



# 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](http://www.MBDSdentist.com)





## **TABLE OF CONTENTS**

<b>OUR AUDIENCE</b> <b>Society Demographics</b>	<b>Page 3</b>
<b>EVENT EXHIBITS/SPONSORSHIPS</b>	<b>Page 4</b>
<b>DIGITAL ADS</b> <ul style="list-style-type: none"><li>• <b>Website</b></li><li>• <b>Emails</b></li><li>• <b>Website Classifieds</b></li></ul>	<b>Page 5</b> <b>Page 6</b> <b>Page 7</b>
<b>SMILINE JOURNAL</b> <ul style="list-style-type: none"><li>• <b>Display Ads</b></li><li>• <b>Classified Ads</b></li></ul>	<b>Page 8</b> <b>Page 9</b>
<b>CONTACT US!</b>	<b>Page 10</b>
<b>EXHIBITOR/SPONSOR/ADVERTISER AGREEMENT</b>	<b>Pages 11-12</b>
<b>NEW! RENT OUR BOARDROOM</b>	<b>Page 13-15</b>



# Monterey Bay DENTAL SOCIETY

## OUR AUDIENCE

### WHO they are

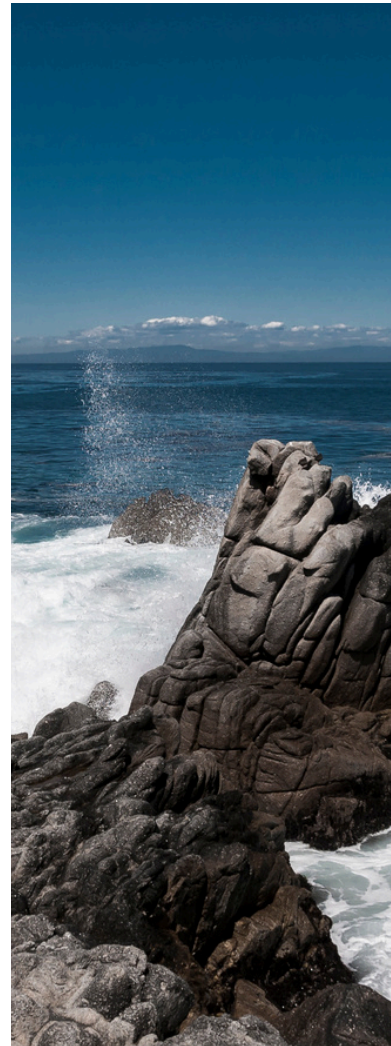
- More than **400 member dentists**
- Bonus distribution to an addition 1,500 dental professionals

### 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:

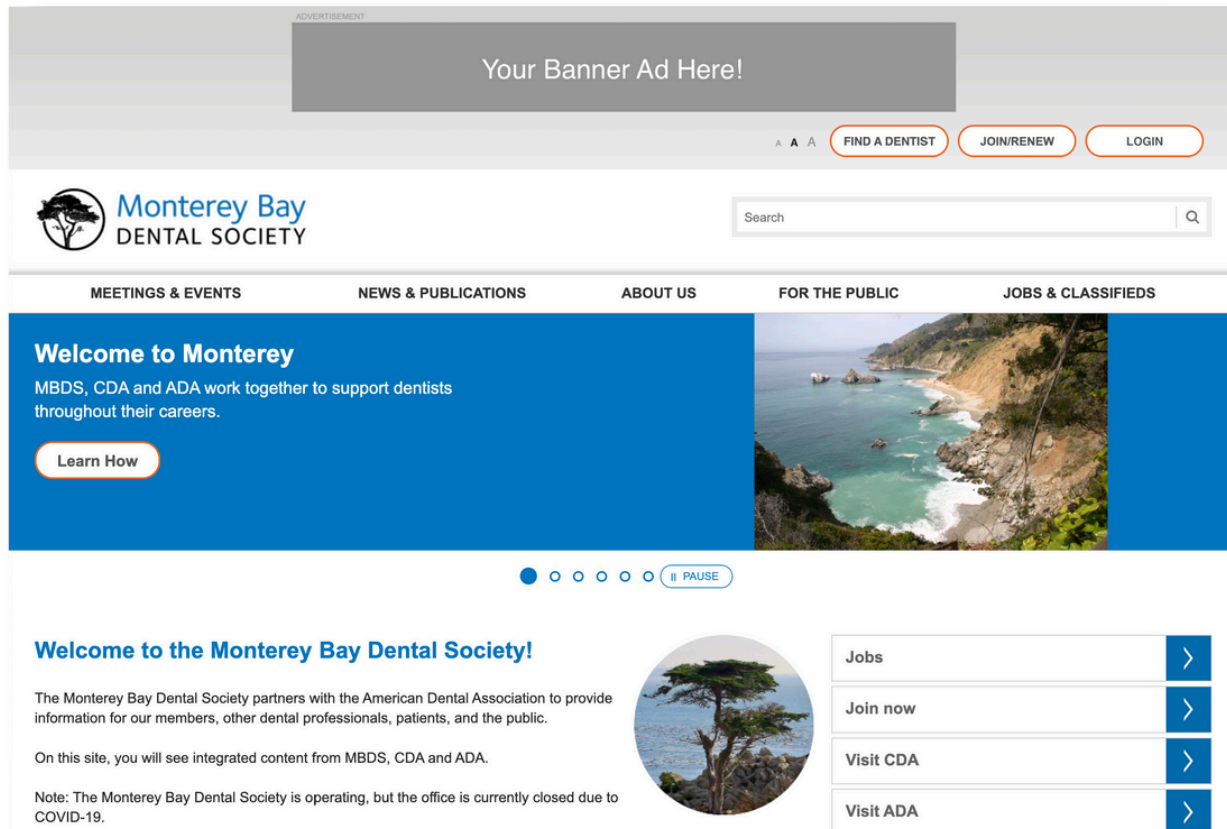
- Self-introduction of 2 minutes
- Tabletop exhibit space with a covering and two chairs
- Verbal recognition at the beginning and end of the event
- Attendee contact list
- For Social — participation by one representative
- Sponsors also are listed on the website, in emails, on fliers and any other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

