

Looking to market your products to a large audience of oral health professionals in **Ontario**? With a membership of over **8,000** dental hygienists and dental hygiene students, the Ontario Dental Hygienists' Association provides a valuable opportunity to showcase your brand and connect with those who have the most direct contact with your consumers.

1 **FOCUS** *Digital publication for ODHA members*

Published five times a year, FOCUS is a powerful digital advertising solution to boost your brand exposure and showcase your oral health products. With a variety of ad sizes available and multi-ad insertion discounts on offer, you can customize your advertising strategy to maximize your impact.

Plus, every ad is hyperlinked to your corporate website for easy access. But the real value of our publication lies in its highly engaged audience of dental hygienists. When you advertise with ODHA, you'll reach a dedicated group of professionals passionate about oral health and eager to learn about new products.

The new Focus edition, hosted on the ODHA website, has received a total of 10,326 clicks since November 2022 (November issue and January issue). Take advantage of this opportunity to connect with your target audience. Check out the [rate card](#) for more information.

2 **Web Banner** *ODHA website homepage* **NEW!**

ODHA.on.ca is the online dental hygiene portal to connect with your audience and reach potential customers. It can effectively promote your brand to dental hygienists and students in **Ontario**. Our limited web banner options are hosted at the top center of the ODHA.on.ca homepage for 2-4 weeks, ensuring maximum exposure for your brand. Average website visits per month: 14,000.

Homepage billboard banner: **\$800 for 2 weeks; \$1,500 for 4 weeks**

Size 1920w x 430h pixels

3 **Web Banners** *Dental Hygiene Newswire*

The Dental Hygiene Newswire is a public website featuring the latest research and news applicable to dental hygienists and other dental professionals in Canada. Newswire advertising banners can be hyperlinked to a corporate product site. Banners are displayed for 30 days. Average website visits per month: 8,000. Check out the [rate card](#) for more information

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

Homepage banner - Standard horizontal \$700

Standard horizontal promotional banner on Dental Hygiene Newswire homepage.

Size 728w x 90h pixels

4 **eBulletins** *Member email communications*

Reach over 7,500 Ontario dental hygienists with ODHA's eBulletins. These member email communications provide vital association and profession updates to our valued members. With an impressive average open rate of 58.5%, our eBulletins perform significantly better than the industry average of 34.5%.

E-bulletin top banner - \$1,000 per banner; 3 and more: \$800 each

Size: 900w x (90-150)h pixels