



# The Dental Arch publication

The Dental Arch is a multiple award-winning publication of the Greater St. Louis Dental Society. It is a quarterly magazine published in Winter, Spring, Summer and Fall. It includes a wide range of topics to assist practicing dentists including clinical, practice management, and news articles covering events of the Dental Society.

Our circulation of more than 1,250 subscribers includes dentists, laboratories and dental schools in and around St. Louis. The digital edition of The Dental Arch is available online at [thedentalarch.com](http://thedentalarch.com).

## Deadlines for ad material

**WINTER ISSUE:** DECEMBER 15

- IN OFFICES BY JAN. 15

**SPRING ISSUE:** MARCH 15

- IN OFFICES BY APRIL 15

**SUMMER ISSUE:** JUNE 15

- IN OFFICES BY JULY 15

**FALL ISSUE:** SEPTEMBER 15

- IN OFFICES BY OCTOBER 15

### Formats for Advertising:

- All advertising materials should be supplied as electronic files to Nikki Sprehe, Managing Editor, at [nikki@stlouisdental.org](mailto:nikki@stlouisdental.org).
- Publication size: 8.5" x 11"
  - Bleed: 1/8" on all sides
- High-resolution PDFs (with fonts embedded) are preferred. We also accept .jpg and .eps formats. For more information, please contact Nikki at (314) 569-0444 or by email at [nikki@stlouisdental.org](mailto:nikki@stlouisdental.org).

## Magazine Stats



NUMBER OF PAGES

28-32



ISSUES PER YEAR

4



VOLUME OF 2025 EDITION

96



NUMBER OF SUBSCRIBERS

1,250

# Rates & sizes

PERFERRED PLACEMENT IS ON A FIRST COME, FIRST SERVED BASIS. ADD \$100 TO PRICE PER ISSUE.

## FULL PAGE 7.5" X 10.5"

**FULL YEAR RATE:**  
\$750 PER ISSUE  
**ONE TIME RATE:**  
\$850 PER ISSUE

## HALF PAGE

7.5" X 5"

**FULL YEAR RATE:**  
\$550 PER ISSUE  
**ONE TIME RATE:**  
\$650 PER ISSUE

## 1/3 PAGE ISLAND

5" X 4.875"

**FULL YEAR RATE:**  
\$450 PER ISSUE  
**ONE TIME RATE:**  
\$550 PER ISSUE

## FULL PAGE BLEED 8.5" X 11" + .125"

**FULL YEAR RATE:**  
\$750 PER ISSUE  
**ONE TIME RATE:**  
\$850 PER ISSUE

## 1/4 PAGE BACK COVER

7.5" X 2.4"

**FULL YEAR RATE:**  
\$450 PER ISSUE  
**ONE TIME RATE:**  
\$550 PER ISSUE

## 1/3 PAGE COLUMN

2.4" X 10.5"

**FULL YEAR RATE:**  
\$450 PER ISSUE  
**ONE TIME RATE:**  
\$550 PER ISSUE

# Advertising Agreement

COMPANY NAME: \_\_\_\_\_

PRINCIPAL CONTACT: \_\_\_\_\_

Address \_\_\_\_\_  
Name Title

City State Zip

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**DEADLINES:** Submissions will not be accepted after these deadlines and no refunds will be given for missed deadlines:

- SPRING ISSUE - March 1
- SUMMER ISSUE - June 1
- FALL ISSUE - Sept. 1
- WINTER ISSUE - Dec. 1

## ADVERTISING PACKAGES

- COMPLETE PACKAGE \$5,500 (a savings of over \$1,500)
- DELUXE PACKAGE \$3,750 (a savings of \$1,000)

## ADVERTISING SIZE

- |   | Single Issue | Full Year   |
|---|--------------|-------------|
| <input type="checkbox"/> Full Page                    | \$850/issue  | \$750/issue |
| <input type="checkbox"/> Half Page                    | \$650/issue  | \$550/issue |
| <input type="checkbox"/> Third Page Column or Island  | \$550/issue  | \$450/issue |
| <input type="checkbox"/> Quarter Page Back Cover Only | \$550/issue  | \$450/issue |

## ADVERTISING EXTRAS

- Add digital banner \$75/issue \$50/issue
- Add Preferred Placement \$100/issue \$100 /issue

## WEBSITE ADVERTISING

- Leaderboard \$200/month
- Large Rectangle \$150/month
- Rectangle \$150/month
- Skyscraper \$150/month
- Bottom Leaderboard \$150/month

- SOCIETY SPEAK e-NEWSLETTER** \$300/month

*(if selecting one of the packages, indicate preferred month for your Society Speak)*

Indicate Preferred Months: \_\_\_\_\_

- VENDOR SPOTLIGHT e-BLAST** \$750

*(if selecting one of the packages, indicate preferred month(s) for one or two Vendor Spotlight emails)*

Indicate Preferred Date: \_\_\_\_\_

## DIRECTORY ADVERTISING

- Full page ad \$1,500
- Full page inside front/back cover \$2,000
- Half page ad \$1,000
- Company Listing \$300 (included at no charge with full & half page ads)

**ADVERTISING AGREEMENT:** We have read and understand the advertising standards. Signed:

\_\_\_\_\_

**PAYMENT METHOD:**  Check  Visa  MasterCard  American Express

Total Amount Due: \_\_\_\_\_

Card # \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV code: \_\_\_\_\_

Signature: \_\_\_\_\_

*indicates approval for charges*