



# MEDIA

# KIT

Advertising Opportunities



## GREATER HOUSTON DENTAL SOCIETY (GHDS) ADVERTISING CONTRACT

Authorized Primary Contact: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

GHDS Member? \_\_\_\_\_ Website: \_\_\_\_\_

### GHDS MARKETPLACE/CLASSIFIED ADVERTISING

Under 40 Words	\$100/1 mo. <input type="checkbox"/> 1 mo.	\$300/3 mos. <input type="checkbox"/> 3 mos.	\$600/6 mos. <input type="checkbox"/> 6 mos.	Over 40 Words	Exact word count in ad: _____	
					<input type="checkbox"/> 1 mo.	<input type="checkbox"/> 3 mos. <input type="checkbox"/> 6 mos.

*Word count - .75/word after 40 words*

### "THE BITE" E-NEWSLETTER & WEBSITE ADVERTISING

E-NEWSLETTER ADVERTISING				WEBSITE ADVERTISING			
Display Ad 300(w)X421(h) px	\$300/1 mo. <input type="checkbox"/> 1 mo.	\$900/3 mos. <input type="checkbox"/> 3 mos.	\$1,200/6 mos. <input type="checkbox"/> 6 mos.	Homepage Banner	\$300/1 mo. <input type="checkbox"/> 1 mo.	\$900/3 mos. <input type="checkbox"/> 3 mos.	\$1,800/6 mos. <input type="checkbox"/> 6 mos.
Large Banner Ad 600(w)X660(h) px	\$600/1 mos. <input type="checkbox"/> 1 mo.	\$1,800/3 mos. <input type="checkbox"/> 3 mos.	\$3,600/6 mos. <input type="checkbox"/> 6 mos.	Button Ad	\$200/1 mo. <input type="checkbox"/> 1 mo.	\$600/3 mos. <input type="checkbox"/> 3 mos.	\$1,200/6 mos. <input type="checkbox"/> 6 mos.

### GHDS JOURNAL ADVERTISING

¼ Page Ad (B&W)	\$250/issue <input type="checkbox"/> 1 issue	\$750/3 issues <input type="checkbox"/> 3 issues	\$1,000/All <input type="checkbox"/> All	Full Page Ad (B&W)	\$625/1 issue <input type="checkbox"/> 1 issue	\$1,875/3 issues <input type="checkbox"/> 3 issues	\$2,500/All <input type="checkbox"/> All Issues
¼ Page Ad (Color)	\$450/issue <input type="checkbox"/> 1 issue	\$1,350/3 issues <input type="checkbox"/> 3 issues	\$1,800/All <input type="checkbox"/> All	Full Page Ad (Color)	\$825/1 issue <input type="checkbox"/> 1 issue	\$2,475/3 issues <input type="checkbox"/> 3 issues	\$3,300/All <input type="checkbox"/> All Issues
Half Page Ad (B&W)	\$425/1 issue <input type="checkbox"/> 1 issue	\$1,275/3 issues <input type="checkbox"/> 3 issues	\$1,700/All <input type="checkbox"/> All Issues	Inside Front Cover	\$1,250/1 issue <input type="checkbox"/> 1 issue	\$3,750/3 issues <input type="checkbox"/> 3 issues	\$5,000/All <input type="checkbox"/> All Issues
Half Page Ad (Color)	\$625/1 issue <input type="checkbox"/> 1 issue	\$1,875/3 issues <input type="checkbox"/> 3 issues	\$2,500/All <input type="checkbox"/> All Issues	Inside Back Cover	\$1,150/1 issue <input type="checkbox"/> 1 issue	\$3,450/3 issues <input type="checkbox"/> 3 issues	\$4,500/All <input type="checkbox"/> All Issues

ALL GRAPHICS MUST BE OF ADEQUATE QUALITY, SUBMITTED IN .PNG OR .JPG FILES. PAYMENT DUE BEFORE THE SELECTED ISSUE IS PUBLISHED. PLEASE REFER TO OUR ADVERTISING MEDIA KIT FOR ADVERTISING RATES AND MORE INFORMATION. A COPY IS LOCATED AT GHDS.ORG UNDER THE ADVERTISING OPPORTUNITY TAB.

