

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 21,000 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. Both the journal and magazine are published three times a year. All issues are circulated by email to over 19,000+ 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

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

Oh Canada! is CDHA's non-peer reviewed member magazine. Published three times a year in spring, summer, and fall/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 2023 Treating Vulnerable Populations (medically compromised clients, remote communities, and seniors)
- Summer 2023 Repetitive Strain Injuries
- Fall/Winter 2023 Inflammation - Health and Oral Health Consequences and How to Control it

2022–2023 Rate Card

Format	Full page colour	Inside front/back cover	Outside back cover
Digital*	1,000	n/a	n/a
*Add embedded video to any advertisement in electronic issues for an additional \$300			
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). \$2,000.		
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 (400-800 words) \$1,500 / 2 pages (800-1,200 words) \$3,500 / 4 pages (1,600-2,400 words) \$5,000. 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.

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

Publication	Distribution	Format	Submission deadlines	
			Article/Content	Ads/artwork
Oh Canada!	April, August, December	Digital & Print December: Digital only	April – Feb 1 Aug – June 1 Dec – Oct 1	April – Feb 15 Aug – July 1 Dec – Nov 1
CJDH	February, June, October	All issues to digital only	N/A	Feb – Jan 1 June – May 1 Oct – Sept 1

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