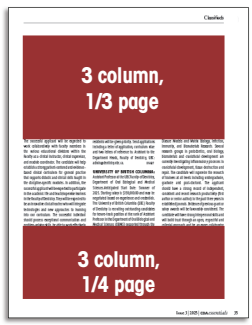
(Trimmed size of publication: 8.125″ × 10.875″)

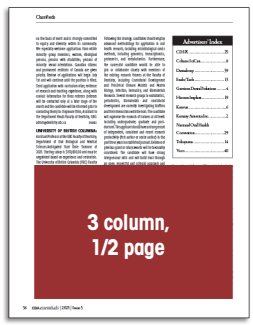
	Width	Height
3 column, full page	6.8125″	9.375″
3 column, 1/2 page	6.8125″	4.625″
1 column, full page	2.125″	9.375″
3 column, 1/3 page	6.8125″	3″
3 column, 1/4 page	6.8125″	2.25″
2 column, 1/4 page	4.5″	2.25″











Classified Advertising Policy

The publisher looks for misrepresentation in classified advertisements, but does not investigate the offers made and assumes no responsibility concerning them. We also reserve the right to decline, withdraw or modify advertisements at our discretion. The Ontario Human Rights Code prohibits discriminatory employment advertising. **Classified ads are published in the language of submission**. To ensure accuracy, ads will **not be accepted by telephone.** Submit your classified insertion request at: **survey.cda-adc.ca/zs/YxBR81**

Payment

VISA and Mastercard payments requested for all orders. **All ads must be prepaid**.

CDA Newsletter

The ***CDA Newsletter*** offers a digital weekly round-up of the latest CDA knowledge products including *CDA Essentials*, *CDA Oasis* and *JCDA*. It also includes timely updates for dentists in the *What's New* and *Important Reminders* sections. The *CDA Newsletter* is made "smart" by rasa.io, technology that curates and customizes content based on your individual needs and preferences.

+100/year
Newsletters sent to over 9,000 (EN/FR) subscribers

Advertising Opportunities

The *CDA Newsletter* has a unique average open rate 60–65% weekly.

Average open rate 60–65% weekly

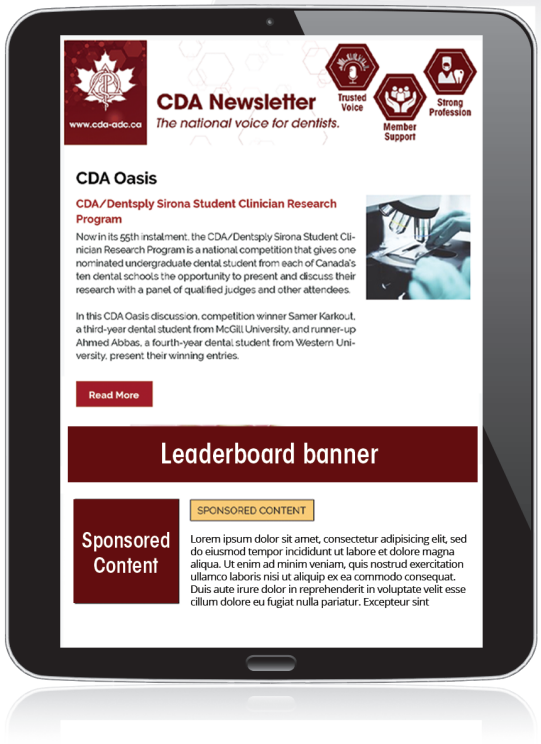


Leaderboard banner

- **Banner Size:** 728x90 px
- **Placement:** Between sections and/or articles
- **Acceptable file formats:** <200 KB (gif, png, jpg)
- **Price:** $900/week. Discounted rates offered for longer-term placements—save 5% on monthly, 10% on quarterly and 15% on annual *CDA Newsletter* campaigns.

Sponsored Content

- **Banner Size:** 200x200 px
- **Content:** Image (gif, png, jpg file provided by client), content 50–75 words, URL link to your product website. Content subject to CDA review and approval.
- **Price:** $2,000/week





Digital Presence

CDA Website

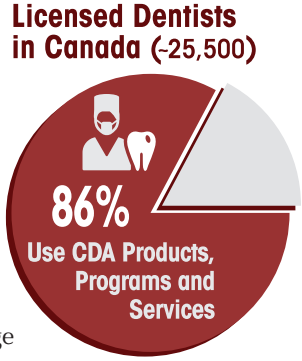
Our website (**www.cda-adc.ca**) offers a modern, user-friendly experience and new opportunities for advertisers to connect with Canada's oral health community and consumers.

