

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 registered health profession in Canada; CDHA directly represents more than 20,500 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. Both the journal and magazine are published three times a year. All issues are circulated by email to over 20,500 members and hosted on CDHA's website with embedded links. Two issues per year of each publication are mailed to CDHA members who have requested print delivery.

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

- 95% feel that CDHA publications are worth reading
- 93% agree that CDHA publications meet objectives
- 65% of readers discuss articles with colleagues and/or clients
- 93% place medium to high value on CDHA's publications
- 89% are satisfied with the relevance of published content

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



Canadian Journal of Dental Hygiene
www.cdha.ca/CJDH

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
www.cdha.ca/ohcanada

Oh Canada! is CDHA's non-peer reviewed member magazine. Published three times a year in spring, summer/fall, and winter, 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, work-life wellness, business issues/practice management, student scene, association in action, research and resources, talking ethics, and dental hygiene at home & away.

Upcoming FOCUS topics

- | | |
|------------------|--|
| Spring 2021 | New perio classifications |
| Summer 2021 | Naturopathic trends and oral health (CBD oils, oil pulling, homeopathic remedies, xylitol, etc.) |
| Fall/Winter 2021 | Oral pathology (lichen planus, erythroplakia, leukoplakia, oral lesion identification etc.) |

2020/2021 Rate Card

Format	Full page colour 1x	Full page colour 3x	1/2 Page colour 1x	1/2 page colour 3x	Inside front/back cover	Outside back cover
Electronic*	1,250	1,000	850	750	n/a	n/a
*Add embedded video to any advertisement in electronic issues for an additional \$300						
Print	2,000	1,750	1,500	1,250	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). \$2,000.					
Feature Article Sponsorship (Oh Canada! only)	Submission of content for existing column or special feature (1-4 pages). All content subject to CDHA review and approval. \$1,500 – \$5,000. Specific words count restrictions apply. 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"
1/2 page *add 1/2" bleed to all sides	8 3/8"	5 7/16"

Data files

- Adobe Acrobat PDF/x-1a is the preferred format;
- 300 dpi CMYK;
- crop, bleed and registration marks;
- fonts embedded.

Submitting data files

- by e-mail to artwork@cdha.ca (maximum 9MB)
- for larger files, via ftp at ftp://ftp.cdha.ca (username: advertising / password: journal1!).

Publication Schedule

Month	Publication	Submission deadlines		Distribution
		Article/Content	Ads/artwork	
February	CJDH	n/a	Jan 1 st	Electronic
April	Oh Canada!	Feb 1 st	Feb 15 th	Print + Electronic
June	CJDH	n/a	May 1 st	Print + Electronic
August	Oh Canada!	Jun 1 st	Jul 1 st	Print + Electronic
October	CJDH	n/a	Sept 1 st	Print + Electronic
December	Oh Canada!	Oct 1 st	Nov 1 st	Electronic

COMMERCIAL CONTACT

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

TECHNICAL CONTACT

Mike Roy, Creative Manager, CDHA
Phone: 613-224-5515 x140
mroy@cdha.ca