



Monterey Bay
DENTAL SOCIETY

2027 MEDIA KIT



Sponsorship



Advertising



Exhibiting



Boardroom
Rental

*Connect your business with dental professionals throughout
Monterey, Santa Cruz & San Benito Counties*



MBDSDentist.com



831-658-0168



Monterey, California



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Monterey Bay
DENTAL SOCIETY

OUR AUDIENCE

WHO they are

- More than **400 member dentists**
- Bonus distribution to an addition 1,500 dental professionals

WHERE they work and live

- **Monterey, Santa Cruz, San Benito** counties
- Bonus promotion to surrounding areas

HOW you can reach them

- Event exhibit or sponsorship
- Website banner ad
- Website classified
- Dental office mailing list
- Email sponsorship
- SmileLine journal display ads
- SmileLine journal classified ads



ANNUAL PARTNERSHIP OPPORTUNITIES

Build year-round visibility with Monterey Bsy dental professionals

Why Partner with MBDS?

MBDS connects more than 400 member dentists with dental professionals throughout Monterey, Santa Cruz, and San Benito counties. Annual partnerships combine face-to-face access with repeated digital and print visibility.

- Direct access to a high-value professional audience
- Repeated visibility throughout the year
- Association with a trusted local dental organization
- Support for stronger CE programs, venues, and member value

PLATINUM PARTNER

\$2500 / Year

Regular à la carte value: ~\$3,570 — you save over \$1,000

- 2 full-day CE/GMM exhibit sponsorships
- 1 exclusive Dental Society Office Event sponsorship
- Website banner ad, two 6-month rotations (full year)
- 3 email sponsorships
- 2 full-page SmileLine ads
- 2 half-page SmileLine ads

ANNUAL PARTNERSHIP OPPORTUNITIES

Build year-round visibility with Monterey Bsy dental professionals

GOLD PARTNER

\$1200 / Year

Regular à la carte value: ~\$1,620 — you save over \$400

- 1 full-day CE/GMM exhibit sponsorship
- Website banner ad, two 6-month rotations (full year)
- 2 email sponsorships
- 1 full-page SmileLine ads
- 1 half-page SmileLine ads

SILVER PARTNER

\$700 / Year

Regular à la carte value: ~\$960 — you save over \$250

- 1 half-day CE/GMM exhibit sponsorship
- Website banner ad, 6-month rotation
- 1 email sponsorships
- 1 quarter-page SmileLine ad

BRONZE PARTNER

\$325 / Year

Regular à la carte value: ~\$410 — you save over \$80

- 1 half-day CE/GMM exhibit sponsorship
- 1 eighth-page SmileLine ad

CUSTOMIZE YOUR PACKAGE

Need a different mix?

Packages can be tailored to your goals. Swap a full-page ad for two half-page ads or exchange an email sponsorship for a classified listing.

Contact MBDS and we'll help build the right combination.

EVENT EXHIBITS & SPONSORSHIPS

Meet face-to-face at MBDS continuing education and membership programs

C.E. & General Membership Meetings

Connect directly with MBDS dentists and dental professionals at our full-day and half-day educational programs.

EVENT EXHIBITOR

\$399 Full Day / \$285 Half Day

- Tabletop exhibit space with covering and two chairs
- 2-minute introduction before the main speaker
- Attendee contact list
- Lunch for one representative (full-day programs only)

Event Sponsor + Exhibitor

Companies providing additional sponsorship support receive all exhibitor benefits plus:

- Sponsor recognition on the event webpage
- Company name/logo in promotional emails
- Recognition on event flyers and other marketing materials
- Verbal recognition during the program

Sponsorship opportunities and pricing vary by event. Contact MBDS for current opportunities and a package that fits your goals

OFFICE EVENTS & WEBSITE ADVERTIZING

Targeted opportunities for smaller programs and always-on digital visibility.

Dental Society Office Events

Sponsor educational programs, CPR courses, Member socials, and other events held at the MBDS office

EXCLUSIVE EVENT SPONSOR

\$399 / EVENT

- 2-minute introduction and tabletop exhibit space
- Verbal recognition at the beginning and end of the event
- Attendee contact list
- Participation by one company representative at social events
- Recognition on the MBDS website and in promotional emails, flyers, and event marketing

Website Banner Ads

Stay visible between events with a banner across the top of the MBDS website homepage

HOMEPAGE BANNER

\$399 / 6 MONTHS

Recommended size: 620 x 263 px

Linked to the advertizer's preferred webpage

DIGITAL ADVERTIZING

Simple, affordable ways to reach MBDS members online and by email.

EMAIL SPONSORSHIP

\$75 / EMAIL

Place a linked ad or logo at the bottom of an MBDS email. A variety of ad sizes can be accommodated.

- Direct visibility with MBDS email readers
- Link to your website, landing page, or offer
- Great add-on to event sponsorships and annual packages

WEBSITE CLASSIFIED & JOB ADS

\$75 25 words or less

\$100 26-50 words

MBDS MEMBERS POST FOR FREE

Ideal for employment opportunities, practices for sale, equipment, office space, and other dental-related listings.

