

2025 ADVERTISING Media Planner



CHICAGO DENTAL SOCIETY
THE RESPECTED LEADER IN SCIENTIFIC DENTAL MEETINGSSM

Effective 9.1.24
312-644-3888
WWW.CDS.ORG



2024-25 Advertising Rates And Specifications

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The Chicago Dental Society offers a variety of publications and digital media platforms for you to share your message with our members.

CDS Review: Our award-winning official membership magazine is published seven times a year. Average circulation: 6,500.

Digital advertising opportunities: Including our website, www.cds.org, our digital Midwinter meeting daily newspaper the *Daily Review*, our digital edition of *CDS Review*, our monthly member e-newsletter, our *New Dentist Quarterly* and our Midwinter Meeting e-newsletter.

CONTACT OUR AD SALES REPRESENTATIVES TODAY

Fox Associates is the exclusive advertising sales representatives for CDS publications and digital media. The inventory of advertising opportunities includes the *CDS Review*, Midwinter Meeting App, CDS website and e-newsletters.

To place your display ad, please email Fox Associates at adinfo.cds@foxrep.com or contact one of the following regional offices:

Fox-Chicago
p: 800.440.0231 or 312.644.3888 | f: 312.644.8718
116 W. Kinzie St., Chicago, IL 60654

Fox-New York
p: 212.725.2106 | f: 212.779.1928

Fox-Los Angeles
p: 805.522.0501 | f: 312.644.8718
5345 Cochran St. # 203, Simi Valley, CA 93063

p: 312.644.3888, ext. 120 | f: 312.644.8718
1550 Orange Ave., Unit A, Costa Mesa, CA 92627

Fox-Detroit
p: 248.626.0511 | f: 248.626.0512
6765 Woodbank Dr., Bloomfield Hills, MI 48301



CDS Review

CDS REVIEW DISPLAY ADVERTISING RATES

BLACK AND WHITE

PAGE	1X	3X	7X
Full page	\$3,170	\$2,510	\$2,340
2/3 page	\$2,270	\$1,840	\$1,680
1/2 page	\$1,930	\$1,755	\$1,575
1/3 page	\$1,755	\$1,575	\$1,430
1/4 page	\$1,165	\$1,005	\$845
1/6 page	\$845	\$670	\$500

4-COLOR

PAGE	1X	3X	7X
Full page	\$5,260	\$4,520	\$4,360
2/3 page	\$3,855	\$3,510	\$3,345
1/2 page	\$3,345	\$3,020	\$2,845
1/3 page	\$2,510	\$2,180	\$1,840
1/4 page	\$1,680	\$1,505	\$1,345
1/6 page	\$1,255	\$1,090	\$920

COVER AND PREFERRED POSITION PREMIUMS

PAGE	1X	3X	7X
2nd Cover	\$6,025	\$5,350	\$5,200
3rd Cover	\$5,520	\$4,855	\$4,680
4th Cover	\$6,355	\$6,020	\$5,685

Gatefold cover: Rates vary, depending on the complexity of the cover. Contact your Fox Associates representative for quote. Inserts, tip-ons: Rates and specifications are available upon request. All premium positions are non-cancelable.

CDS REVIEW DEADLINES

Mailing dates listed below are target dates. CDS does not guarantee the magazine will mail on these dates.

ISSUE	INSERTION DEADLINE	MATERIALS DEADLINE	MAILING DATE
Jan/Feb	Dec. 2	Dec. 13	Jan. 13
March/April	Jan. 24	Feb. 28	March 24
May/June	April 11	May 1	May 12
July/Aug	June 2	June 27	July 14
Sept/Oct	Aug. 1	Aug. 22	Sept. 15
November	Sept. 8	Sept. 22	Oct. 6
December	Oct. 10	Oct. 24	Dec. 3

These dates are subject to change. For more information, please email Fox Associates at adinfo.cds@foxrep.com.

MIDWINTER MEETING ISSUES – BONUS CIRCULATION

- **January/February:** Last issue before the Midwinter Meeting. Bonus Circulation: 1,000+
- **November:** Midwinter Meeting Preliminary Program issue. This is the issue attendees keep and refer to when choosing courses or planning their visit. Bonus Circulation: 1,500+

For the convenience of our members and subscribers, we offer the *CDS Review* in both print and a downloadable digital format at no additional charge.

Contact your Fox Associates representative to learn how you can use the digital platform to promote your company in a unique way.

