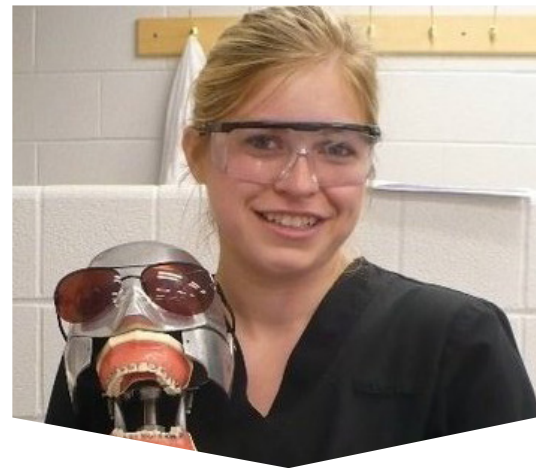
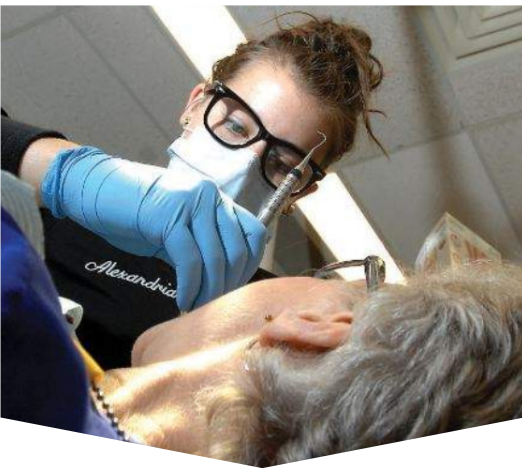




THE CANADIAN DENTAL
HYGIENISTS ASSOCIATION

L'ASSOCIATION CANADIENNE
DES HYGIÉNISTES DENTAIRES

Your Connection To Dental Hygienists CDHA Partnership Opportunities



Over 22,000 Dental Hygienists

The **Canadian Dental Hygienists Association** is a valuable link to marketing your products and services to over **22,000** dental hygienists and dental hygiene students across Canada. Our innovative partnership opportunities create tailored marketing platforms to exceed industry expectations and meet your objectives.

Build Brand Loyalty with Canadian Dental Hygienists

Dental hygienists form the sixth largest regulated health profession in Canada and have more direct contact with your consumers than any other oral health professional. Their product recommendations can have significant impact on your sales.

CDHA.ca is *The* Online Dental Hygiene Portal

Brand positioning is everything. CDHA offers you exclusive marketing programs to help profile your brand, and **CDHA.ca** is *the* online dental hygiene portal, placing your brand in the forefront to over **22,000** dental hygienists and dental hygiene students nationwide.

Contact Greg Royer | CDHA | Corporate Partnerships Manager
groyer@cdha.ca | 613-314-3533
www.cdha.ca



CDHA Partnership Opportunities



Starting at \$1,800 print

Oh Canada! magazine

Published two times a year (two print issues), CDHA's member magazine has a circulation base of over 22,000 dental hygienists and dental hygiene students from across Canada. Promote your oral health products and your brand through our popular oral health magazine. Secure your advertising space or take advantage of our column or exclusive issue sponsorship. Visit www.cdha.ca/adRateCard for more information and rates.

\$1,000 full page digital

Canadian Journal of Dental Hygiene

CJDH is CDHA's research publication with a circulation base of more than 22,000 dental hygienists and dental hygiene students nationwide. The journal, published three times a year in digital format and indexed in several biomedical databases, including MEDLINE, is also freely available to the public. Promote your products to both our professional membership base and the public consumer through CDHA's peer-reviewed professional journal. Visit www.cdha.ca/adRateCard for more information and rates.

\$1,500 /
product promotion

Oral Health Products eBulletin, Trends, brought to you by CDHA

Published two times a year in April and October, the oral health products eBulletin provides a unique opportunity for the dental industry to promote its latest oral health products to more than 22,000 CDHA members. The eBulletin contains six to eight product promotions, serving as an ideal vehicle for profiling your new and/or improved product lines while building brand awareness in the professional marketplace. Each product promotion includes a 50-100 word product description with a hyperlink and one hyperlinked product image.

