

RATE CARD

Dental Hygiene Newswire

for Dental Hygienists and Other Oral Health Professionals

The ODHA Dental Hygiene Newswire

The ODHA's [Dental Hygiene Newswire](#) is a public website for all Ontario registered dental hygienists, dental hygiene students and other oral health professionals in Canada. It contains the latest research, updates and news on various topics such as oral health, mental health, diseases, addictions, wellness, etc., as well as ODHA news. It is updated 4 times a month with hot topics and latest research articles related to the profession.

Promotion banners on ODHA's website are a cost-effective way to reach your target audience and build brand loyalty. Advertisers will have extensive exposure for their promotions.



ADVERTISING RATES

	Size (pixels)	Cost
Premium placement banner	900 w x 150 h	\$800
Standard horizontal banner	728 w x 90 h	\$700
Standard vertical banner	300 w x 600 h	\$700

- 1 Premium placement banner
- 2 Standard horizontal banner
- 3 Standard vertical banner

Banner formats accepted

- PNG, JPG or PDF
- PSD, AI, INDD or EPS
- Image file size: Up to 30MB
- Image resolution minimum 150 dpi

NOTE:

- All prices quoted are net rates.
- Add applicable taxes to all rates.
- Net 30 days.
- A brief performance report of your ad will be available in 2-4 weeks after the advertising ends.

Send all production material to: lgao@odha.on.ca
Lan Gao
Communications Coordinator, Editor

Ontario Dental Hygienists' Association
108-3425 Harvester Road, Burlington, ON L7N 3N1
T: 905-681-8883 Toll-free: 1-800-315-ODHA (6342)

2023 RATE CARD

Dental Hygiene Newswire

for Dental Hygienists and the Public

The ODHA Dental Hygiene Newswire

The ODHA's Dental Hygiene Newswire is a public website for all Ontario dental hygienists, dental hygiene students and other oral health professionals in Canada. It contains the latest research, updates and news on various topics such as oral health, mental health, diseases, addictions, wellness, etc., as well as ODHA news. It is updated 3-4 times a month with hot topics and latest research articles related to the profession.

Promotion banners on ODHA's website are a cost-effective way to reach your target audience and build brand loyalty. Advertisers will have extensive exposure for their promotions.

ADVERTISING RATES

	Size (pixels)	Cost
Premium placement banner	900 w x 150 h	\$800
Standard horizontal banner	728 w x 90 h	\$700
Standard vertical banner	300 w x 600 h	\$700

Includes 25% discount

- 1 Premium placement banner
- 2 Standard horizontal banner
- 3 Standard vertical banner

Banner formats accepted

- PNG, JPG or PDF
- PSD, AI, INDD or EPS
- Image file size: Up to 30MB
- Image resolution minimum 150 dpi



NOTE:

- All prices quoted are net rates.
- Add applicable taxes to all rates.
- Net 30 days.
- A brief performance report of your ad will be available in 4-6 weeks after the advertising ends.

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