



## For more information, contact:

Michelle Bergeron, CDA Publications Specialist  
613-410-6419 | [mbergeron@cda-adc.ca](mailto:mbergeron@cda-adc.ca)



# Print and Digital Publications of the Canadian Dental Association



**Canadian Dental Association**  
The national voice for dentists in Canada.

# CDAessentials

## CDA Essentials/L'essentiel de l'ADC

*CDA Essentials/L'essentiel de l'ADC* is the official print publication of the Canadian Dental Association (CDA), published 6 times per year in both official languages and 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* 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 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](http://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.

**CANADIAN 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

**Garrison's ALL-NEW Quad Matrix System™** can help you tackle complex restorations like these:

- Builds Real Time Efficiency
- Streamlines workflow and reduces chair time
- Reduces the number of appointments
- Increases patient satisfaction
- Increases productivity
- Increases revenue

**AB-NEW Design for Complex Cases**

**Quad Sectional Matrix System Professional** is a revolutionary new design for complex restorations. It features a unique design that allows for the creation of a single, continuous matrix for the entire restoration. This design eliminates the need for multiple matrices and reduces the risk of errors. The system is easy to use and provides a high level of accuracy and consistency.

### CDA Essentials Online

**CDA essentials**

HOME | YOUR ORAL HEALTH | BECOMING A DENTIST | ABOUT CDA | SERVICES AND RESOURCES | PRACTICE SUPPORT

**CDA essentials**

Volume 12 • 2025

**CLASSIFIEDS**

### Classifieds

**CLASSIFIEDS**

Find the best deals on dental equipment, supplies, and services. Browse through a wide range of products and services, from dental chairs and X-ray machines to dental supplies and services. Contact the seller for more information.

### Half-page Ad

**IDS 2025**

COLOGNE, GERMANY  
AUGUST 22-25, 2025  
4th International Dental Show

**LEADING DENTAL BUSINESS SUMMIT**

Request your free sample!

**omnicare**

EVERY SHADE. ONE CHOICE.

**CDA Oasis System: Initial Findings from the Canadian Dental Care Plan**

Request your free sample!

**Print and Digital Publications  
of the Canadian Dental Association**

2026 | MEDIA KIT

Email: [publications@cda-adc.ca](mailto:publications@cda-adc.ca)



**Canadian Dental Association**  
The national voice for dentists in Canada.

**CDA** *essentials*

## Rates (all rates include 4-colour artwork)

**General Advertising** (Includes **both** English and French publications)

|                 | 1 time   | 4 times  | 6 times  | 12 times |
|-----------------|----------|----------|----------|----------|
| <b>1 page</b>   | \$ 4,915 | \$ 4,865 | \$ 4,660 | \$ 4,540 |
| <b>1/2 page</b> | \$ 3,725 | \$ 3,620 | \$ 3,510 | \$ 3,470 |
| <b>1/4 page</b> | \$ 3,140 | \$ 3,105 | \$ 3,030 | \$ 2,965 |

### 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. 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 reapproach 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 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".<sup>1,2</sup> 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 dentist's perspective, DH is a commonly seen condition. In GSK research among dentists worldwide, 40% make a DH diagnosis at least once daily. "Patients who are less concerned about their DH are, unsurprisingly, less likely to seek dental advice: 42% versus 80% of those that are highly bothered".<sup>3</sup> 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.<sup>3</sup>

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

Sponsored Content

### Circulation

Over 20,000 dentists

### Frequency

6 Issues/year:

Issue 1-Jan/Feb, Issue 2-Mar/Apr, Issue 3-May/Jun, Issue 4-Jul/Aug, Issue 5-Sep/Oct, Issue 6-Nov/Dec

### Polybag Outsert

Options include promotional literature and/or material. Quotations available on request.



