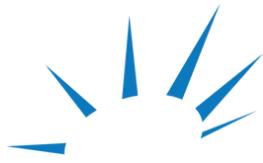




NEW YORK COUNTY DENTAL SOCIETY

2023 MEDIA KIT
SPONSORSHIP OPPORTUNITIES
PARTNERSHIP OPPORTUNITIES

WWW.NYCDENTALSOCIETY.ORG
(212) 573-8500



NEW YORK COUNTY DENTAL SOCIETY

WHO WE ARE

New York County Dental Society is one of the largest dental groups in the American Dental Association, with more than 2,000 members practicing in Manhattan. Our members include General Dentists and specialists such as Oral Surgeons, Endodontists, Orthodontists, Pedodontists, and Periodontists. Our reach ranges from dental students to retired dentists, with an elite membership database that gives us the ability to target by age, gender, dental specialty, and more.

OUR MEMBERS

2,000+
members

Manhattan
based dental offices

\$742,490
average national annual gross
billing for general dentists*

\$1,059,890
average national annual gross
billing for specialists*

WHAT COMPANIES ARE SAYING

"I've been advertising with NYCDS for over 5 years now. The dentists that contact me are serious about doing business together. NYCDS helps me reach the right people."

-Mark Epstein, Epstein Practice Brokerage

"NYCDS has help me become a recognized resource in the New York dental marketplace. As dentists become aware of our services they know to reach out."

-Rob Malandrucolo, Bank of America Practice Solutions

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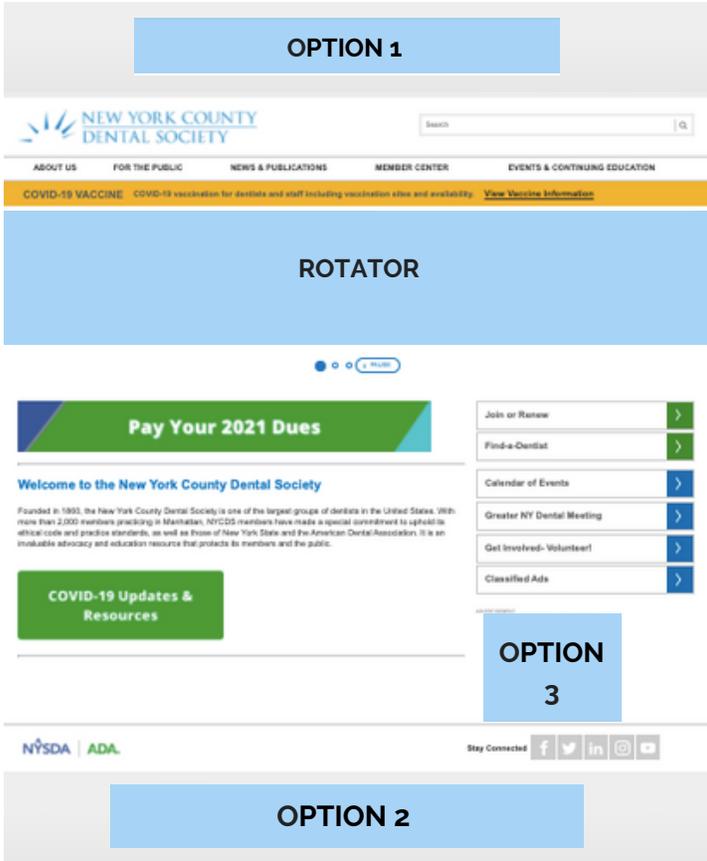


*Source: American Dental Association, Health Policy Institute, 2020 Survey of Dental Practice.

