



CDHA's Oral Health Products eBulletin, *Trends*, is published twice a year in February and in June. Each eBulletin is then adapted for the April and August digital and print issues of CDHA member magazine, [Oh Canada!](#), and promoted through [CDHA.ca](#) homepage, CDHA's eNewsletter, as well as CDHA's social media platforms.

AD SPECS

- Each issue contains six to seven new product ads: one ad per advertiser
- Ads are listed alphabetically by company name, alternating between ascending or descending order
- Ad copy must contain a **minimum of 50 words to a maximum 100 words** in word format
- Ad copy to include a **concise title heading** (3-4 words: 30 characters or less)
- Ad copy should contain **one call to action**
- Ad must contain **one content link to either a website or PDF**. Link will be included separately at the base of the ad
- Ad must include **one product image containing no text**. Product image can include brand or company logo*. The image must be provided separately in the format indicated below:
 - **Image size:** 200px X 200px**
 - **Image type:** JPG, PNG, or GIF; static images only, no animated GIFs
 - **Image resolution:** 300dpi (for use in both web and *Oh Canada!* print)
 - **Image colour:** RGB
 - **Image link:** same as the content link
- **Ad submission deadline:** two weeks prior to publication date

*CDHA reserves the right to refuse any ads which do not meet ad specifications or submission deadlines provided. June 2021.

***Image Content** – While a logo and a product shot can be used together in the image, no words or selling propositions are to be included in the image, no charts, or detailed diagrams. CDHA wants to avoid images with crowded, illegible content so the product itself can stand out.

****Image size:** larger images need to scale down to this 200x200 size. While larger images are fine, they need to be **proportionally** bigger. The image must be a square; as an example, 60px X 200px **would not work**.

Below is a sample ad mock-up for reference...



**HU-FRIEDY'S EVEREDGE®
2.0 SCALERS/CURETTES**



EverEdge scalers are sharp...EverEdge 2.0 scalers are even sharper. Using an enhanced finishing process, Hu-Friedy's professional artisans are creating edges that are scientifically measured to be over 72% sharper than the next closest competitor. Less force means easier, more comfortable scaling for the clinician and client.

Hu-Friedy

Hu-Friedy.com/EE2

AD PRICING

- \$1,250 per ad

CDHA's Oral Health Product eBulletin is promoted

- In CDHA member magazine, [Oh Canada!](#)
- Through CDHA membership eNewsletter (circ 17,000+)
- On CDHA.ca homepage
- Through CDHA social media platforms

CONTACT

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