



Monterey Bay
DENTAL SOCIETY

Media Kit

And Board Room Rental
Information

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





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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





Monterey Bay
DENTAL SOCIETY

EVENT EXHIBITS/SPONSORSHIPS

C.E. and General Membership Meetings

Exhibit or Sponsorship for full-day or half-day courses

Exhibitors receive:

- Tabletop exhibit space with a covering and two chairs
- Self-introduction of 2 minutes before the main speaker
- Attendee contact list
- Lunch for one representative (all-day programs only)
- Speaker sponsors also are listed on the website, in emails, on fliers and any other marketing materials

\$399 full day/\$285 half day

Dental Society Office Events

Exhibit or Sponsorship during in-office education, CPR courses, or Socials

Exclusive sponsorship includes:

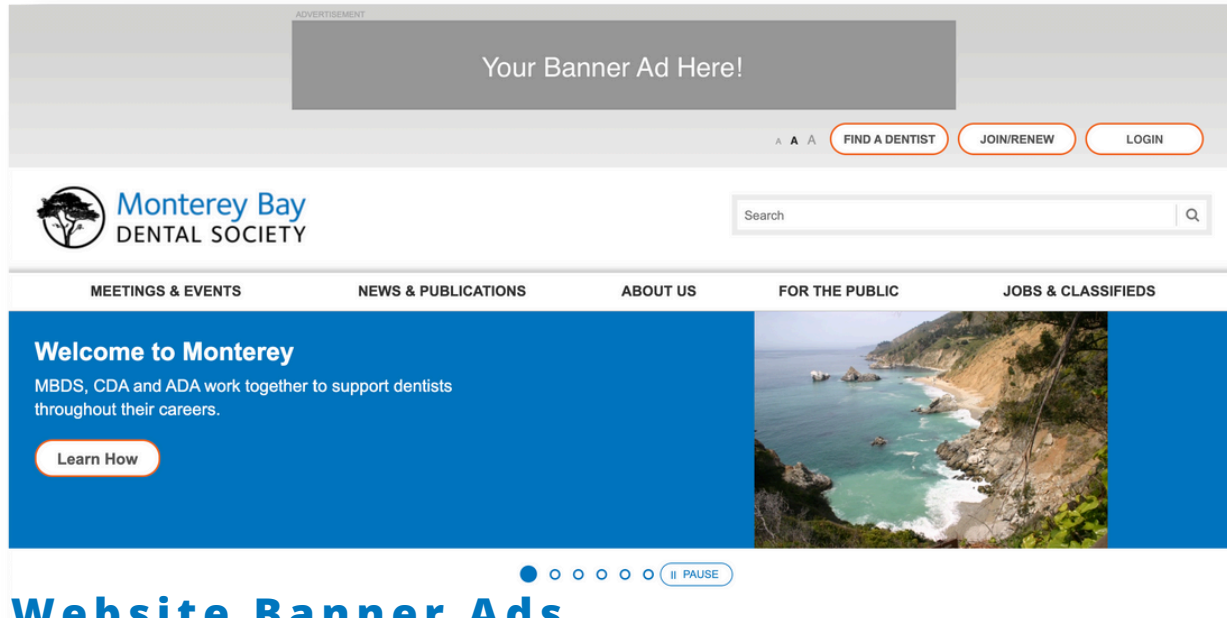
- Self-introduction of 2 minutes
- Tabletop exhibit space with a covering and two chairs
- Verbal recognition at the beginning and end of the event
- Attendee contact list
- For Social — participation by one representative
- Sponsors also are listed on the website, in emails, on fliers and any other marketing materials