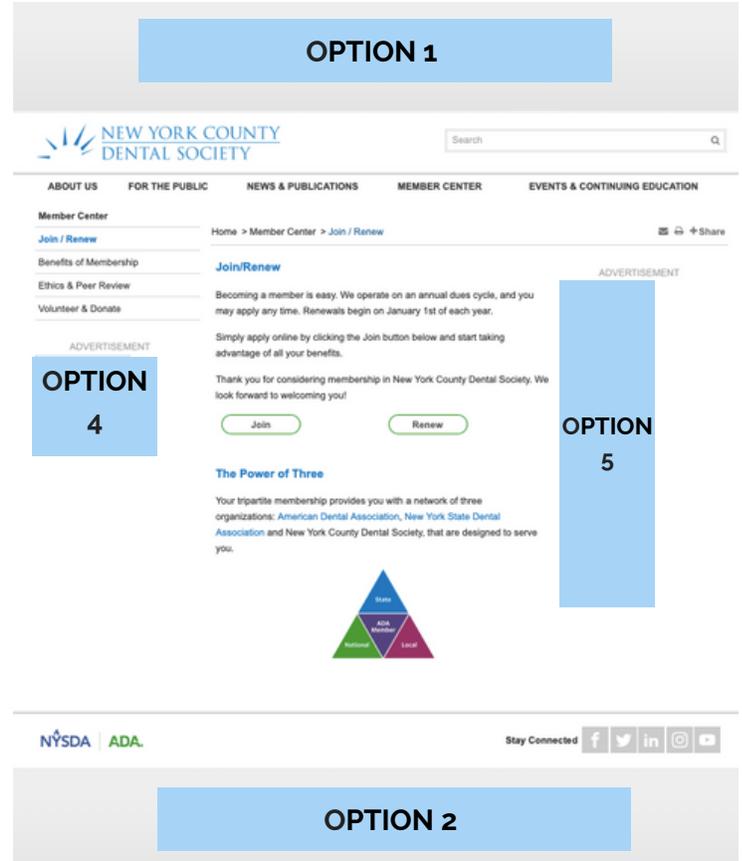
WEBSITE ADVERTISEMENTS

Our website is a resource for members and non-members on the latest dental news and upcoming continuing education events.

AD PLACEMENT OPTIONS ON HOMEPAGE



AD PLACEMENT OPTIONS ACROSS SITE



WEBSITE AD RATES & DIMENSIONS

Ads posted online for a **two-month period**. Longer periods are negotiable.
 Formats accepted: JPEG, PNG, and GIF.

Placement	Price	Width (px)	Height (px)	Page appearance
Rotator	\$1000	620	263	Homepage only
Option 1	\$825	728	90	Homepage & across site
Option 2	\$475	728	90	Homepage & across site
Option 3	\$525	300	250	Homepage only
Option 4	\$550	180	150	Across site only
Option 5	\$650	160	600	Across site only

OUR VISITORS

Data collected from January 2020 to December 2020.

4,734
 average unique users per month

56,808
 total unique pageviews

01:26
 average session duration

CLASSIFIED ADVERTISEMENTS

This frequently visited part of our website is commonly used by dentists to advertise a chair or office space for rent or for sale, or used by companies to advertise professional services offered to dentists.

To view the Classified Ads landing page on our website, [Click here](#).

CLASSIFIED AD RATES FOR WEBSITE ONLY

Website ad rates are for a **2 month posting**. Includes 6 lines of text (roughly 8-10 words per line) with \$15 for each additional line. These ads are typically posted 24 hours after payment by credit card. Formats accepted: JPEG and PNG.

Member type	Text-only prices	Text & 2 photos
NYCDS members	\$125	\$200
All other dentists	\$175	\$250
Companies	\$225	\$300

SAMPLE CLASSIFIED ADS

Employment Opportunity: Cosmetic Private Practice

Description:

Three generations well-established cosmetic solo private practice seeking a part- or full-time dentist with good clinical skills and has demonstrated excellence academic training and residency. FREE HOUSING and immediate start available, competitive salary and incentive. DFDC is a 21 years general/cosmetic, practice offers conventional orthodontics and Invisalign, implant placement and restore. A reputable practice, prime location and newly renovated building in Dansville, NY. Contact 585-721-2036 or teach23@frontiernet.net.