CDS Review ad specifications

UNIT	WIDTH	HEIGHT
Publication/Trim:	8.375"	10.875"
Full page	8.375"	10.875"
Full page w/bleed:	8.625"	11.125"
Spread w/bleed:	17.25"	11.125"
2/3 page	4.5"	9"
1/2 page	7"	4.5"
1/3 page (V)	2.25"	9"
1/3 page (H)	4.5"	4.5"
1/4 page	7"	2.5"
1/6 page (V)	2.25"	4.5"
1/6 page (H)	4.5"	2.25"

IMPORTANT: Avoid placing text or photos you consider "vital" within 0.25" of the top, bottom, sides or gutter. Bleed ads: No additional charge



Midwinter Meeting Digital *Daily Review*

The 2025 Midwinter Meeting digital news magazine – *Daily Review* – will be available for attendees every morning of the Midwinter Meeting. Ads can be linked to your website. Ask your ad sales representative about these opportunities, as well as rates and dimensions.

DIGITAL DAILY REVIEW

ADVERTISING RATES DURING THREE-DAY MEETING

4-COLOR	RATE	DIMENSIONS (INCHES)*
Premier Full Page	\$4,545	7.875 x 10.375
Full Page	\$3,510	7.875 x 10.375
Half Page	\$2,680	7.875 x 5.1875

DEADLINES

Insertion deadline 2/7/2025

Materials deadline 2/12/2025



Daily Review

Bargains, fun take over the exhibit floor

FAST FACTS

EXHIBIT HALL HOURS
Saturday: 9 a.m. – 3 p.m.

CE ON THE EXHIBIT FLOOR
Because of an ADA CERP rule change, CE is offered on the exhibit floor only by visiting the Student Scientific Research posters lined up around the stairs in the middle of the Exhibit Hall. Scan the QR code on monitors near the posters to receive 1 CE credit per day.

INTERNET ACCESS
Complimentary WiFi is available throughout McCormick Place. The WiFi network name is **MMW2024**. No password needed.

BADGES
Badges must be scanned for entry into courses, workshops, the Exhibit Hall and for CE verification. **Need a replacement?** Visit the Reprints Booth in the General Registration area 1K25 (reprint charges).

JOB BOARD IS LIVE
Attendees can still submit or view job opportunities on the CDS Job Board through March 1. Check on postings for dentists and dental team members on the mobile app or visit the Experience CDS booth (G065) to check the Job Board.

REBATE REDEMPTION CENTER
CDS members: After you make a purchase on the exhibit floor, stop by to redeem your rebate. The center is on the east side of the Exhibit Hall near Booth 115. Virtual gift cards will be processed.

TOTE BAGS
Pick up your Chicago Dental Society tote bag from bins located on the east side of the General Registration area.



Digital Advertising Opportunities

E-NEWSLETTER ADVERTISING

Through the monthly e-newsletter, CDS keeps members informed about its latest events, continuing education opportunities, member benefits and volunteer opportunities throughout the year via our monthly e-newsletter. Nearly 5,000 members receive this electronic publication. Place a banner ad in our e-newsletter and we can link our readers directly to your website.

MONTHLY E-NEWSLETTER ADVERTISING RATES AND SPECIFICATIONS

Ad materials due two weeks before publication.

UNIT	RATE (Per Month)	DIMENSIONS (Pixels)
Top Banner	\$1,395	600 W x 150 H
Middle Banner	\$1,005	600 W x 150 H
Bottom Banner	\$1,960	600 W x 150 H

Frequency discounts are available. Maximum size is 120 Kb, and CDS only accepts .GIF, .JPG, and .PNG files (72 dpi)

2023 MONTHLY E-NEWSLETTER, JAN – DEC 2023

Open Rate	62%
Average Click Throughs	4%

Sent to almost 5,000 CDS members

NEW DENTIST QUARTERLY E-NEWSLETTER ADVERTISING RATES AND SPECIFICATIONS

UNIT	RATE (Per Month)	DIMENSIONS (Pixels)
Top Banner	\$1,560	600 W x 150 H
Middle Banner	\$1,170	600 W x 150 H

Frequency discounts are available. Maximum size is 120 Kb, and CDS only accepts .GIF, .JPG, and .PNG files (72 dpi)

NEW DENTIST QUARTERLY E-NEWSLETTER, JAN –DEC 2023

Open Rate	67%
Average Click Throughs	2.5%

Sent to almost 2,500 CDS members

NEW DENTIST QUARTERLY

Advertisers in the New Dentist Quarterly have focused access to nearly 2,500 CDS members who are considered New Dentists, in practice 10 years or less. The e-Newsletters contain content and clickable links to information of high interest to New Dentists, such as loan debt and consolidation, job opportunities, practice management tips and more. Published March, June, October, and December.



