

today's fda

Media Kit

Today's FDA is produced bimonthly by the Florida Dental Association (FDA), a constituent society of the American Dental Association. Sent to more than 8,000 Florida member dentists and subscribers, the journal features 80 pages of content. *Today's FDA* is a member publication of the American Association of Dental Editors and the Florida Magazine Association.

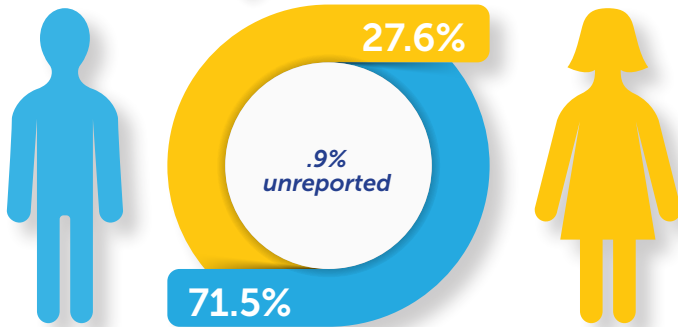


Florida's advocate for oral health.

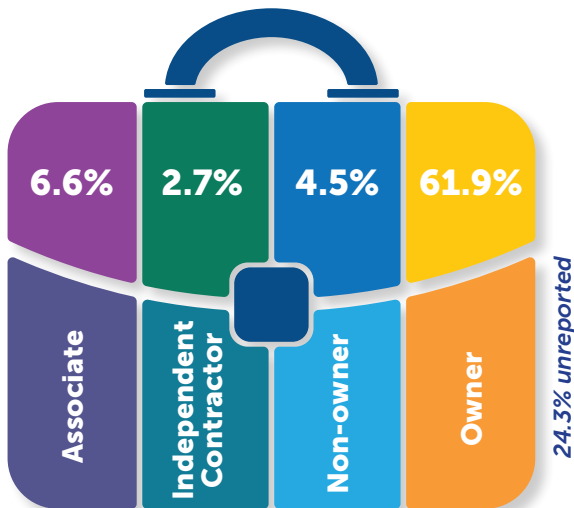
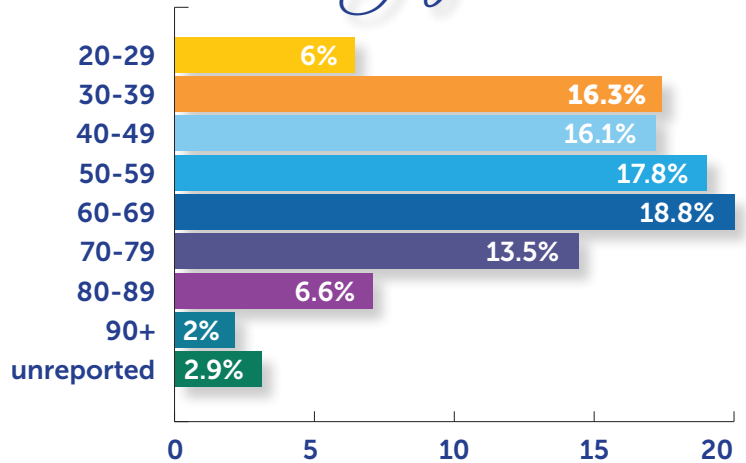
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Audience

Gender



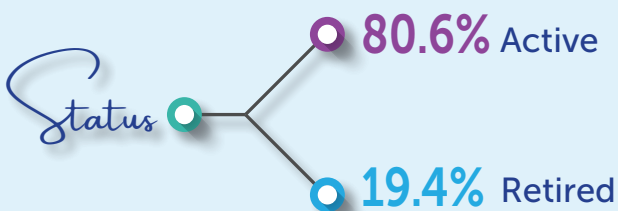
Age



Practice Setting

Dental Specialty

- 71.1% General practice
- 6.2% Orthodontics & dentofacial orthopedics
- 4.7% Periodontics
- 4.6% Endodontics
- 4.3% Oral & maxillofacial surgery
- 4.2% Pediatric
- 2.4% Prosthodontics
- 0.5% Dental public health
- 0.2% Oral & maxillofacial pathology
- 0.1% Oral & maxillofacial radiology
- 1.7% Unreported



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Awards

The Charlie Awards, sponsored annually by the Florida Magazine Association, recognize publishing excellence in Florida. The FDA has received the following awards in the association/trade/technical divisions.