WE RESERVE THE RIGHT TO REFUSE ANY ADVERTISEMENT SUBMITTED.

### PAYMENT METHOD

**Credit Card** If paying by credit card, an online invoice will be sent to the email address listed above, due payable upon receipt.

**Check** Mail checks payable to the Greater Houston Dental Society for the full amount to 6565 West Loop South, Ste. 210, Bellaire, Tx 77401

Signature of Authorized Company Representative \_\_\_\_\_

Date \_\_\_\_\_

*By executing this agreement, I have applied to the Greater Houston Dental Society (GHDS) for advertising as indicated above. I acknowledge that if I cancel this agreement prior to any marketing being accomplished, the entity will receive a refund minus a 25% Administrative Fee. Once any advertising has begun, no refund will be issued. I certify that the products and services offered in this advertisement comply with all applicable Texas law, including the Texas Dental Practice Act, and the applicable rules and regulations of the state Board of Dental Examiners of Texas. **Contracts are not processed until the full payment has been received.** Submit advertising contract via email to Kyle Mackey*

[kmackey@ghds.org](mailto:kmackey@ghds.org) Advertising



## Media Kit | Advertising Opportunities

### Requirements

#### **Frequency**

“The GHDS Journal” is published four (4) issues a year: Fall, Winter, Spring, and Summer issues. “The Bite” E-Newsletter is sent out every month, mid-month.

#### **Submissions**

A press-ready PDF, EPS with all text outlined, or a flattened TIFF. All ads must be high resolution, at least 300 dpi. The color space must be CMYK or Grayscale. No RGB, LAB, or embedded color profiles. All PMS colors MUST be converted to CMYK. Fonts should be converted to outlines. The Journal does not accept files created in Microsoft Publisher or Microsoft Word.

Send digital files (.png preferred) or camera-ready ads, PRE-PAID via email to:

Kyle Mackey, Communications Director

[kmackey@ghds.org](mailto:kmackey@ghds.org)

#### **Specifications**

Online classifieds are available throughout the year at the [ghds.org](http://ghds.org) website and are reserved by month (30-day posting). The GHDS also has a classifieds page in our printed Journal, which is produced four times/year. There are separate fees for online classifieds from print classifieds. No photos/images included in classified ads. Submit classified ad text via email [kmackey@ghds.org](mailto:kmackey@ghds.org) for placement. Our staff will provide an invoice to collect ad payment. Payment is due at the time of ad placement.

To reserve display ad space in the Journal of the Greater Houston Dental Society (mailed to members four times per year), please use our contract. Rates, deadlines, and publication schedule can also be found on [ghds.org](http://ghds.org). Digital copies are also made available at [ghds.org](http://ghds.org).

To advertise in the Specialist Directory of the GHDS Journal, you **must be a current member specialist of the Greater Houston Dental Society**. Each issue contains a list of specialists categorized by their specialty with their office address(es), telephone number, and website or email address. As a GHDS Member Specialist, your exposure in the specialist directory is maximized, with increased visibility this year:

- Appear in the designated section of the print & digital Journal
- Appear in a designated section of the GHDS website
- Referenced prominently in the monthly e-newsletter

\$375.00/dentist in your office (\$81.25/issue X 4 issues)

\$60 .00/additional office address

**WE RESERVE THE RIGHT TO REFUSE ANY ADVERTISEMENT SUBMITTED**



### **ADVERTISING STANDARDS**

The following standards apply to all advertising which shall appear in the GHDS Journal. The appearance of advertising in the Greater Houston Dental Society Journal is not a GHDS guarantee or endorsement of the product or the claims made for the product by the manufacturer. The fact that an advertisement for a product, service, or company has appeared in The Greater Houston Dental Society Journal shall not be referred to in collateral advertising.