Employment Opportunity: Beautiful Multi-Doctor Office

Description:

Dental Associate with small practice wanted. Grow under our well-oiled umbrella. Midtown Manhattan, 60th between Park/Madison Ave. If you want to join a beautiful office with a well-trained staff and organized business systems, then send us your resume. Multi-doctor office looking for a go-getter to build up and buy into an equity position. Send CV to drk@nycsmiles.com.

For Lease: Large Dental Office at Madison at 49th Street

Description:

Midtown Manhattan: Office for long term lease. Madison at 49th Street. Fully built out, equipped and furnished office to lease. Approx 1850 useable sq ft, with 5 fully equipped ops, 2 private offices (1 plumbed for equipment), reception area, FD area, small lab, storage, and staff area. New lease to be negotiated with landlord. For someone looking for larger space, this is an ideal opportunity to basically start work on day 1 and then update as you like. My lease has expired after 32 years, and I am transitioning into another opportunity. I can leave equipment and furniture or remove as you like. If you are thinking of building a new office, all the walls, water, air, oxygen, and nitrous lines are already in place. And you know how much in construction costs that can save! Space available

For Rent: Renovated Office Galleria Building

Description:

Recently renovated office with an updated modern equipment. Specialists are welcome. For more information call us at 212-750-3478, 914-319-9166 or email us at bgodderdmd@yahoo.com. Affordable rent fee. The office is located in the Galleria Building on 57th Street between Park Ave. & Lexington Ave.



For Rent: Operatory Near Grand Central

Description:

Dental operatory for rent part-time. Private office located on Park Ave, walking distance to Grand Central, ground floor, separate entrance, lots of windows with great natural light in operatory. Exclusive use of office available on Mondays, Fridays and weekends. Other days negotiable. Ample storage space available in operatory. Call 646-344-5190.

For Rent: Fully Equipped Upper East Side

Description:

Upper East Side dental office space for rent. Fully equipped 2-3 operatories available. Private entrance at street level. Contact stevenjutkowitz@gmail.com or call 201-970-3811 for more information.

For Rent: central location on 57th Street

Description:

Dental office operatory(s) in A++ building for rent on 57th Street between 5th Ave and Avenue of the Americas. Most central location in Manhattan. Stylish office available two (2) days/week.

TARGETED EMAIL BLASTS

Send your own marketing message to Manhattan based dentists with the added value of having your message sent under our banner. The open rate for emails sent from NYCDS is quite high, in part because we limit the number of emails we send out, increasing the chances of having your message connect with members.

Targeted emails will be sent to both NYCDS members and non-members dentists in Manhattan, expanding your message to roughly 4,000 dentists...

The cost for **one** email marketing blast: \$1,200 - The cost of **two** email marketing blasts: \$2,000

SAMPLE EMAIL BLASTS

Ignite Your Career with Ignite DDS 🔥

NEW YORK COUNTY DENTAL SOCIETY
YOU'D WANT TO KNOW

nycdentalsociety.org
February 16, 2022

622 Third Ave., 9th Fl.
New York, NY 10017

(212) 573-8500
Fax (212) 573-9501

igniteDDS

BUILD A PRACTICE WITH IGNITEDDS
Learn Core Business Strategies

Leadership Entrepreneurship Clinical Learning

David Rice, DDS
Chief Igniter
(716) 912-7970
www.ignitedds.com

Are you burdened with a tremendous amount of debt and don't know how to move forward as a young dentist? Do you want to own your own practice, but it seems too daunting and intimidating to even try?

I'm guessing this won't surprise you...you're not alone.

I know you didn't learn much about running a business in dental school. I didn't either. I know it's far more difficult today as well. Forget about the technology and big case dentistry...dental insurances...team's walking out on practices...and a world full of armchair experts all trying to tell you why their way is the best way.

Limited Time Offer for Needed Startup Capital!