Charlie Awards

- Best Writing: Column ● 2018
- Best Writing: Editorial/Commentary/Opinion ● 2017
- Best Writing: Service Feature ● 2018
- Best Digital: Social Media Campaign ● 2020 ● 2018 (English and Spanish)



Silver Awards

- Best Writing: Column ● 2020



Bronze Awards

- Best Writing: Column ● 2019 ● 2017
- Best Writing: Feature ● 2019
- Best Writing: Editorial/Commentary/Opinion ● 2020



2021 Editorial Calendar

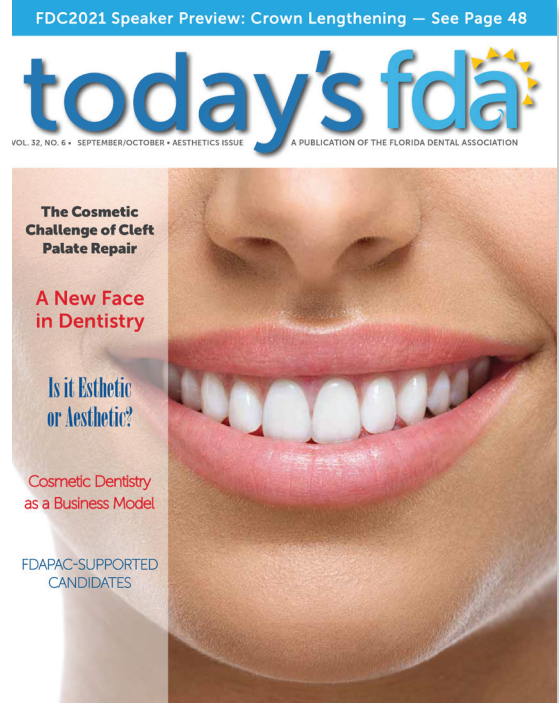


| <i>Issue</i> | <i>Editorial Theme</i> | <i>Ad Due</i> | <i>Mailed</i> |
|--------------|---------------------------|---------------|------------------------|
| Jan/Feb | Dental Heroes/Legislative | Dec. 1 | First week in February |
| March/April | FDC/Awards | Feb. 1 | First week in April |
| May/June | Leadership | April 1 | First week in June |
| July/Aug | Cutting-edge Dentistry | June 1 | First week in August |
| Sept/Oct | Many Faces of Dentistry | Aug. 1 | First week in October |
| Nov/Dec | Membership | Oct. 1 | First week in December |

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Online

Today's FDA also is published on the FDA's [website](#), which provides advertisers the opportunity to enhance their ad with active links to better reach our members.



Upgrades

\$50 email (per address)

\$100 website (per URL)

\$150 social media (up to 3)

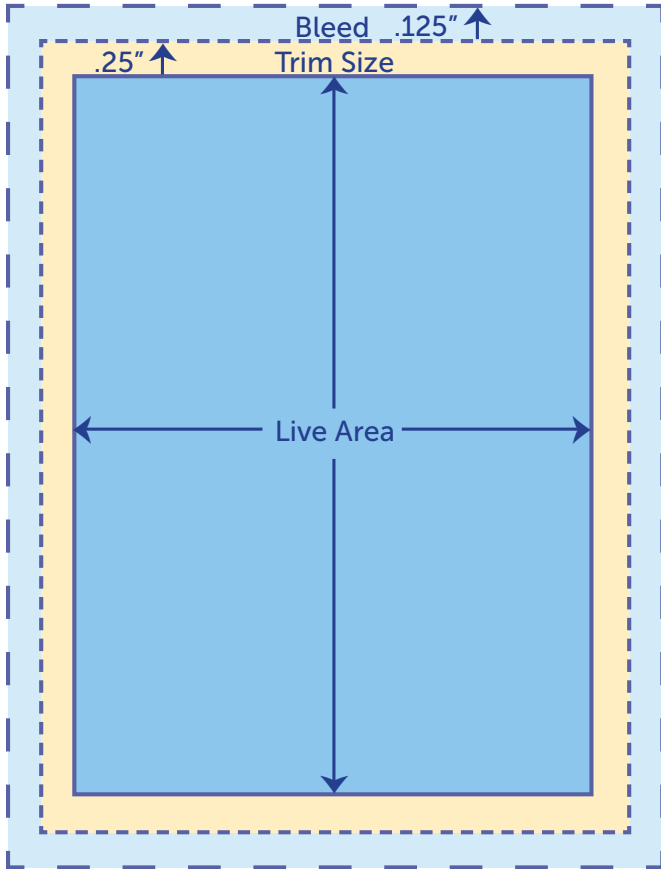
BONUS!

