DALLAS COUNTY DENTAL SOCIETY

2026 DCDS MEDIA KIT

CONNECT YOUR BRAND
WITH DALLAS COUNTY DENTISTS
AND BEYOND

1,100+ DCDS MEMBER DENTISTS	**3,904** UNIQUE WEB USERS/MONTH	**2,032** FACEBOOK FOLLOWERS	**1,665** INSTAGRAM FOLLOWERS
28.5% EMAIL OPEN RATE	**6,604** WEB VIEWS/MONTH	**5,351** FACEBOOK VIEWS/MONTH	**8,068** INSTAGRAM VIEWS/MONTH

IN PERSON OPPORTUNITIES

SOUTHWEST DENTAL CONFERENCE (SWDC) | $1550+

The annual Conference will take place at the Hilton Anatole Dallas on August 20–21, 2027 with an estimated 3400+ in attendance and 150+ dental companies exhibiting.

- Promotion of the SWDC goes out to over 100,000 dental professionals
- Exhibit booths start at $1,550
- To advertise or sponsor during the Conference, you must have a booth at the Conference

For more information, visit swdentalconf.org/exhibitor-information

GMM VENDOR TABLES | $500/MEETING

Four General Membership Meetings (GMM) are offered annually. GMM attendance ranges from 100–200 member dentists, with both in-person and virtual participation. Only one external sponsor per GMM.

- Table at the entry of the meeting
- Mention on DCDS event notice's webpage
- Mention on Eventbrite registration webpage
- Mention by DCDS President during the meeting
- Sponsorship is noted on DCDS membership promotional materials

To inquire about available dates, call 972-386-5741

DIGITAL OPPORTUNITIES

DCDS DIGITAL PARTNER

- 1 Featured Ad
- 1 Integrated Sponsorship
- 1 exclusive digital banner on the DCDS Events webpage

Offered only with this advertising bundle, your horizontal 640x260 pixel banner will be the exclusive ad on the DCDS Events webpage, which is the most visited DCDS webpage by our 1,100 member dentists. (https://www.dcds.org/events)

Note: Advertiser-provided links, tags and files within must be secure (https).

Banner ad file formats accepted: jpg, png, pdf.

Please check your ad for accuracy (spelling, punctuation, grammar, etc). DCDS is not responsible for errors in submitted ads.

All advertising submissions must comply with the DCDS Connection Advertising Standards found at https://www.dcds.org/dcds-advertising-standards.

Integrated Sponsorships (DCDS Connection + Website + Social) keep your sponsorship working after the monthly email is sent!

ARTICLE SPONSORSHIP

Sponsor a DCDS newsletter story that remains on the website.

- Sponsor attribution in the newsletter email
- 640 × 130 pixel banner ad at the bottom of the story's web page
- Website link from the sponsorship attribution and banner ad
- One mention when the story is promoted on social media across four platforms
- Availability: 1 per newsletter

MEMBER RESOURCE SPONSORSHIP

Sponsor the Member Resource page monthly.

- Sponsor attribution in the newsletter email
- 640 × 130 pixel banner ad at the bottom of the web page
- Website link from the attribution and banner ad
- One mention when the Member Resource page is promoted on social media across four platforms
- Availability: 1 per newsletter

DIGITAL OPPORTUNITIES CONTINUED

Advertising within the monthly DCDS Connection provides a digital touchpoint reaching 1,100+ DCDS member dentists.

FEATURED AD

- Placement: Within the monthly DCDS Connection email
- Audience: 1,100+ DCDS members
- Format: 640 × 260 pixel ad + link to your webpage
- Availability: 2 featured ads per monthly issue

FEATURED RESOURCE

- Sponsor an educational or practice-management article relevant to dentists
- Advertiser drafts the content; DCDS retains editorial control
- Boxed feature paragraph, 50 words or less, in the newsletter links to the full article on the advertiser's webpage
- Feature is clearly labeled as sponsored
- Availability: 1 per monthly issue

DIGITAL OPPORTUNITY	1 MONTH	3 MONTHS	6 MONTHS	ANNUAL
DCDS DIGITAL PARTNERSHIP	$1,000	$2,550	$4,350	$7,400
INTEGRATED SPONSORSHIP	$600	$1,550	$2,650	$4,500
FEATURED	$400	$1,000	$1,700	$2,900
BANNER	$200	$500	$850	$1,450
CLASSIFIED AD	$75	-	-	-

PAYMENT IN ADVANCE IS REQUIRED FOR PLACEMENT. MULTIPLE MONTHS MUST BE CONSECUTIVE.

DCDS MEMBERS RECEIVE FREE CLASSIFIED ADS AND 15% OFF POSTED DISPLAY RATES

Editorial note: Sponsored resources are clearly identified, and DCDS retains editorial control. Sponsorship does not imply editorial endorsement.

BANNER

- Placement: Bottom of the monthly DCDS Connection email
- Audience: 1,100+ DCDS members
- Format: 640 × 260 pixel banner + link to your webpage
- Availability: 1 banner per monthly issue

CLASSIFIED AD | $75

Dental related in these categories only: Positions Available, Positions Sought, Offices/Practices Available, Dental Equipment Sales

- 100 words or less in paragraph format.
- $75 per month for non-member advertisers.
- Free online classified ads for DCDS members.