**\$399 per event**



# Monterey Bay DENTAL SOCIETY

## DIGITAL ADS — WEBSITE



## Website Banner Ads


A banner ad across the top of every page of the MBDS website.  
Size: 728x90p

**\$399 for six months**



**Monterey Bay**  
DENTAL SOCIETY

## DIGITAL ADS — EMAIL



**Monterey Bay**  
DENTAL SOCIETY

Just for Members!

**Monterey Bay Dental Society**  
**E-waste & Shred Event**  
Back by Popular Demand

**TWO DAYS, LOCATIONS, AND TIMES TO CHOOSE FROM**

**Thursday, June 23, 2021**

4–7 p.m. at the MBDS Dental Society Office  
Taco's Don Beto Truck Times: 5–7 p.m.

**Thursday, June 24, 2021**

Noon–3 p.m. at 760 E Lake Ave., Watsonville, CA  
(Dr. Julius H. ... Dental Practice Parking Lot)  
Taco's Don Beto Truck Times: 1–3 p.m.

[More Information](#)

Your Ad Here!

Monterey Bay Dental Society  
8 Harris Ct., A2  
Monterey, CA 93940  
www.mbdsdentist.com  
mbds09@comcast.net  
831-658-0168

### 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](mailto:smith@dentaloffice.com)

**EXAMPLE**

## Classified and Job Ads on MBDS Website

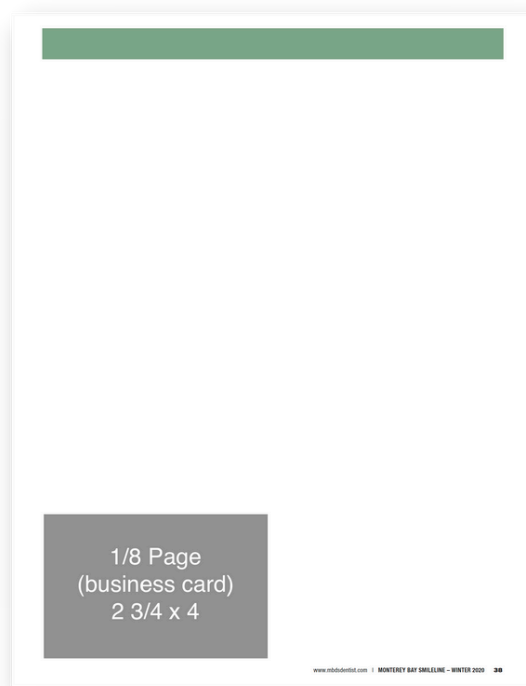