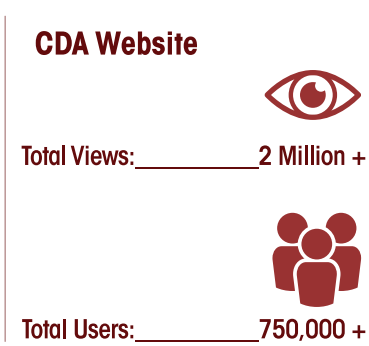
Stats:
Averages 2,000+ daily users, 170,000 monthly home page views, and 51,000 monthly inner webpage views

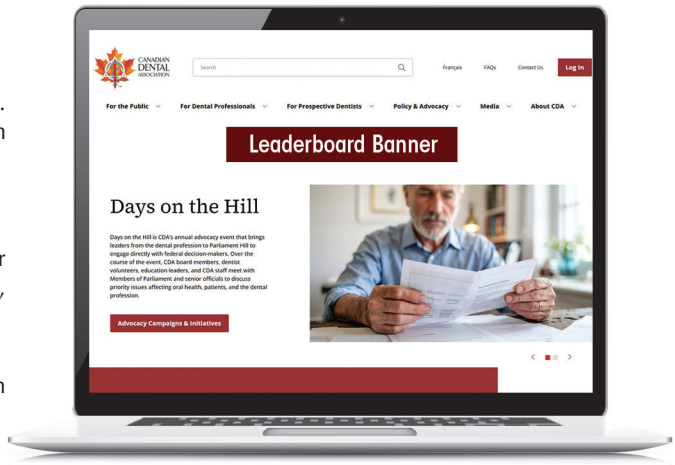
- **Leaderboard Banner:** (728x90 px) mobile (320x50 px)
  Price: $2,500/monthly
  Provides maximum exposure with placement on homepage and all inner pages. (run of site)
  Placement details: Positioned prominently at the top of all pages, this banner delivers premium visibility to every visitor. Ideal for brand awareness and product launches.
- **Homepage Skyscraper Banner:** (160x600 px)
  Price: $1,350/monthly
  Provides maximum exposure with placement on homepage.
  Placement details: This vertical banner provides maximum visibility for your message.
- **Inner pages, Skyscraper Banner:** (160x600 px)
  Price: $900/monthly
  Placement details: Targeted placement on all eligible inner pages. Viewed by both dental professionals and the public, delivering impressions during high-engagement browsing.

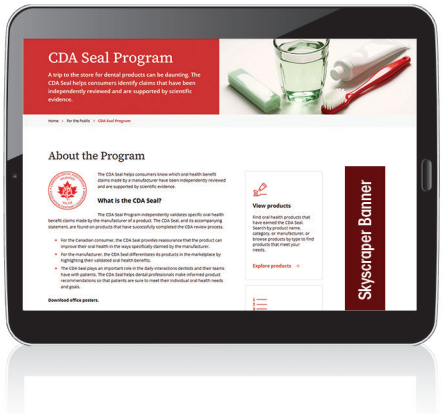
Discounted rates offered for longer-term placements— save 10% on quarterly, 15% on half-year and 20% on annual commitments.

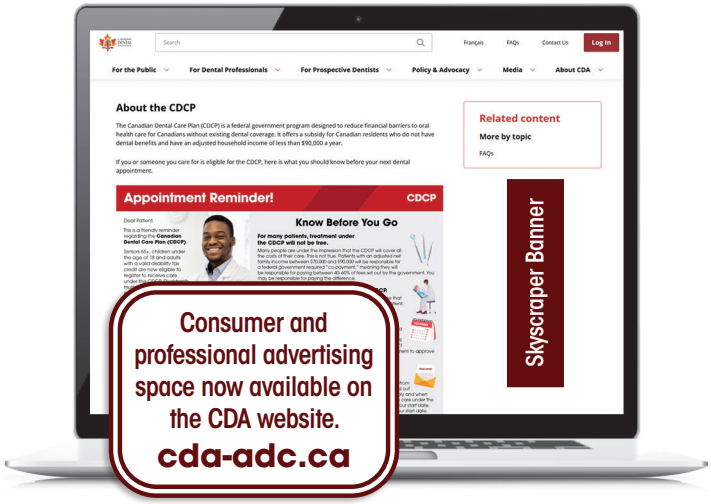
Acceptable file formats: <200 KB (gif, png, jpg). No audio files. Ads are supported on tablets, desktops and laptops.











