Digital Advertising

Looking to market your products to a large audience of oral health professionals in **Ontario**? With a membership of over **8,000** registered dental hygienists and dental hygiene students, the Ontario Dental Hygienists' Association provides a valuable opportunity to showcase your brand and connect with oral health professionals who directly influence patient care and oral health product decisions.

1 *FOCUS* *Digital publication for ODHA members*

Published four times a year, *FOCUS* offers a powerful way to showcase your oral health products and boost brand exposure to a highly engaged audience of registered dental hygienists. Choose from multiple ad sizes and enjoy multi-insertion discounts. Each ad links directly to your website, connecting you with professionals eager to learn about new products.

As an added value, we can run a member quiz contest in the *FOCUS* issue you advertise in — simply sponsor one or two products for the winners to further enhance your visibility and engagement.

Take advantage of this targeted opportunity — view the rate card on the next page for details.

2 *Web Banner* *ODHA website homepage*

ODHA.on.ca is the go-to online portal for registered dental hygienists and students —a prime space to connect with your audience and promote your brand. Homepage banner ads are displayed in premium positions — prominently at the top center or along the left or right sides — for 2–4 weeks, ensuring maximum visibility for your message.

Homepage web banner (horizontal): **$800 for 2 weeks | $1,500 for 4 weeks** **Size 970w x 180h pixels**

Homepage web banner (vertical): **$650 for 2 weeks | $1,200 for 4 weeks** **Size 240w x 480h pixels**

3 *Web Banner* *Dental Hygiene Newswire*

The Dental Hygiene Newswire is an open access website featuring the latest research and news relevant to registered dental hygienists and other oral health professionals in Canada. Newswire banner ads can be hyperlinked directly to your corporate product site and are displayed for 30 days, offering ongoing brand visibility.

Homepage banner - Premium $800
Premium promotional banner on Dental Hygiene Newswire homepage. **Size 900w x 150h pixels**

Homepage banner - Standard vertical $700
Standard vertical promotional banner on Dental Hygiene Newswire homepage. **Size 300w x 600h pixels**

4 *Email Banner – Member eBulletins*

Reach over 8,000 members, including dental hygienists and dental hygiene students, through ODHA's eBulletins — our high-performing member email communication that delivers vital association and profession updates. With an impressive average open rate of 66.37%, our eBulletins provide exceptional visibility for your brand.

Your banner ad appears at the very top of the email for maximum exposure and direct connection to a professional audience eager to stay informed.

Top banner ad: $1,000 per placement | **$800 each when 3 or more** placements are booked in the same calendar year

Size: 900w x (90-120)h pixels

5 *Direct Email to Members*

Promote your product, service, or special offer through a stand-alone broadcast email sent directly to ODHA members. This exclusive email delivers your message straight to the inbox of practising dental hygienists and students, providing unmatched visibility and engagement - your message is the only one featured in this email.

Submit content in Word format, and ODHA will format the email to align with ODHA branding. Fully-designed and email-ready HTML files are also accepted (must be tested and ready for email use). Once approved, ODHA will schedule and distribute the email.

Rate: **$1,500** per email | **$1,200 each when 3 or more** emails are booked in the same calendar year

6 Bundle Packages – Maximize Your Reach

Promote your product or special offerings through multiple ODHA advertising platforms to expand your exposure and save on cost. Bundling offers your brand consistent visibility across ODHA's high-impact digital channels — reaching over 8,000 members including dental hygiene students, and other oral health professionals through multiple touchpoints.

Visibility Package

- Includes: ODHA Website Homepage Banner + Dental Hygiene Newswire Banner
- Save **10%** when purchased together
- Ideal for sponsors seeking continuous online presence and product awareness for oral health professionals

Engagement Package

- Includes: FOCUS Digital Publication Ad + Email Banner (Member eBulletins) + Direct Email to Members
- Save **15%** when purchased together
- Perfect for driving engagement and product recognition among active ODHA members

Premium Partner Package

- Includes: FOCUS Ad + Homepage Banner + Email Banner + Direct Email to Members
- Save **20%** and receive enhanced visibility across all ODHA digital platforms
- Includes feature placement priority and the option to coordinate timing around campaign launches or product promotions

Customized bundle options suitable for your marketing and promotion needs are also available — contact us to design a package that fits your marketing goals and budget.

FOCUS RATE CARD

for Ontario Dental Hygienists

Published by the Ontario Dental Hygienists' Association as an exclusive member benefit

ADVERTISING RATES

AD SIZE	1 ISSUE	3 OR MORE ISSUES PER YEAR
Full Page	$850	$800 per issue
1/2 Page	$550	$450 per issue
1/4 Page	$350	$300 per issue

Discount for Non-Profits: An extra **10%** off all advertising rates.

Recent FOCUS issues:

- July issue 2026
- January issue 2026
- October issue 2025

ADVERTISING SIZES (Must be supplied in correct size)

Image Trim Size	8.5" x 11"
Image Size (full bleed)	9" x 11.50"
1/2 Page Horizontal	7.5" x 5"
1/4 Page Vertica	3.75" x 5"

MECHANICAL REQUIREMENTS

All ads for *FOCUS* must be submitted in digital format.

Formats accepted
- PSD, INDD, AI or EPS file
- PDF, PNG or JPG file (resolution minimum 150 dpi)

ADS

Size must not exceed 20MB. All ads must be pre-approved by ODHA for content and size.

DELIVERY OF ADS

Send all production material to: lgao@odha.on.ca

Lan Gao

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