1. The advertisement shall comply with all applicable legal requirements imposed by state or federal law.
2. The advertisement must comply with the Principles of Ethics and Code of Professional Conduct of the American Dental Association, the Texas Dental Association, and the Greater Houston Dental Society.
3. The advertisement shall not include claims that are not subject to independent verification or that are false, misleading, or deceptive.
4. The technical and aesthetic quality of the advertisement shall be in keeping with the standard required by the GHDS as evidenced by those advertisements appearing in its three (3) most recent issues.
5. The advertisement must not demean the dignity of the dental profession nor promote a product or service that is detrimental to the dental health and safety of the public.
6. The advertisement of a product within the purview of the Council on Dental Therapeutics of the American Dental Association for which an "Acceptance Program" exists shall not be accepted unless it is classified as "Accepted" or "Provisionally Accepted" and the claims are found to be substantiated by the Council.
7. The advertisement of a product within the purview of the Council on Dental Materials, Instruments, and Equipment of the American Dental Association for which an official ADA specification exists shall not be accepted unless it is "Acceptable" or "Provisionally Acceptable" and the claims are found to be substantiated by the Council.
8. The advertisement of a product not within the purview of the Council on Dental Therapeutics or the Council on Dental Materials, Instruments, and Equipment, American Dental Association, shall not be accepted unless evidence of safety and effectiveness is demonstrated.
9. The advertisement shall not use the name of the American Dental Association, the Texas Dental Association, the Greater Houston Dental Society, or any Council, Committee, Component Society, or House of Delegates thereof without prior written authorization from the appropriate Association.
10. The advertisement of products or services not directly related to providing dental care to the public, such as insurance, banking services, investment and real estate opportunities, and other non-dental products shall not be accepted unless said product or service is designed and intended to be of special and direct benefit to practicing dentists and their families.
11. Books related to the practice of dentistry will be considered eligible for advertising. In addition, books of interest to dentists and their families as consumers will be eligible for advertising.



12. The advertisement may include the use of a competitor's name and the description of a comparable product or service, including price, if the comparison is made in a manner that is not false or misleading.
13. "Institutional-type" advertising germane to the practice of dentistry and public service messages of interest to dentists are eligible for appearance in the GHDS Journal.
14. Alcoholic beverages and tobacco products are not eligible for advertising.
15. Special-purpose foods and nutritional supplements (for example, foods for low-sugar diets, postoperative diets, and therapeutic diets) are eligible when their uses are supported by acceptable data.
16. The GHDS reserves the right to decline advertising for any course that involves the teaching or use of a product or technique that is the subject of an unfavorable or cautionary report by an agency of the American Dental Association.

*The purpose of these Advertising Standards is to advise potential advertisers of the requirements of the Greater Houston Dental Society and to assure fair and uniform application. These standards shall be implemented and interpreted by the Editor, subject to review by the GHDS Board of Directors. The physical placement of such categories in The GHDS Journal shall be at the sole discretion of the Editor.*

# GHDS JOURNAL—



ADS  
NEEDED

## 2026 JOURNAL SCHEDULE

Kyle Mackey, Communications Director | [kmackey@ghds.org](mailto:kmackey@ghds.org)

**WINTER 2026**

**JAN/FEB**

Submission(s)  
Deadline by  
December 22, 2025

**SPRING 2026**

**APR/MAY**

Submission(s)  
deadline by March 1,  
2026

**SUMMER 2026**

**JUL/AUG**

Submission(s)  
Deadline by June 1,  
2026

**FALL 2026**

**NOV/DEC**

Submission(s)  
Deadline by October 1,  
2026

FULL PAGE W 7.50" X H 9.625"

*Bleed refers to an extra 1/8" (.125 in) of image or background color that extends beyond the trim area of your printing piece*

Bleed W 7.625" X H 9.75"

QUARTER PAGE  
W 3.625" X H 4.625"

QUARTER PAGE  
W 3.625" X H 4.625"

HALF PAGE Horizontal  
W 7.50" X H 4.625"

FULL PAGE W 7.50" X H 9.625"

HALF PAGE Vertical  
W 3.625" X H 9.625"

HALF PAGE Vertical  
W 3.625" X H 9.625"