## NEW! 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](mailto:mbergeron@cda-adc.ca)

**Print and Digital Publications  
of the Canadian Dental Association**

2026 | MEDIA KIT

Email: [publications@cda-adc.ca](mailto:publications@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: 1/2" (for body copy)

## Advertising Sizes

|                                                                                          | Width  | Height  |
|------------------------------------------------------------------------------------------|--------|---------|
| <b>Full page</b>                                                                         | 8.125" | 10.875" |
| <b>Double Page Spread</b>                                                                | 16.25" | 10.875" |
| <b>1/2 page (horizontal only)</b>                                                        | 8.125" | 5.4375" |
| <b>1/4 page (horizontal only)</b>                                                        | 8.125" | 2.75"   |
| <i>Bleed requirement: 0.125"<br/>Crop marks must be offset from bleed area by 0.125"</i> |        |         |

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](mailto:ccastro@cda-adc.ca)

## Closing Dates

| Issue              | Insertion Orders | Ad Material |
|--------------------|------------------|-------------|
| <b>1 (Jan/Feb)</b> | Jan 16           | Jan 19      |
| <b>2 (Mar/Apr)</b> | Mar 27           | Mar 30      |
| <b>3 (May/Jun)</b> | May 22           | May 25      |
| <b>4 (Jul/Aug)</b> | Jul 17           | Jul 20      |
| <b>5 (Sep/Oct)</b> | Sep 11           | Sep 14      |
| <b>6 (Nov/Dec)</b> | Nov 6            | Nov 9       |

## 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](mailto:mbergeron@cda-adc.ca) or [publications@cda-adc.ca](mailto:publications@cda-adc.ca)

### Event Sponsorship:

Zelda Burt, CDA Head of Communications  
613-520-5013 | [zburt@cda-adc.ca](mailto:zburt@cda-adc.ca)

### Artwork and Ad Production:

Sean McNamara, CDA Managing Editor  
613-520-5053 | [smcnamara@cda-adc.ca](mailto:smcnamara@cda-adc.ca)

### Classifieds:

Michelle Bergeron, CDA Publications Specialist  
613-410-6419 | [mbergeron@cda-adc.ca](mailto:mbergeron@cda-adc.ca)



## Classifieds

### Word Advertising Rates Per Insertion

|                             |               |
|-----------------------------|---------------|
| <b>50 words or fewer</b>    | <b>\$330</b>  |
| <b>Each additional word</b> | <b>\$1.95</b> |

**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.**

Advertisements are typeset at the publisher's expense.

### Display Advertising 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   |

**Classified ads are published in the language of submission.**  
To ensure accuracy, ads will not be accepted by telephone.

### Value added

- Classified ads can be posted immediately on [JCDA.ca](http://JCDA.ca)
- Listings are promoted in the weekly *CDA Newsletter*

### Payment

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

### Issue Dates

Classified advertising is sold on a calendar month basis. Ads are posted online at [www.JCDA.ca](http://www.JCDA.ca), which averages over 150,000 page views monthly, and the Classifieds are also promoted in the *CDA Newsletter* (weekly) and in *CDA Essentials* magazine (6 Issues/year).

### Advertising Sizes

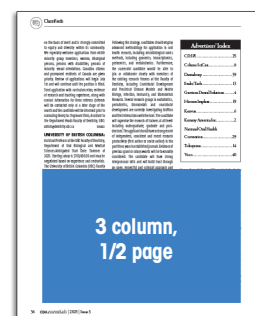
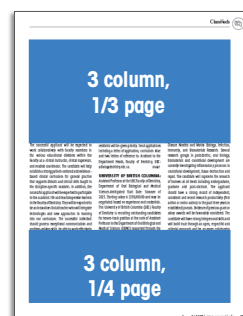
(Trimmed size of publication: 8.125" x 10.875")

|                     | 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 is constantly on the alert 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.





**Canadian Dental Association**  
The national voice for dentists in Canada.

## CDA Newsletter

### 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.

### Advertising Opportunities

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

#### Leaderboard banner

- **Banner Size:** 728x90 px
- **Placement:** Between sections and/or articles
- **Acceptable file formats:** <50K (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

**CDA Newsletter**  
The national voice for dentists.

**Trusted Voice**  
**Member Support**  
**Strong Profession**

**SPONSORED CONTENT**

**Coming soon! A better way to bond attachments—3M™ Clarity™ Precision Grip Attachments.**  
Introducing 3M™ Clarity™ Precision Grip Attachments—new pre-loaded, 3D printed, fully cured composite attachments that are optimally shaped, and customized to fit each patients' unique anatomy.

[Read More](#)



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



Average  
open rate  
**60–65%**  
weekly





**Canadian Dental Association**  
The national voice for dentists in Canada.

## CDA Websites

## Digital Presence

### CDA Website

The CDA website ([www.cda-adc.ca](http://www.cda-adc.ca)) offers important information about oral health care management and prevention to dentists and the public.