Canadian Dental Association
The national voice for dentists in Canada.

CDA Oasis Podcast

The ***CDA Oasis Podcast*** (oasisdiscussions.ca) delivers expert perspectives and timely discussions on issues that matter most to dentists across Canada. Through engaging conversations with experts, researchers and dental professionals, the podcast explores a wide range of topics, including clinical matters, emerging technologies, advocacy and professional issues and practice support. Its goal is to share knowledge, provide expert insights and offer practical guidance that helps dentists stay informed, navigate challenges and make confident decisions in their professional lives.

- **Sponsored Video Discussion:** (5–20 minutes)
  Price: $2,500 CAD per episode
  An opportunity for advertisers to sponsor a dedicated video discussion on a topic of interest to Canadian dentists. Includes sponsor recognition and logo placement at the beginning of the discussion. CDA retains editorial oversight of all content.
  Acceptable file formats: MP4 videos, 30 fps, 1920x1080 px.
- **Video/Podcast Sponsorship Acknowledgment**
  Price: $750 CAD per podcast/episode
  Includes a brief prerecorded audio acknowledgment (e.g., "This discussion is brought to you by [Company Name]") accompanied by the advertiser's logo displayed at the beginning of the video discussion.
  Discounted rates are available for advertisers booking multiple CDA Oasis episodes. Save 10% on 3 episodes, 15% on 6 episodes, and 20% on 12 episodes.
- **Homepage Leaderboard Banner:** (728x90 px) mobile (320x50 px)
  Price: $1,500/monthly
  Provides maximum exposure with placement on homepage.
  Placement details: Positioned prominently at the top of the homepage, delivering premium visibility to every visitor. Ideal for brand awareness and product launches.
- **Homepage Skyscraper Banner:** (160x600 px)
  Price: $750/monthly
  Provides maximum exposure with placement on homepage.
  Placement details: This vertical banner provides maximum visibility for your message.



Acceptable file formats: <200 KB (gif, png, jpg). No audio files. Ads are supported on tablets, desktops and laptops.

Journal of the Canadian Dental Association (JCDA)

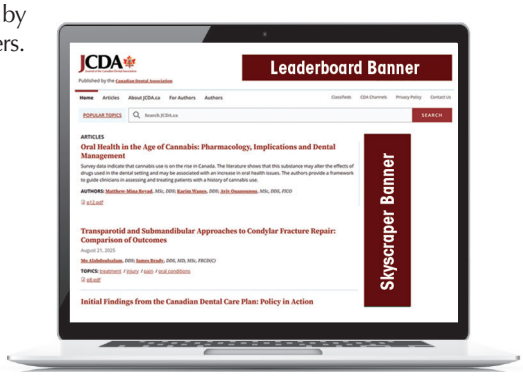
JCDA **(jcda.ca)** is an open access journal and Canada's oldest a peer-reviewed publication, indexed in Pubmed, Scopus and Web of Science. Articles published in *JCDA* are included in MEDLINE (searchable via PubMed) and the Science Citation Index Expanded (SCIE).

JCDA is listed in the Journal Citation Reports (JCR) with an Impact Factor reported by Clarivate, and is of interest to dentists, other health professions, as well as policy makers.

Stats:
Average monthly page views: 52,000
Average monthly active users: 38,000
Average monthly downloads: 650

Leaderboard Banner: (728x90 px)
Price: $1,500

Skyscraper Banner: (160x600 px)
Price: $1,250



Discounted rates offered for longer-term placements—save 10% on quarterly, 15% on half-year, and 20% on annual campaigns.

Acceptable file formats: <200K (gif, png, jpg). No audio files.
All Classified ads are published on the *JCDA* website: **jcda.ca/classifieds-search**

Customized Options Available!

We can tailor an advertising package to fit your budget and objectives.
Contact: mbergeron@cda-adc.ca or publications@cda-adc.ca