Here's what our members have to say...

- *Thank you for letting us know about new products on the market. Keep it up!*
- *Excellent, I learned about products that are of great value to my dental hygiene practice that I was not aware of. I would appreciate keeping Product Trends eBulletins coming!*
- *This is a great idea. I love having info about new products! Thanks for this!*



Exclusive banner - CDHA Connect eNewsletter

Exclusive promotional banner placed across the top of CDHA's biweekly membership eNewsletter (circulation 16,500+). CDHA Connect eNewsletters boast an average open rate of 100% and unique subscriber open rate of 60%. Banner can be hyperlinked to company's website or promotional PDF.

Size: 550w x 90h (pixels)

\$1,500 / banner
\$1,000 for six or more

Exclusive Career Centre Email Banner

Exclusive promotional banner across the top of CDHA's weekly Career Centre email circulated to 7,600+ direct subscribers. Banner can be hyperlinked to company's website or promotional PDF.

Size: 640w x 90h (pixels)

\$1,250 / listing

NEW! Virtual Presentation

One – two hour live virtual presentations are popular with CDHA members and offer a unique, engaging, live learning experience focusing on a range of different clinically relevant topics for the dental hygienist. A spokesperson from your organization can bring greetings to the attendees of the live event and introduce the speaker (for a maximum of 2-3 minutes). Scripting subject to approval by CDHA.

Some of these presentations are also recorded* and hosted on the CDHA website for a period of one year offering a flexible on-demand viewing option.

**Not all virtual presentations will be recorded. This is subject speaker to speaker permission. CDHA will verify this aspect prior to confirming your intent to sponsor.*

\$5,000 Live event only

\$7,500 Live event
+on demand webinar

The virtual presentation component includes the following promotional elements containing sponsorship branding:

- Posting on CDHA's virtual presentation landing page under the Virtual Events section of CDHA.ca
- Web banner on CDHA.ca homepage for a minimum of two weeks
- Virtual presentation story in CDHA Connect, biweekly eNewsletter
- Posted on CDHA's Oral Health Events calendar
- Posted across CDHA's social media platforms
- Included in the professional development planner flyer published in CDHA's member magazine, Oh Canada!
- With presenter consent, the virtual presentation is promoted in a promotional video

When there is an added webinar component, a recording of the event is posted under our webinar options and will be available to CDHA members and non-member for a full calendar year from the release date.

The webinar could potentially continue to be hosted solely on the CDHA website beyond the initial hosting period, provided the content is still current and relevant. Sponsor will be offered the opportunity (but is not required) to extend the initial hosting period beyond the one-year agreement for an additional fee.



CDHA Partnership Opportunities

\$6,500 per webinar

Webinars

Webinars are extremely popular with our members and play a key role in the professional development of dental hygienists. CDHA webinars focus on a range of topics, from enhancing client care to improving career satisfaction and upgrading product knowledge. Each webinar is pre-recorded and released monthly (on the third Wednesday) for immediate viewing access at the member's convenience. All webinars are FREE to CDHA members and are hosted on CDHA.ca.

The webinar package includes the following promotional components which will include sponsor branding:

- *Posted on CDHA's webinar landing page under the Webinars section of CDHA.ca*
- *Web banner on CDHA.ca homepage for a minimum of two weeks*
- *Webinar watch story in CDHA Connect, biweekly eNewsletter*
- *Posted on CDHA's Oral Health Events calendar*
- *Included in the professional development planner flyer published in CDHA's member magazine, Oh Canada!*
- *Posted across CDHA's social media platforms*
- *With presenter consent, the virtual presentation is promoted in a promotional video*

Web Banners—CDHA.ca (member site)

\$1,500 /

One-month posting

Homepage Banner

Promotional banner posted to top left-hand column of the CDHA homepage (beneath billboard).