\$399 per event



Monterey Bay DENTAL SOCIETY

DIGITAL ADS — WEBSITE

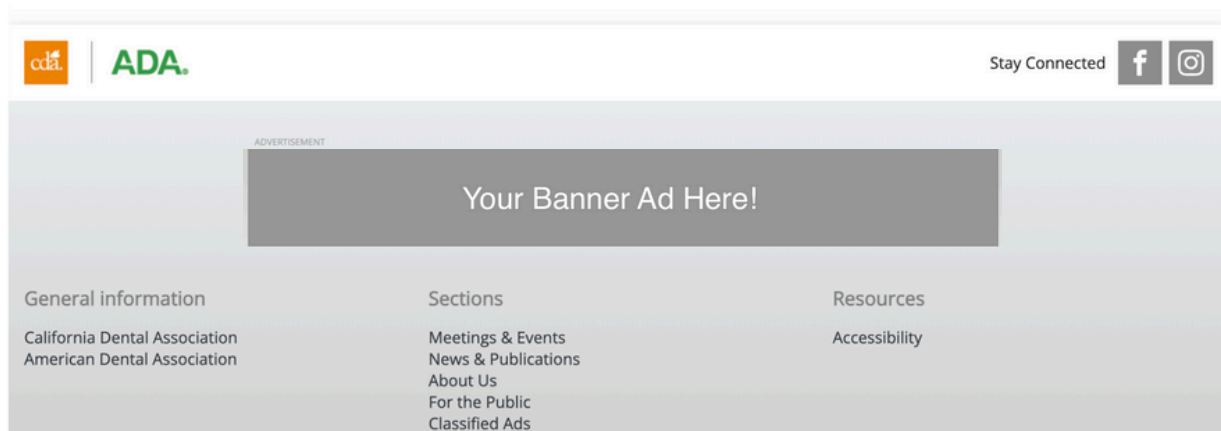


Website Banner Ads

A banner ad across the top and bottom of every page of the MBDS website.

Size: 620x263p

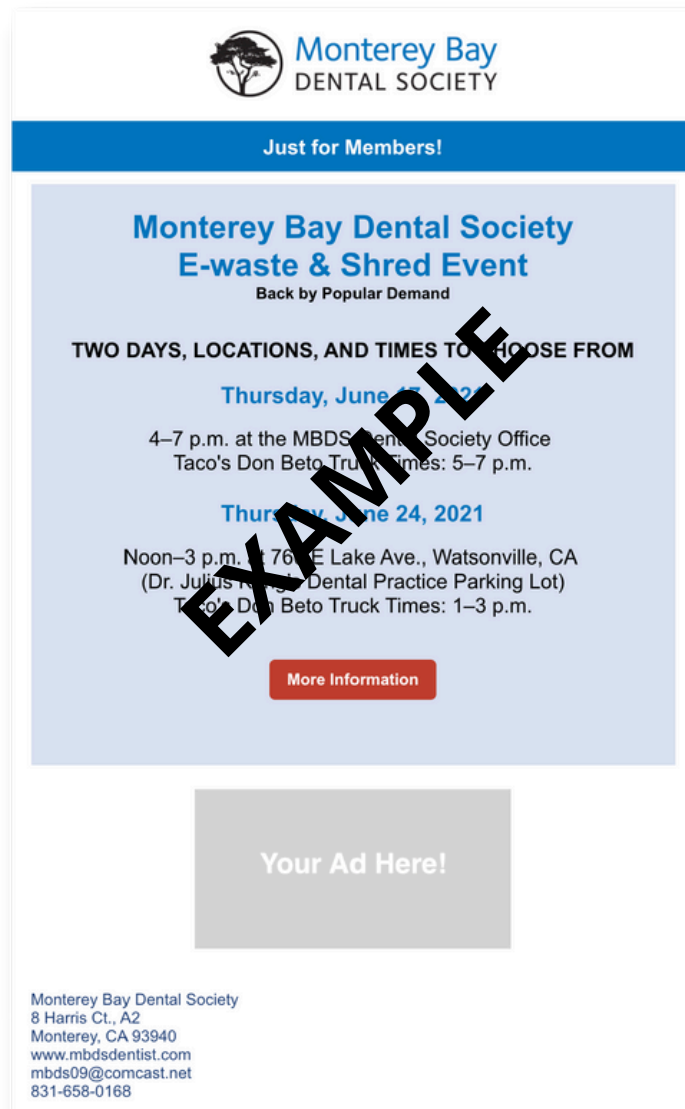
\$399 for six months





Monterey Bay
DENTAL SOCIETY

DIGITAL ADS — EMAIL



Email Sponsorship

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

\$75 per email



Monterey Bay
DENTAL SOCIETY

DIGITAL ADS — WEBSITE CLASSIFIEDS

Space Available — 1234 Main St., Monterey

Office for Lease

Description: Dental office space, 1000 square feet, 2 ops.

