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

Monterey Bay
DENTAL SOCIETY

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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

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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 lising.

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

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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 EXIBITOR $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 + Exibitor

Companies providing additional sponsorship support receive all exibitor 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 firs your goals

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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 exibit 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

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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.

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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

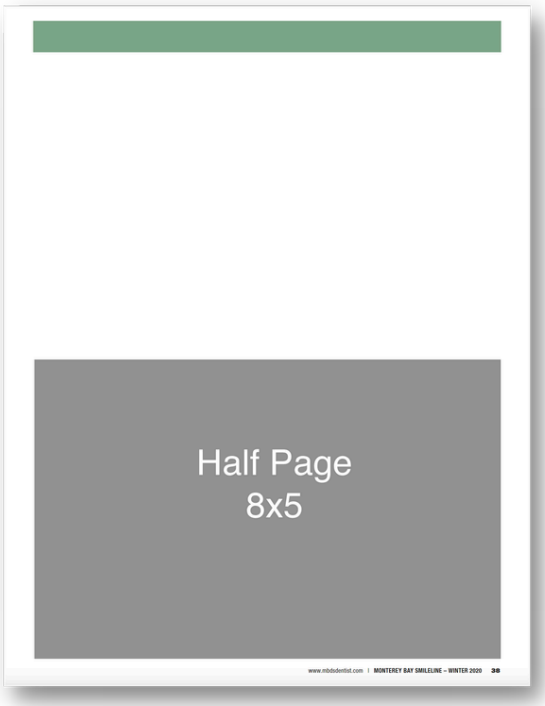
MBDS MEMBERS POST FOR FREE

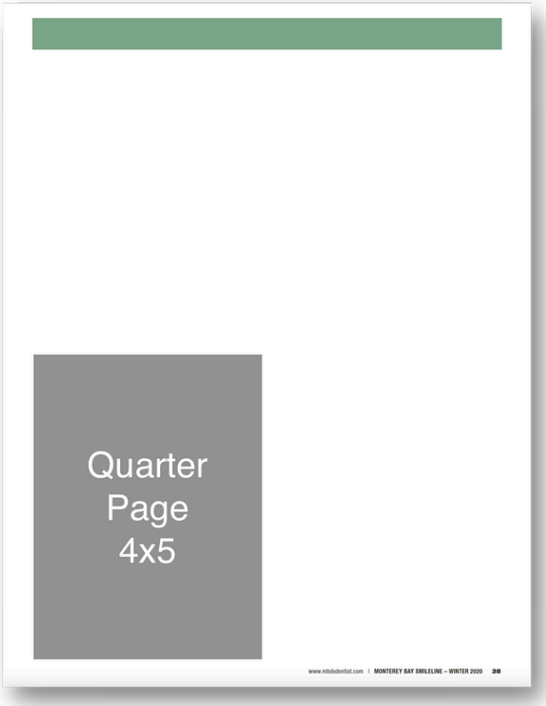
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SMILELINE JOURNAL ADS









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.

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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
mbds09@comcast.net





MBDS PARTNERSHIP, SPONSORSHIP & ADVERTISING AGREEMENT

CONTACT INFORMATION

Company Name _____

Contact Name _____

Street Address _____

City, State, ZIP _____

Phone _____ Email _____

Representative Attending (if applicable) _____

Product / Service _____

SELECT YOUR OPPORTUNITY

- ☐ Annual Partnership - level selected on Page 14
- ☐ Event Exhibit / Sponsorship - selections on Page 14
- ☐ Digital Advertising - selections on Page 14
- ☐ SmileLine Advertising - selections on Page 14
- ☐ Other / Custom Package

TOTAL AMOUNT _____

MBDS will confirm availability, final selections, payment timing, and any event-specific requirements before the agreement is finalized.

AUTHORIZATION

By signing below, I confirm the selections on this agreement and understand that all partnerships, sponsorships, exhibits, and advertising are subject to MBDS approval and availability.

Signature _____

Print Name _____ Date _____

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PARTNERSHIP & ADVERTISING SELECTIONS

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

ANNUAL PARTNERSHIP

- ☐ Platinum Partner — **$2,500 / year**
- ☐ Gold Partner — **$1,200 / year**
- ☐ Silver Partner — **$700 / year**
- ☐ Bronze Partner — **$325 / year**

EVENT EXHIBITS & SPONSORSHIPS

Full-day exhibit _____ x $399 = _____

Half-day exhibit _____ x $285 = _____

Dental Society Office Event Sponsor _____ x $399 = _____

Additional event sponsorship / custom support _____

DIGITAL ADVERTISING

Website banner - 6-month period _____ **x $399 =** _____

Email sponsorship _____ **x $75 =** _____

Website classified - 25 words or less _____ **x $75 =** _____

Website classified - 26-50 words _____ **x $100 =** _____

SMILELINE JOURNAL ADVERTISING

Full page _____ **x $399 =** _____

Half page _____ **x $275 =** _____

Quarter page _____ **x $199 =** _____

Eighth page / Business card _____ **x $125 =** _____

Classified - 25 words or less _____ **x $75 =** _____

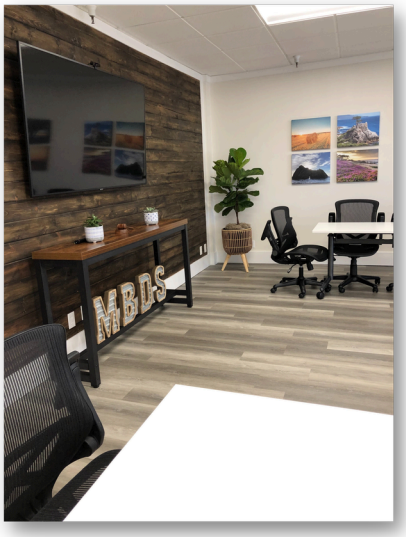
Classified - 26-50 words _____ **x $100 =** _____

CUSTOM PACKAGE / NOTES

_____

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RENT OUR BOARDROOM









RENT OUR BOARDROOM

BOARDROOM RENTAL RATES

The MBDS boardroom is available for member, vendor, and community use. Rates below are per booking.

User	Evening (2-4 hrs)	All-Day (6-8 hrs)	Notes
MBDS Members	$150	$250	Current member rate
Non-member / community group	$200	$325	Dental-related or nonprofit groups
Vendor / Sponsor-hosted event	$275	$425	Commercial events, webinars, lunch-and-learns

Vendor events that charge attendees or promote products to MBDS members are booked at the vendor rate.

ANNUAL PARTNER DISCOUNTS

Partner Level	Boardroom Benefit
Platinum	1 complimentary booking per year
Gold	25% off vendor rate
Silver	15% off vendor rate
Bronze	10% off vendor rate

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RENT OUR BOARDROOM

INCLUDED WITH YOUR BOOKING

- Room TV with built-in PC and flash drive port
- HDMI connection for your laptop
- Chromecast and Apple TV for wireless casting

OPTIONAL ADD-ONS

- Event promotion to the MBDS email list: $75 per email
- Extended setup or breakdown time: $50 per additional hour
- Cleaning fee for events with food: $50
- Refundable deposit for vendor events: $100, returned if room is left in good condition.

BOOKING POLICIES

- Vendor-hosted events should be open to MBDS members and promoted as such.
- Bookings are confirmed when the rental fee is received.
- Cancellations within 48 hour of the event are charged 50% of the rental fee.
- Renter is responsible for setup, cleanup, and leaving the room as found
- MBDS events take priority; bookings may be rescheduled with notice.
- Food and beverage are permitted if arranged in advance.

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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: _____

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