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Obtain Startup Capital at a Great Rate!

Bank of America Practice Solutions, a long-standing Corporate Friend of NYDS, is offering a special loan rate of 2.99% for a limited time!

The deadline to apply is September 30, 2021, but the deadline to start the loan/project isn't until January 31, 2022.

If you have any interest at all ... reach out to Robert Malandrucolo at 516-508-2040 to have a conversation and learn how Bank of America Practice Solutions can help you achieve your professional dreams.

Click the flyer to read offer details.

BANK OF AMERICA

PRACTICE SOLUTIONS

Get the capital you need for a successful startup

Limited-time offer
2.99%
for the life of the loan!
Offer expires September 30, 2021

If you're starting a practice for the first time, our practice startup loans offer a choice of flexible payment plans to give you more time to get up and running. Our all-inclusive financing covers everything from office design and equipment installation to training, supplies and working capital. Other advantages include:

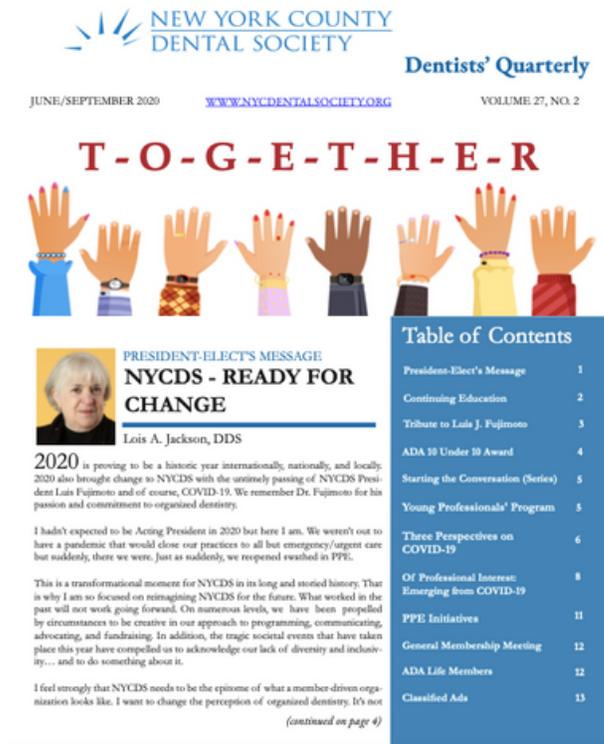
- **Fixed rates and flexible terms**
- **Interest-only options** to assist with the growth of your practice

Plus, through our complimentary Practice Heartbeat® program, we will work with you to develop the management, analytic and competitive skills crucial to practice ownership.

QUARTERLY NEWSLETTER ADVERTISEMENTS

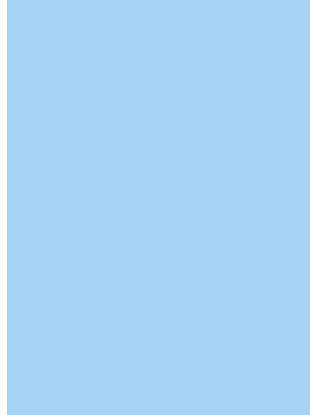
Our quarterly newsletter is emailed to 2,000+ member dentists and 500+ residents/students. Digital issues are also readily available on our website. Issues are released every March, June, September, and December. View past issues of Dentists' Quarterly [here](#).