Sign a contract for a year (6 issues) and receive all digital links for **FREE!**



2021

Advertising Specs



Bleed

This is the area that the background color/ graphics should cover if they are to be printed to the final trim of the page.

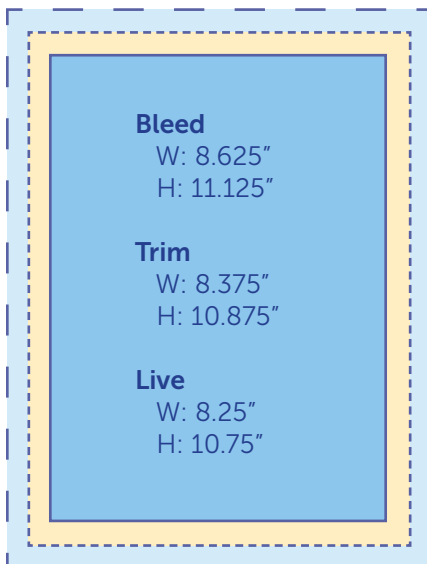
Trim Size

This is where the final cut will be made to make the page its specified size.

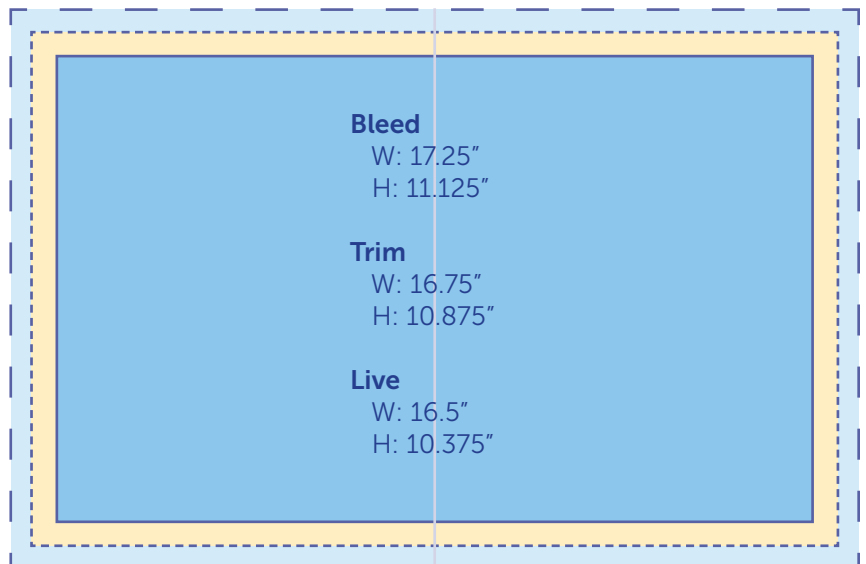
Live Area

Any text or graphics placed inside this area is safe from trimming.