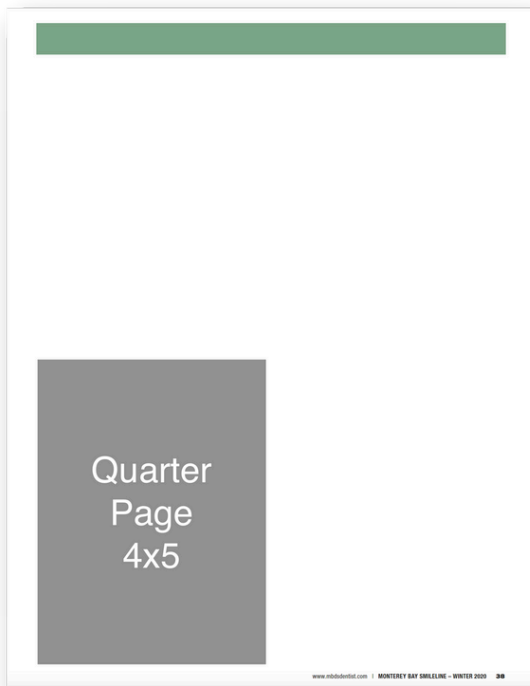
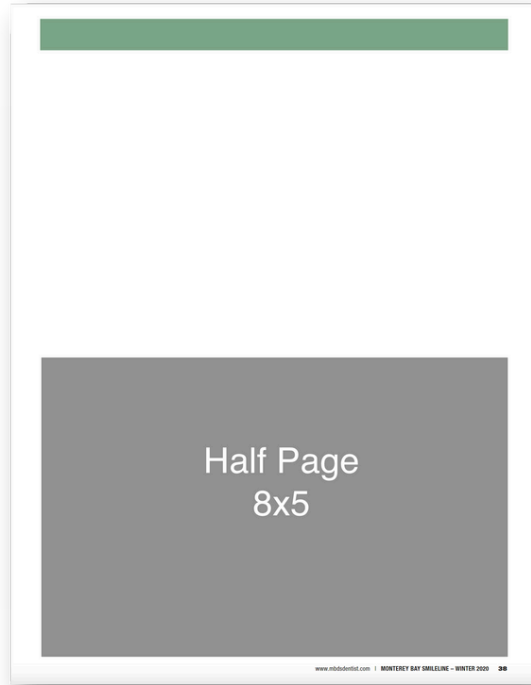
**\$75 for 25 words or less**

**\$100 for 26 to 50 words**

**Members post for free**



## SMILELINE JOURNAL ADS







## **SMILELINE JOURNAL ADS**

### **Display Ads**

Full Page	8x10	<b>\$375</b>
Half Page	8x5	<b>\$250</b>
Quarter Page	4x5	<b>\$175</b>
Eighth Page/Business Card	2 3/4 x 4	<b>\$100</b>

### **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.

### **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**

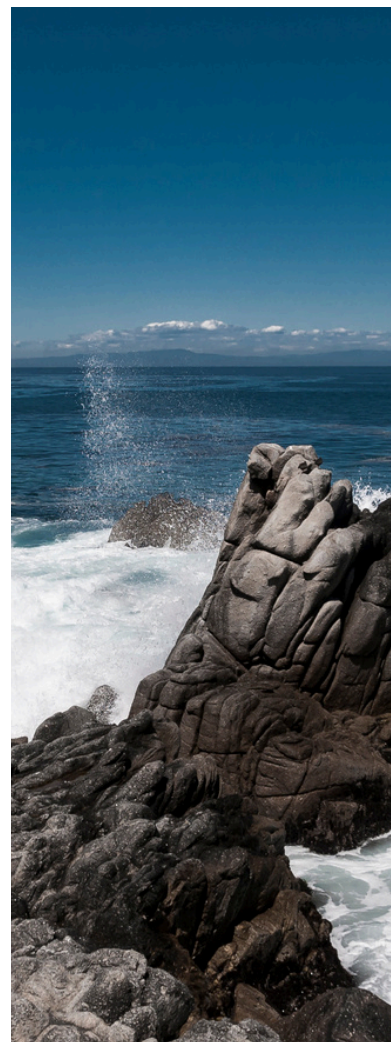
**We'd love to work with you!**

**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:

**Debi Diaz**  
**Executive Director**

**831-658-0168**  
**mbds09@comcast.net**





# 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 Debi Diaz 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 \_\_\_\_\_



**Monterey Bay**  
DENTAL SOCIETY

**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): \$125**

**All-day meeting: (6-8 hours): \$225**

- 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](http://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: \_\_\_\_\_