DENTISTS' QUARTERLY EXAMPLE

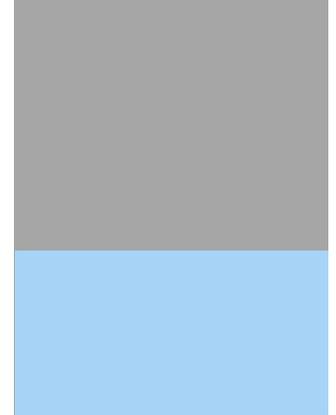


AD PLACEMENT OPTIONS

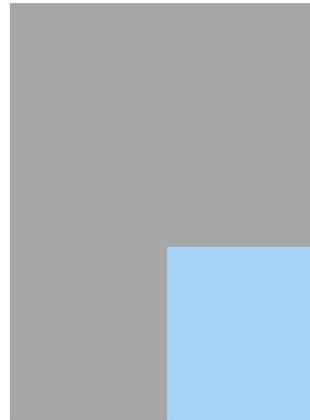
Full page



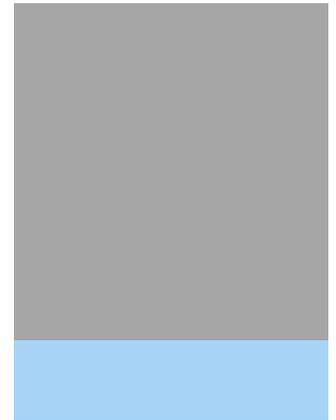
Half page



Quarter page



Footer



DENTISTS' QUARTERLY AD RATES & DIMENSIONS

10% discount offered for an ad in two or more issues

Placement	Price	Width (px)	Height (px)
Full page	\$975	816	1056
Half page	\$600	998	673
Quarter page	\$385	499	673
Footer	\$385	2250	696

2023 INSERTION DEADLINES

Issue	Insertion Deadline	Ad Due
March	February 10	February 26
June	May 12	May 26
September	August 4	August 25
December	November 3	November 24

EMAIL BANNER ADVERTISEMENTS

Our emails are sent to member dentists with practices in New York County, non-member dentists in the tri-state area, along with residents and students in the area. It's a respected source for urgent news and upcoming events.

AD PLACEMENT OPTIONS

NEW YORK COUNTY DENTAL SOCIETY

YOU'D WANT TO KNOW

nycdentalsociety.org 622 Third Ave., 9th Fl. (212) 573-8500
New York, NY 10017 Fax (212) 573-9501

OPTION 1

Simplifying Tooth Extraction and Socket Grafting
February 25th, 7:00 p.m. - 8:00 p.m.
1 free CE credit

The learning objectives of this course are to: learn the various types of extraction sockets which dictate grafting techniques; understand various bone substitutes and membranes used in socket grafting; and review etiology, management, and prevention of socket grafting complications.

REGISTER

ICYMI: MEMBERS IN THE NEWS



Watch NYCDS Board Member Dr. Michelle Lee in her interview with Spectrum News NY1! [Click here to watch.](#)

OPTION 2

OUR SUBSCRIBERS

Data collected from January 2020 to December 2020.

4,739
subscribers

45.85%
average open rate

14.59%
average click rate

188
average email forwards

EMAIL AD RATES & DIMENSIONS

Our marketing team will select which email your ad will run in, in order to most effectively reach your target audience. Formats accepted: JPEG and PNG.

Placement	Price	Width (px)	Height (px)
Option 1	\$600	728	90
Option 2	\$400	728	90

PREMIUM EVENTS

These events grant you premier access to connect with the dental community in Manhattan. Most NYCDS events are open to all practicing dentists, but the events listed here are exclusively for our member dentists.

INSTALLATION OF OFFICERS

An annual event held in January of each year to install the new NYCDS officers. This is a formal event, traditionally held off-site in Manhattan. The night includes time for networking over drinks and passed hors d'oeuvres, along with a ceremony to induct the new officers.

Sponsorship opportunities for the Installation of Officers include:

- Attend the event to network with approximately 100 dentists and NYCDS leadership
- Your company listed as a sponsor on the program handout and on all promotional emails for the event
- Provide handouts to place on chairs and tables at the event
- Sponsorship acknowledgement on social media and in quarterly newsletters

For more information, contact Susan Ingoglia at singoglia@nycdentalsociety.org or call (212) 573-8500.