Size: 225w x 175h (pixels)

\$1,500 /

One-month posting

Inside Banner

Promotional banner posted beneath left-hand navigation menu on the Education* or Career Centre* section of CDHA's website. *High traffic web pages.

Size: 225w x 175h (pixels)

\$3,000 /

One-month posting

Homepage Billboard

Prime placement of a promotional banner within the billboard at the top center of CDHA's homepage. The billboard holds a maximum of seven non-animated banners; each displays for 7 seconds then rotates to next banner in the loop.

Size: 960w x 350h (pixels)



NEW! Web Banners - DentalHygieneCanada.ca (consumer site)

Homepage Billboard

Prime placement: top centre of the homepage. This space holds 4 non-animated banners; each displays for 7 seconds then rotates to next banner in the loop.

Size: 970w x 250h (pixels)

*\$3,000 / banner
One-month posting*

Homepage Leaderboard

Placement: top centre of homepage, below billboard (above).

Size: 728w x 90h (pixels)

*\$1,500 / banner
One-month posting*

Homepage Medium Rectangle

Placement: top right of homepage beside "Featured Information" content

Size: 300w x 250h (pixels)

*\$1,500 / banner
One-month posting*

CDHA Member Survey

A CDHA member survey will help your company gain market intelligence. To maximize participation and avoid survey fatigue, only two member survey opportunities will be available to industry each year. It is recommended that surveys contain no more than 10 closed-ended questions and that a special incentive be offered to participants.

CDHA member survey will be hosted for a minimum of two weeks and launched through CDHA's biweekly eNewsletter. A survey reminder will be posted on CDHA's social media platforms as well. If survey responses are low, CDHA will also send an email to its members with a direct link to the survey.

\$5,250 / Survey

CDHA Poll

An alternative to CDHA's Member Survey, a CDHA poll consists of a pop-up window or web banner on the CDHA.ca homepage or another high-traffic web page linking to the poll questions. The poll may have up to three questions and will run for a minimum of two weeks.

\$2,000 / Poll

CDHA Membership Mailing List

Promote your product or special offerings directly to CDHA members using our physical mailing list service, which includes individual names and addresses. Only members who have opted-in to receive third party mailing are included on the list (approximately 14,275 members).

\$6,000 / Mailing List

CDHA Direct Email to Members

Exclusive offering for current CDHA Partner's Circle Members. Promote your product or special offering through a stand-alone broadcast email to all members who have opted in to receive electronic communications for dental industry products (approximately 16,000 members). CDHA will send the email on behalf of the partner. An HTML file to be provided to CDHA. Content and execution timing to be approved by CDHA.

\$6,750 / Direct Email

For either above option the list can be tailored to include specific types of CDHA members and/or specific geographical areas on a cost per contact basis with a minimum charge of \$500. Please contact us to receive a quote.



Advertising Rate Card 2025

Organization Profile

Serving the profession of dental hygiene since 1963, the Canadian Dental Hygienists Association (CDHA) is committed to professional knowledge translation. Dental hygiene is the sixth largest regulated health profession in Canada; CDHA directly represents more than 22,000 members, including dental hygienists and students, who work in a variety of settings to improve the oral health of Canadians.

Circulation Profile

CDHA's two flagship publications, *Oh Canada!* (our member magazine) and the *Canadian Journal of Dental Hygiene* (our peer-reviewed research journal), offer the dental and oral health industry an amazing opportunity to reach out directly to the dental hygiene community. All issues are circulated by email to over 22,000 members and hosted on CDHA's website with embedded links. Two issues per year of *Oh Canada!* are mailed to CDHA members who have requested print delivery.

Here's what our readers have to say...

- 91% feel that CDHA publications are worth reading
- 92% agree that these publications meet their objectives
- 96% are satisfied with the relevance of the publications' content
- 92% place medium to high value on these publications
- 94% feel the publications help their professional practice

Secure your advertising space and/or sponsorship opportunity and promote your products and your brand to a targeted audience.