SMILELINE JOURNAL - DISPLAY/CLASSIFIED ADS

Print advertizing opportunities in MBDS member communication.

SMILELINE DISPLAY ADS

\$399	8x10	Full Page
\$275	8x5	Half Page
\$199	4x5	Quarter Page
\$125	2 3/4 x 4	Eighth Page/Business Card

CLASSIFIED IN SMILELINE

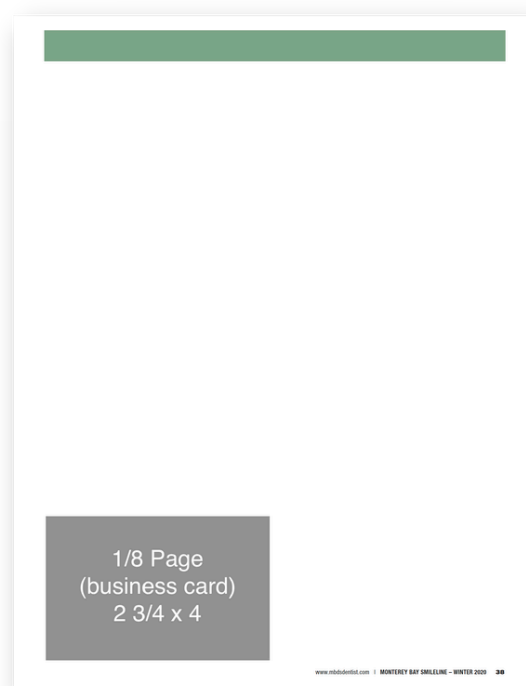
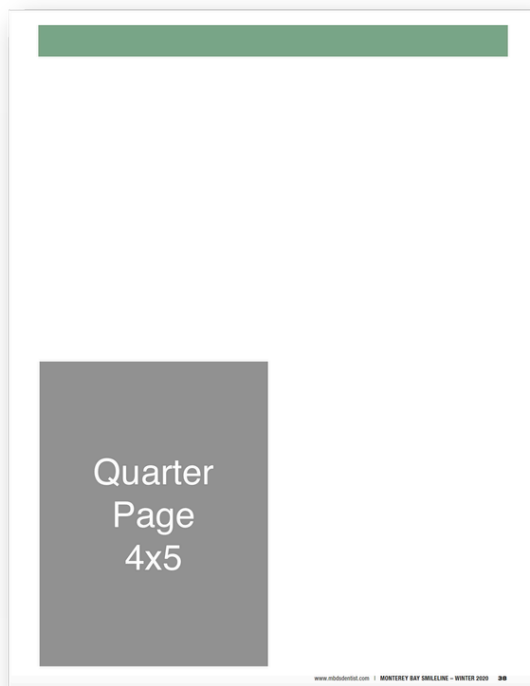
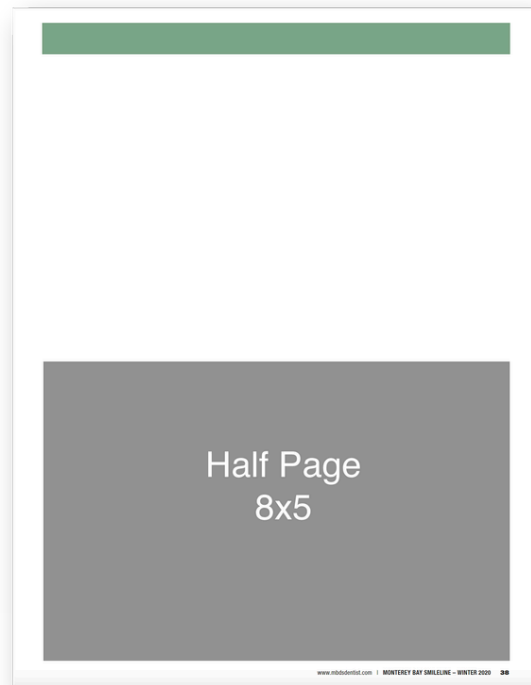
\$75 25 words or less

\$100 26-50 words

MBDS MEMBERS POST FOR FREE

Ideal for employment opportunities, practices for sale, equipment, office space, and other dental-related listings.

SMILELINE JOURNAL ADS





Monterey Bay
DENTAL SOCIETY

Display Ad Artwork Submission

1. Camera-ready files only. No photo copies because they do not appear crisp and clean.
2. Submit artwork via email to **mbds09@comcast.net**.
3. If artwork is not in the proper proportion to fit our publication requirements, the editor reserves the right to change the border (border only) to allow for a clean appearance.
4. The editor shall retain editorial control and the ability to accept or reject any advertisement.