Contact: John Smith | 123-456-7890 | smith@dentaloffice.com

EXAMPLE

Classified and Job Ads on MBDS Website

\$75 for 25 words or less

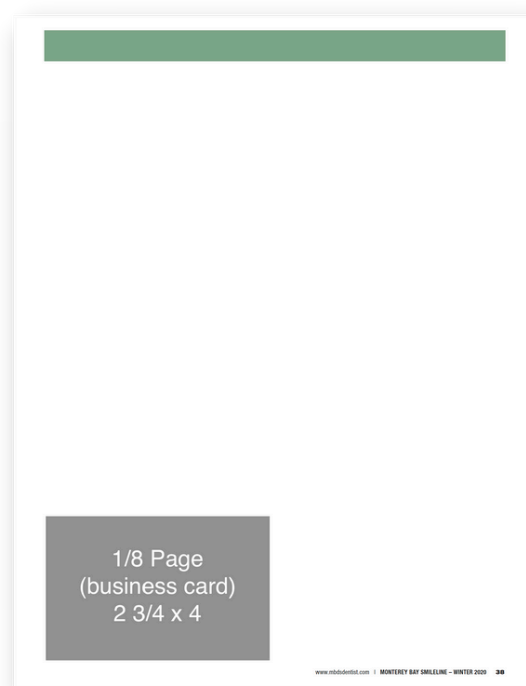
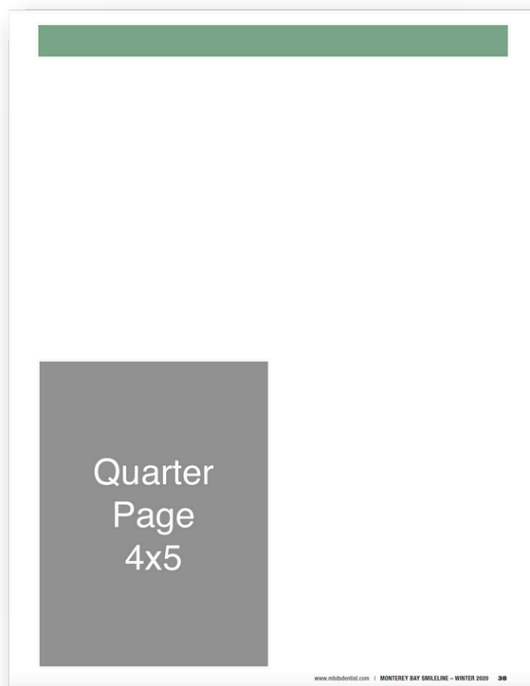
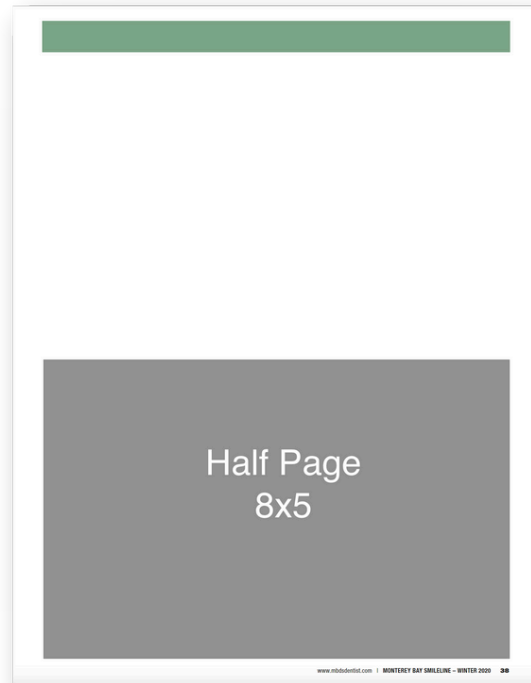
\$100 for 26 to 50 words

Members post for free



Monterey Bay
DENTAL SOCIETY

SMILELINE JOURNAL ADS





SMILELINE JOURNAL ADS

Display Ads

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

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 **george@mbdsdentist.com**.
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.

Classifieds in SmileLine

\$75 for 25 words or less

\$100 for 26 to 50 words

Members post for free



Monterey Bay
DENTAL SOCIETY

REACH OUR AUDIENCE

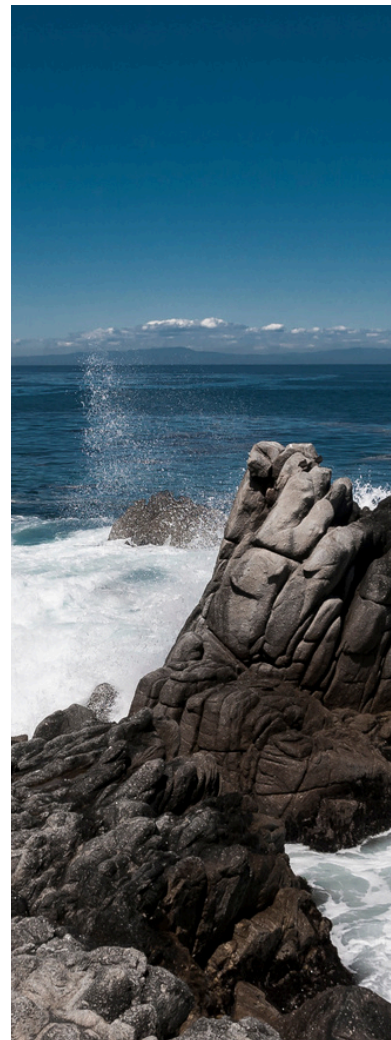
We'd love to work with you!

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 \$375 = _____
Half page	_____ x \$250 = _____
Quarter page	_____ x \$175 = _____
Eighth page/Business card	_____ x \$100 = _____
	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.

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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: _____