Canadian Journal of Dental Hygiene cjdh.ca

Established in 1966, the *Canadian Journal of Dental Hygiene* (CJDH) is CDHA's official peer-reviewed research vehicle. Published three times a year in February, June, and October, the journal encourages oral health research that advances the scientific basis of dental hygiene practice and addresses topics of relevance to education, policy, practice, and theory. CJDH publishes original research, literature reviews, short communications, and letters of scientific and professional interest to dental hygienists and other oral health professionals.

CJDH is the only peer-reviewed English research journal published in Canada exclusively for dental hygienists. Eighty-two percent of CDHA members have ranked it as their preferred choice over any other oral health journal in North America.



Oral Health (Oh) Canada! magazine cdha.ca/ohcanada

Oh Canada! is CDHA's non-peer reviewed member magazine. Published twice a year, it provides a forum for the communication of association news, clinically relevant dental hygiene and oral health information, and new product information. Articles are written by members, dental industry partners, and others. Regular columns include FOCUS, workplace wellness, professional practice, student scene, association in action, research and resources, talking ethics, and dental hygiene at home & away.

Upcoming FOCUS topics

- | | |
|---------------|---|
| May 2025 | Anticariogenic Agents to Reduce Caries Risk Volume |
| November 2025 | Different Business Models in Independent Dental Hygiene |



2025 Rate Card

Format	Full page colour	Inside front/back cover	Outside back cover
Digital*	1,000	n/a	n/a
<i>*Add embedded video to any advertisement in electronic issues for an additional \$300</i>			
Print	1,800	2,500	2,500
Polybag or special inserts: Quotations available upon request.			
Focus Column Sponsorship (Oh Canada! only)	CDHA-sourced content. Includes branding and sponsor tag line on every page (4-12 pages). \$2,500.		
Feature Article Sponsorship (Oh Canada! only)	Submission of content for existing column or special feature. All content subject to CDHA review and approval: 1 page \$1,500, 2 pages \$3,500, 4 pages \$5,000 (up to 550 words per page maximum, inclusive of references). Please refer to Info for Contributors .		

plus applicable taxes

Artwork Specifications

	Width	Height
Trim size	8 3/8"	10 7/8"
Ad sizes		
Full page* *add 1/2" bleed to all sides	8 3/8"	10 7/8"

Data files

- Adobe Acrobat PDF/x-1a is the preferred format
- 300 dpi CMYK
- crop, bleed and registration marks
- fonts embedded
- desired hyperlink (webpage or document)

Submitting data files

- by e-mail to groyer@cdha.ca (maximum 9MB)

Publication Schedule

Publication	Distribution	Format	Submission deadlines	
			Article/Content	Ads/artwork
Oh Canada!	May and November	Digital & Print	May – March 1 November – September 1	May – March 15 November – September 15
CJDH	February, June, October	Digital only	N/A	February – Jan 1 June – May 1 October – September 1

COMMERCIAL CONTACT

Greg Royer, Corporate Partnerships Manager
613-314-3533 | groyer@cdha.ca

TECHNICAL CONTACT

Michael Roy, Manager of Web & Creative Services
613-224-5515 x140 | mroy@cdha.ca



CDHA Partners' Circle

CDHA Partners' Circle

ELITE

HALEON

GOLD



LISTERINE PHILIPS



SILVER

waterpik

BRONZE

BioGaia

dentalcorp

Dentsply
Sirona

GUM

HuFriedyGroup

The CDHA Partners' Circle is comprised of dental industry firms dedicated to the advancement of the dental hygiene profession. Members of the CDHA Partners' Circle recognize the important role that dental hygienists play in the oral health team. We are extremely proud to honour our partners through our CDHA Partners' Circle initiative. You, too, can be a member of the CDHA Partners' Circle.



Visit www.cdha.ca/PartnersCircle for more details.

Partner Circle Level	Investment Range
Elite	\$50K and higher
Gold	\$30K- \$49K
Silver	\$20K- \$29K
Bronze	\$10K- \$19K

Maintaining or achieving Partners' Circle status requires a minimum of one sponsorship specific element within the agreement.

Contact Greg Royer | CDHA | Corporate Partnerships Manager
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www.cdha.ca