



CDHA's Oral Health Products eBulletin, *Trends*, will be published in April and October 2025. The eBulletin is then adapted for the May and November 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 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 logo¹. The image must be provided separately in the format indicated below:
 - **Image size:** 200px X 200px²
 - **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

¹**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. This includes charts or detailed diagrams. CDHA wants to avoid images with crowded, illegible content so the product itself can stand out.

²**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**.

Oral Health Product
TRENDS

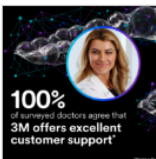


FEATURED IN TRENDS
Solventum | Colgate | Listerine | Oral-B |
Oral Science | TheraBreath | Waterpik

**THE ORAL HEALTH
PRODUCTS eBULLETIN
BROUGHT TO YOU BY CDHA**

brings the latest oral health product information directly to you. It provides insight into the newest oral health products on the market today to help shape your client care for tomorrow. Keep your fingers on the pulse of industry trends with the Oral Health Products eBulletin!

SMILE WITH CLARITY




See why doctors are choosing 3M™ Clarity™ Aligners Flex. Designed for comfort, they feature a thin, flexible design, yet they deliver excellent force persistence over a two-week period.

[Learn More](#)

100%
If surveyed doctors agree that 3M offers excellent customer support*

PROTECT TODAY, PREPARE FOR TOMORROW



INTRODUCING NEW PREVIDENT KIDS.

Clinically proven active ingredient, effective cavity protection. Use Colgate® PreviDent® 5000 ppm Kids (1.1% Sodium Fluoride) toothpaste to help:

- Prevent dental caries
- Protect against acid erosion
- Remineralize enamel
- Strengthen teeth
- Helps reverse early stage cavities*
- Actively helps rebuild tooth density for stronger teeth*

To place an order for your practice, call 1-800-2-COLGATE (1-800-226-5428)

colgateprofessional.ca

*Oral Health benefit claims validated by CDHA for Colgate PreviDent toothpaste.

AD PRICING

- \$1,500 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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