



Oral Health Product

TRENDS



THE ORAL HEALTH PRODUCTS eBULLETIN BROUGHT TO YOU BY CDHA

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's member magazine, [Oh Canada!](#) Each advertiser will also have their individual product ad highlighted through CDHA's social media platforms following *Trends* publication.

AD SPECS

- Six to seven ads (one ad reserved for a new or improved product from CDHA partners' circle member)
- Ads will be listed alphabetical by company name, alternating between ascending and descending order
- Ad copy must contain a minimum of 50 words to a maximum 100 words
- Ad copy to include a concise title heading
- Ad copy should contain one call to action which includes a phone # or fax # or email address
- Ad must contain one content link to either a website or PDF. This link will be included separately at the base of the ad
- Ad must include one image which can be either a product image or logo*
- 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 or different
- 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. February 2021.

*Image Content – CDHA’s preference is for the image to contain either a logo OR a product shot. If, however, the integrity of the image remains intact (i.e., clean, legible, and uncluttered), a logo and a product shot can be used together in the image (see sample ad mock-up below). No words or selling propositions are to be included in the image provided, no charts or detailed diagrams. CDHA is trying to avoid images with crowded, illegible content.

Image size: larger images need to scale down to this 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’s member magazine, *Oh Canada!*
- CDHA membership eNewsletter (circ 17,000+)
- On homepage of CDHA.ca
- Through CDHA social media platforms

CONTACT

- Peter Greenhough, President
Peter Greenhough Media Partners Inc
647-955-0060 (local & toll free)
pgreenhough@pgmpi.ca