Continued on next page

Digital Advertising Opportunities—Continued

MIDWINTER MEETING E-NEWSLETTER ADVERTISING RATES AND SPECIFICATIONS

Ad materials due Feb. 12, 2025

UNIT	FOR 5 DAYS	DIMENSIONS (PIXELS)
Top Banner	\$7,555	600 W x 150 H
Second Banner	\$6,350	600 W x 150 H
Third Banner	\$6,065	600 W x 150 H
Fourth Banner	\$5,790	600 W x 150 H

Maximum size is 120 Kb, and CDS only accepts .GIF, .JPG, and .PNG files (72 dpi)

**MIDWINTER MEETING E-NEWSLETTER,
FEBRUARY 21-25, 2024**

Open Rate	61%
Average Click Throughs	5%

sent to more than 20,000 MWM attendees



CHICAGO DENTAL SOCIETY
MIDWINTER MEETING

FEBRUARY 23 - 25, 2023 • MCCORMICK PLACE WEST BUILDING • WWW.CDS.ORG

Top Banner

Welcome to the 158th Midwinter Meeting!

Today's Events

7:30 a.m. General Session with Bruce Christopher, W375D. Badge scan required.

3:15 - 5:15 p.m. See Chairmen Special & Resigning (SE&R) on the exhibit floor. Check the Virtual Tote Bag on the Midwinter Meeting mobile app for exclusive bargains offered during this time.

Interested in an event?
You can still add it to your registration!

Register Here

Day 1

Watch for CDS mascot Hedy the Hound around McCormick Place today. Don't miss up this classic Midwinter Meeting experience to take a selfie with our same mascot, named after Elgin Hedy, the first president of the Chicago Dental Society in 1864-65.

Second Banner

Reminders when you arrive at McCormick Place

- Registered for the CDS member lecture package? Remember to register for your lectures.
- **This will not be submitted for a submission without registering for the session.**
- There are NO course tickets. Scanning your badge is your ticket.

Complimentary to MWM attendees

- Attendees can pick up a **tote bag** sponsored by Bandy in the registration area along the east wall near Starbucks.
- **Free WiFi** is available at McCormick Place. Use the network name **MWM2023**. No password is required.
- **Pick up your lanyard** in line around McCormick Place.
- Midwinter Meeting sponsor **Medicos** is providing free wrapped masks on first near entrances and the registration area.

Dental Student Scientific Research Posters

Dental students from the University of Illinois at Chicago, Marquette University - DePaul University, Marquette University and the University of Indiana are all represented in this year's edition of the Dental Student Scientific Research Posters gallery. Don't miss the chance to take in their cutting-edge research and support the efforts of tomorrow's dentists!

More than 30 posters are assembled near Overlook Cafe in the center of the Exhibit Hall.

While you're there, make sure to scan your badge for your 1 hour of CE credit just for visiting the Exhibit Hall!

Third Banner

Explore the Exhibit Hall

Visit with **515 exhibitors** for a personal tour of their latest products and services in the Exhibit Hall.

Check your mobile app for exhibitor information and see special offers from vendors.

Exhibit Hall hours
Thursday 9 a.m. - 5:30 p.m.
Friday 9 a.m. - 5:30 p.m.
Saturday 9 a.m. - 3 p.m.

Getting to and from McCormick Place

Looking ahead to Day 2

7:30 - 9 a.m. Wisconsin Reception - Free to all attendees from Wisconsin, Level 3. Pre-function space across from NCTTC.

3:15 - 5:15 p.m. Break & Resigning on the exhibit floor.

4 - 5:30 p.m. Early Dinner Reception in West Lobby on exhibit floor (ticket required).

7 - 8:30 p.m. Virtual Student Reception at the rear of the exhibit floor (ticket required).

8 p.m. - Doors open at Park West for **Happy Night** with Tribulation.

Fourth Banner

Chicago Dental Society | www.cds.org

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Website Advertising

WWW.CDS.ORG

The CDS website attracts users from throughout the Chicago metropolitan area and the greater Midwest. Visitors come to our site to learn about the Midwinter Meeting and other continuing education opportunities as well as use our classified advertising section as a resource for finding employment opportunities, space for rent or equipment for sale. Our mobile-friendly website offers two ad sizes. Your ad can be placed almost anywhere throughout the site.

WEBSITE ADVERTISING RATES AND SPECIFICATIONS

Ad materials due two weeks before publication.

UNIT	RATE (Per Month)	DIMENSIONS (Pixels)
Super Leaderboard	\$3,080	970 W x 90 H
Medium Rectangle	\$2,210	300 W x 250 H

Frequency discounts are available. Maximum size is 120 Kb, and CDS only accepts .GIF, .JPG, and .PNG files (72 dpi). Interstitial ad information is available upon request.