Monterey Bay
DENTAL SOCIETY

REACH OUR AUDIENCE

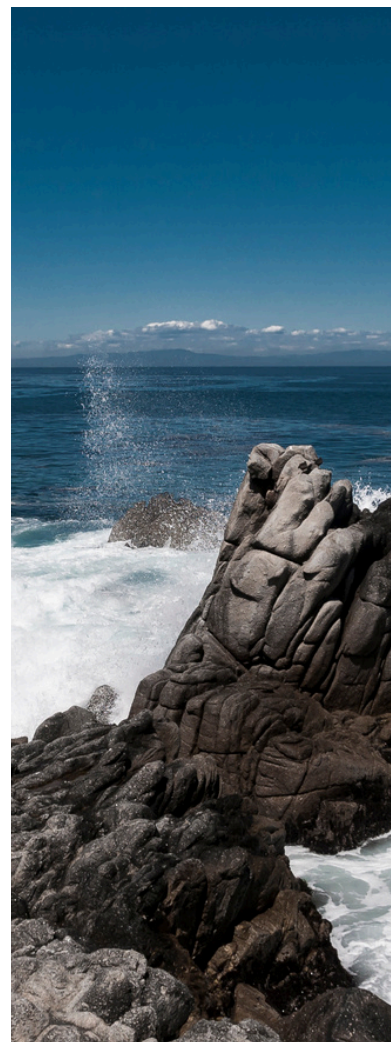
We'd love to work with you!

Discounts apply to multiple purchases. You pick your options, and we'll discount your fees!

For more information on working with
Monterey Bay Dental Society, please contact:

George Lips
Executive Director

831-658-0168
george@mbdsdentist.com





EXHIBITOR/SPONSOR/ ADVERTISER AGREEMENT



Monterey Bay
DENTAL SOCIETY

Contact information

Company Name _____ Website _____

Contact Name _____

Street Address _____

City, State, ZIP _____

Phone _____ FAX _____ Email _____

Name of Representative Attending _____

Product or Services Being Exhibited _____

Events

Total event fees from Page 2 _____

Digital Ads

Total digital ad fees from Page 2 _____

Print Ads

Total print ad fees from Page 2 _____

Total

Signature

Signature: _____

Print Name: _____

Payments are required 2 months in advance to confirm dates and are non-refundable.



Confirm all availability with George Lips at 831-658-0168 before submitting.

Events

Number of full-day meetings	_____ x \$399 = _____
Number of half-day meetings	_____ x \$285 = _____
Number of Dental Society Office events	_____ x \$399 = _____
Extra attendees (per meeting)	_____ x \$49 = _____
	Total _____

Names for nametags:

Digital Ads

Website banners — # of 6-month periods	_____ x \$399 = _____
Email sponsorship — No. of emails	_____ x \$75 = _____
Classified ad, 25 words or less	_____ x \$75 = _____
Classified ad, 26-50 words	_____ x \$100 = _____
	Total _____

Print Ads

Full page	_____ x \$399 = _____
Half page	_____ x \$275 = _____
Quarter page	_____ x \$199 = _____
Eighth page/Business card	_____ x \$125 = _____
	Total _____



NEW! RENT OUR BOARDROOM





Monterey Bay DENTAL SOCIETY

NEW! RENT OUR BOARDROOM

Available for Members!

The Monterey Bay Dental Society is pleased to make the society's newly renovated board room available for use to its members upon request and availability. The board room is large enough to accommodate 16 to 20 of your colleagues or staff. It is an excellent location for a staff retreat or study group. You will have access to the wireless Internet, big-screen television, Chromecast and Apple TV, Zoom conferencing, coffee pot, and microwave. There is additional space to accommodate a caterer or take out.

Members' Meeting Rates:

Evening meeting (2-4 hours): \$150

All-day meeting: (6-8 hours): \$250

- Facilities are available during normal MBDS business hours:
Monday through Friday, 9 a.m.–5 p.m.
- After-hours use is also available.
- MBDS reserves the right to approve only those events/uses that are deemed appropriate for this venue.
- Daytime parking is limited. Please call for more information.
- Payment is due prior to the event.

Contact MBDS Executive Director George Lips at 831-658-0168 for additional information or to make a reservation.

8 Harris Court, Suite A-2
Monterey, CA 93940
831-658-0168
www.MBDSDentist.com



BOARD ROOM RENTAL AGREEMENT



Monterey Bay
DENTAL SOCIETY

Contact information

Member Hosting Event _____

Contact Person for Event _____

Contact Phone: _____ Contact Email: _____

Type of Event _____ Date of Event _____

Expected # of attendees _____ Expected # of parking spaces needed _____

Will Food Be Served? Yes / No

Use License

Hosting Member agrees to leave the facility in the same condition as it was prior to the event. Garbage needs to be taken to the dumpster and tables wiped clean. Cleaning supplies will be available. If professional cleaning or repairs are required as a result of facility use, the member agrees to cover the expenses.

Member Signature

Member Signature: _____

Member Name: _____

Date: _____

Payments are required 2 months in advance to confirm dates and are non-refundable.

Office key code provided to: _____