#### Stats:

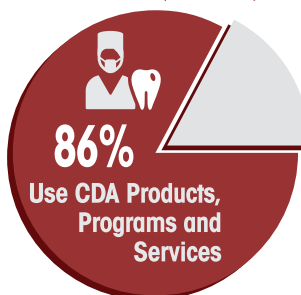
Averages 2,000+ daily users, 170,000 monthly home page views, and 51,000 monthly inner web page views

- **Homepage Leaderboard Banner:** (728x90 px)  
**Price:** \$4,250/monthly  
Maximum exposure to all homepage visitors.  
**Placement details:** Positioned prominently at the top of the homepage, this banner delivers premium visibility to every visitor. Ideal for brand awareness and product launches.
- **Homepage Square Banner:** (250x250 px)  
**Price:** \$1,700/monthly  
Great for general awareness.  
**Placement details:** Displayed near the homepage footer, the square banner maintains consistent brand exposure while complementing content flow.
- **Inner web pages, Skyscraper Banner:** (160x600 px)  
**Price:** \$700/monthly  
Great for reaching engaged professionals and consumers.  
**Placement details:** Runs on key 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:** <50K (gif, png, jpg). No audio files. Ads are supported on tablets, desktops and laptops.

### Licensed Dentists in Canada (~25,500)



### CDA Website



Total Views: \_\_\_\_\_ 2 Million +



Total Users: \_\_\_\_\_ 750,000 +



**Print and Digital Publications  
of the Canadian Dental Association**

2026 | MEDIA KIT

Email: [publications@cda-adc.ca](mailto:publications@cda-adc.ca)



**Canadian Dental Association**  
The national voice for dentists in Canada.

## CDA Websites

### CDA Oasis

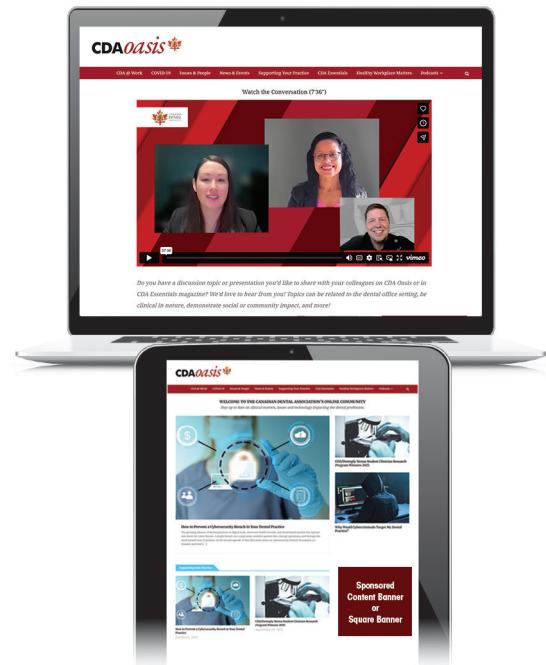
**CDA Oasis** ([oasisdiscussions.ca](https://oasisdiscussions.ca)) is an online community that keeps dentists up-to-date on current or emerging clinical matters, issues, and technology impacting the dental profession.

CDA Oasis typically covers clinical topics, practice support, advocacy, professional issues, people in dentistry, and current affairs.

Between May 2024 and April 2025, CDA produced 55 blog/video posts garnering nearly 117,000 views on the CDA Oasis website from over 87,000 visitors. CDA's Vimeo channel received nearly 25,000 views and nearly 440,000 impressions.

- **Sponsored Video Discussion:** (3–6 minutes)  
**Price:** \$2,500  
**Acceptable file formats:** MP4 videos, 30 fps, 1920x1080 px.
- **Square Banner:** (250x250 px):  
**Price:** \$400/month

**Acceptable file formats:** <50K (gif, png, jpg). No audio files. Ads are supported on tablets, desktops and laptops.



### JCDA

**JCDA** ([jcda.ca](https://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:** <50K (gif, png, jpg). No audio files. All Classified ads are published on the JCDA website: [jcda.ca/classifieds-search](https://jcda.ca/classifieds-search)



## Customized Options Available!

We can tailor an advertising package to fit your budget and objectives.

Contact: [mbergeron@cda-adc.ca](mailto:mbergeron@cda-adc.ca) or [publications@cda-adc.ca](mailto:publications@cda-adc.ca)