TOP 5 PAGES VISITED JUNE 1, 2023 – JUNE 1, 2024

PAGE	SESSIONS
Midwinter Meeting homepage	82,518
CDS.org homepage	59,442
Low cost & free services page	13,452
Classifieds home page	10,273
Classifieds view ads	6,967

CDS.ORG JUNE 1, 2023 – JUNE 1, 2024

total visitors	237,791
page views	1,113,432
average number of pages viewed per session	4.68
average time on page	2m 42s

MIDWINTER MEETING WEBSITE TRAFFIC OCT. 1, 2023 – MAR. 31, 2024

users	60,558
page views	112,033

SPONSORED CONTENT

Speak to a Fox sales representative for more details.

Eligibility Rules

- Advertisements must not be deceptive or misleading. All advertising must be factual, dignified, in good taste and intended to provide useful product and service information. CDS reserves the right to accept or reject advertising at its sole discretion.
- Advertisements are not acceptable if they conflict with or appear to violate policies of the American Dental Association or CDS; the American Dental Association Principles of Ethics and Code of Professional Conduct; or the Constitution and Bylaws of the American Dental Association, Illinois State Dental Society or CDS.
- Advertisements are not acceptable if they are deemed offensive in text or artwork, or contain personal, racial or religious attacks.
- The fact that an advertisement has appeared in a CDS publication shall not be referred to in collateral advertising.
- Products or services eligible for advertising in CDS publications must be germane to, effective for and useful in the practice of dentistry. Products and services offered by responsible advertisers that are not related to dentistry but are of interest to dentists are eligible for advertising.
- By submitting advertising copy, advertisers certify that the copy and the advertised product(s) are in accord with applicable government regulations.
- Advertisements may cite, in footnotes, references from dental and other scientific literature provided the reference is truthful and is a fair and accurate representation of the body of literature supporting the claims made. Unwarranted disparagement or unfair comparisons of a competitor's products or services are not allowed.
- It is assumed by CDS that comparative advertising is truthful and does not mislead the reader. Truthful and fair comparative advertisements may include the use of a competitor's name and the description of a comparable product or service, including price.
- Alcoholic beverages and tobacco products are not eligible for advertising.
- Miscellaneous products and services not specified in these standards may be eligible to advertise on a case-by case basis.
- Advertisements are not accepted for meetings or seminars that are offered at the same time or on the same date or in any way conflict with CDS meetings, seminars or educational programs.

INDEMNITY CLAUSE

The publisher is not responsible for errors in the index of advertisers. Advertisers and advertising agencies assume liability for all content (including text, representations and illustrations) or advertisements printed, and also assume responsibility for claims arising from such advertisements made against the publisher.

The publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the publisher is contained if such failure is due to acts of God, acts of government, acts of suppliers, acts of U.S. Postal Service, strikes, accidents or other circumstances beyond publisher's control.

In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless the publisher, its officers, agents and employees against all expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, but not limited to, claims or suit for libel, violation of right of privacy, copyright infringement or plagiarism.

PAYMENT TERMS

Payment is due within 30 days of the invoice date. If payment is not received within 30 days, a new invoice will be cut reflecting the cancellation of any discount off the rate card rate. An additional 1.5 percent penalty will also be charged. If payment has not been received within 60 days of the original invoice date, an additional 1.5 percent late fee charge will be added.

OVERSIZED ADS

Advertisements submitted with dimensions that do not meet our specifications may be scaled to fit.

BLEED ADS

No additional charge.

How to Submit Your Advertising Materials

- The preferred file format is high-res PDF.
- Send ad files directly to CDS to tlong@cds.org. To ensure that your ad is not mistaken for spam, please call 312.836.7326 to follow up.
- If the file is too large to email, contact CDS for FTP information or post it to a file sharing site and email the download link to tlong@cds.org.
- CDS also accepts files created using QuarkXPress and Adobe CS. CDS works with printers that accept both PC and Mac files. If submitting a file other than a high-resolution PDF, be sure to include all fonts and images, as well as a color proof.
- Ads designed using Microsoft Word, Excel, Power Point or Publisher will not be accepted. Ads sent as film or camera-ready artwork will be subject to a 10 percent surcharge.

DESIGN FEES

If your organization can not provide its own ad file, CDS can help you design your ad. CDS charges a rate of \$100 per hour to design your ad.

Design fees vary depending on the complexity of the design and client approval process. The design charge for a full-page ad begins at \$200.

CONTACT INFORMATION

Chicago Dental Society

Attn: Advertising

401 N. Michigan Ave., Suite 200

Chicago, IL 60611-5585

P: 312.836.7326

F: 312.836.7337

E: tlong@cds.org

FUTURE MIDWINTER MEETINGS

2025 Chicago Dental Society Midwinter Meeting

McCormick Place West Building, Chicago

Thursday – Saturday, February 20 – 22, 2025

2026 Chicago Dental Society Midwinter Meeting

McCormick Place West Building, Chicago

Thursday – Saturday, February 19 – 21, 2026



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