



THE CANADIAN DENTAL
HYGIENISTS ASSOCIATION

L'ASSOCIATION CANADIENNE
DES HYGIÉNISTES DENTAIRES

Your Connection To Dental Hygienists CDHA Partnership Opportunities



Over 20,000 Dental Hygienists

The **Canadian Dental Hygienists Association** is a valuable link to marketing your products and services to over **20,000** 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 **20,000** dental hygienists and dental hygiene students nationwide.

Contact Peter Greenhough, CDHA Corporate Sales Representative
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www.cdha.ca



CDHA Partnership Opportunities



\$2,000 full page print
\$1,250 full page
electronic

Oh Canada! magazine

Published three times a year (two print issues; one electronic issue), CDHA's member magazine has a circulation base of over 20,000 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.

\$2,000 full page print
\$1,250 full page
electronic

Canadian Journal of Dental Hygiene

CJDH is CDHA's research publication with a circulation base of more than 20,000 dental hygienists and dental hygiene students nationwide. The journal, published three times a year (two print issues; one electronic issue), is also freely accessible to the public online. 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.

\$1,250 / listing

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

The oral health products eBulletin, *Trends*, brought to you by CDHA was launched June 2016. 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!*

The oral health products eBulletin provides a unique opportunity for dental industry to promote its latest oral health products to more than 20,000 CDHA members. The eBulletin serves as an ideal vehicle for profiling your new and/or improved product lines while building brand awareness in the professional marketplace. Published only twice a year, the eBulletin contains six to eight product promotions. Each product promotion includes a 50-100 word product description with a hyperlink and one hyperlinked product image.

Webinars

Webinars are extremely popular with our membership base 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 job satisfaction and upgrading product knowledge. Each webinar is pre-recorded and released monthly for immediate access for viewing at member's convenience. All webinars are FREE to CDHA members and are hosted on CDHA.ca for a full year.

\$6,500 per webinar

The webinar package includes the following promotional components:

- Webinar landing page under the **Webinars** section of CDHA.ca
- Web banner on CDHA.ca homepage
- Online Event Calendar posting
- Webinar Watch promos in biweekly membership eNewsletter
- Posting under the continuing education calendar in CDHA's popular member magazine, *Oh Canada!*

Web Banners

Homepage Banner

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

Size: 225w x 100h (pixels)

\$1,500 /
One-month posting

Inside Banner

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

Size: 225w x 150h (pixels)

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 10 seconds then rotates to next banner in the loop.

Size: 960w x 350h (pixels)

\$3,000 /
One-month posting

Exclusive eNewsletter Banner

Exclusive promotional banner placed across the top of CDHA's biweekly membership eNewsletter (circulation 17,600): Our eNewsletters boast an average open rate of 80% and unique subscriber open rate of 40%. 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 Job Board Email Banner

Exclusive promotional banner across the top of CDHA's weekly Job Board email circulated to 7,200 direct subscribers. Banner can be hyperlinked to company's website or promotional PDF.

Size: 640w x 90h (pixels)



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.

\$5,250 / Survey

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.

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

Reach out to CDHA members with your product promotions and offerings. CDHA membership mailing list service allows you to steer your promotions to targeted groups within the dental hygienist market (e.g., dental hygiene students, practising dental hygienists, entry to practice dental hygienists) or to targeted areas (e.g., city, province).

\$6,750 / Mailing

Investment: \$6,750 per mailing list containing the names and addresses of approximately 13,500 CDHA members who have agreed to third-party mailings. \$500 minimum fee applies.

CDHA Partners' Circle



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.

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