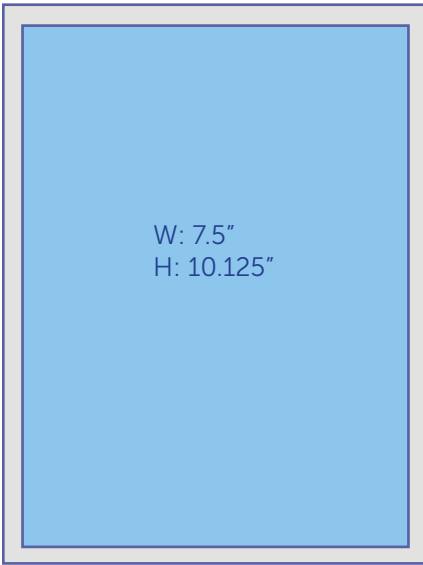
Full Page



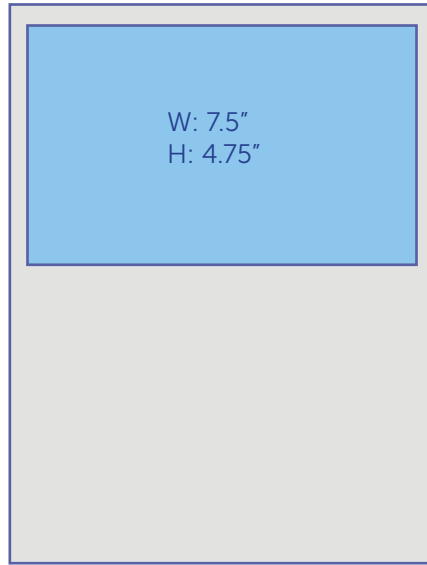
Double Truck



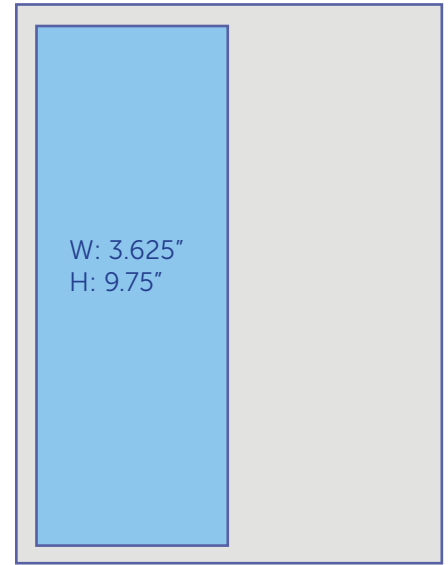
Full Page



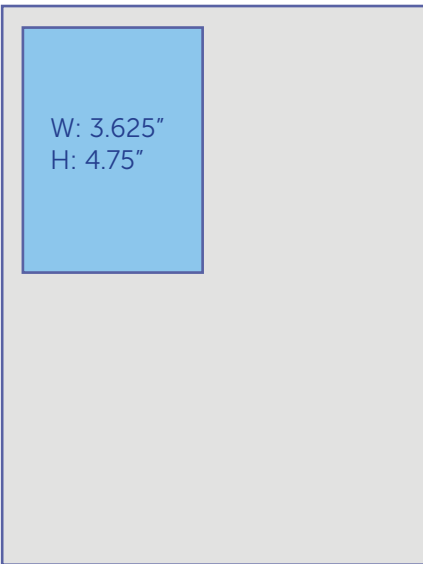
Half Page (H)



Half Page (V)



Quarter Page



Today's FDA is perfect bound, 8.375" X 10.875"

| Ad size | W X H | Trim Size | Live Area |
|------------------------------------|------------------|------------------|------------------|
| Front inside cover (full w/ bleed) | 8.625" X 11.125" | 8.375" X 10.875" | 7.875" X 10.375" |
| Back inside cover (full w/ bleed) | 8.625" X 11.125" | 8.375" X 10.875" | 7.875" X 10.375" |
| Double Truck (w/ bleed) | 17.25" X 11.125" | 16.75" X 10.875" | 16.5" X 10.375" |
| Full pg (w/ bleed) | 8.625" X 11.125" | 8.375" X 10.875" | 8.25" X 10.75" |
| Full pg | 7.5" X 10.125" | | |
| Half pg (H) | 7.5" X 4.75" | | |
| Half pg (V) | 3.625" X 9.75" | | |
| Quarter pg (V) | 3.625" X 4.75" | | |

All ads are subject to prior approval. Acceptable file formats are jpeg, pdf, tiff or eps, and must be at least 300 dpi. Please submit ads to drhodes@floridadental.org.

Design services are available upon request and require a one-year contract.