GENERAL MEMBERSHIP MEETINGS

An invite-only event for member dentists that is more casual than the Installation of Officers, but is just as well attended. This event includes time for networking over drinks and passed hors d'oeuvres, and a 1 hour educational course to grant our members 1 free continuing education credit. The General Membership Meetings are held at our office in Midtown Manhattan.

Sponsorship opportunities for the General Membership Meeting include:

- Attend the event to network with dentists
- Add your company as a sponsor on the program handout and on all promotional emails for the event
- Provide handouts to put on chairs at the event
- Event signage

For more information, contact Susan Ingoglia at singoglia@nycdentalsociety.org or call (212) 573-8500.



EDUCATIONAL EVENTS

NYCDS offers a number of educational programs that can help you reach practice owners, as well as newer dentists, in the New York Metro area and beyond.

CONTINUING EDUCATION EVENTS

All dentists are invited to our office to take classes, which are required by New York State to continue to practice dentistry. NYCDS also offers classes online.

Sponsorship opportunities for continuing education events may include:

- Set up a table to showcase your company's product or services
- Add your company name or logo as a sponsor on all promotional emails for the program including social media and the NYCDS website
- Event signage
- Send one or two company representatives to attend the class and be introduced at the event

For more information, contact Valerie Burgos at vburgos@nycdentalsociety.org or call (212) 573-8500.

GIVE KIDS A SMILE

The Give Kids A Smile (GKAS) program provides underserved children with free dental care. Each year in February, a team of NYCDS volunteers visit schools across New York City to provide free oral health education, screenings, preventive and restorative treatment to almost 2,000 students.

Sponsorship opportunities for Give Kids A Smile can include:

- Add your company as a sponsor on all promotional emails for the event
- Event signage
- Logo on event t-shirt
- Opportunity to participate the day of the event

For more information, contact Susan Ingoglia at singoglia@nycdentalsociety.org or call (212) 573-8500.



PARTNERSHIP OPPORTUNITIES

GOLD SPONSORSHIP

CATEGORY EXCLUSIVITY

- Editorial opportunities
- Company logo on the Society's homepage with link to your website
- Use of NYCDS logo, with approval
- A half page ad in Dentists' Quarterly and permanent online classified advertisement
- Two email communications to membership plus social media postings on your behalf
- Company Logo displayed at NYCDS headquarters
- Opportunities to participate in special events
- Invite for up to three representatives at all four Membership meetings and company acknowledgement from podium
- Membership meeting sponsorship including company name on invitation/program at least twice per year
- The opportunity to attend two New Dentist events without the need to pay for sponsorship.
- Use of meeting space – up to four complimentary meetings

SILVER SPONSORSHIP

- Company logo on the Society's homepage with link to your website
- Use of NYCDS logo
- A ¼ page ad in Dentists' Quarterly and permanent online classified advertisement
- Company logo displayed at NYCDS headquarters
- One email communications to membership plus social media postings on your behalf
- Opportunities to participate in special events
- Invitation for one representative at all four Membership meetings and company recognition from the podium
- Membership meeting sponsorship including name on invitation/program at least once per year
- Use of meeting space – up to one complimentary meeting

AD DESIGN

NYCDS offers in-house design services if your company wants help designing your ad. Our rate depends on the complexity of your ad. Please email Susan Ingoglia at singoglia@nycdentalsociety.org for a free quote on your design.

APPROVAL

All advertisements and opportunities are subject to approval by New York County Dental Society.

PAYMENT

Payment is due prior to ad placement or event unless noted otherwise. We accept payment by credit card or checks mailed to 622 Third Avenue, Ninth Floor, New York, NY 10017.

CONTACT

If you would like to move forward with working together, or if you have any questions, please contact us at (212) 573-8500. If you prefer email, you can reach our team by email. For more details on continuing education events, email Valerie Burgos at vburgos@nycdentalsociety.org. For all other opportunities in this kit, email Susan Ingoglia at singoglia@nycdentalsociety.org.

