

**GCDS FALL CE SERIES: Watch  
for more information on  
GCDS.org**



**OTHER OPPORTUNITIES:**

GCDS Website Sponsorship

GCDS Quarterly Bulletin

See Enclosures

Any questions please  
Call:  
GCDS 440-717-1891

Email: [Margaret@gcds.org](mailto:Margaret@gcds.org)  
Or  
[Peg@gcds.org](mailto:Peg@gcds.org)

Your corporate sponsorship  
will allow you all year long  
access to our members at  
monthly social events and vol-  
unteer opportunities.



One Independence Place  
4807 Rockside Rd Ste 270  
Independence, OH 44131

Phone: 440-717-1891  
Fax: 440-717-1894  
E-mail: [Margaret@gcds.org](mailto:Margaret@gcds.org)  
Or  
[Peg@gcds.org](mailto:Peg@gcds.org)



## **GCDS Corporate Sponsors**

The Greater Cleveland  
Dental Society is excited  
to present the 2022  
sponsorship format that  
will allow you greater  
exposure to all GCDS  
events and to our  
800+ members.

### **Corporate Sponsors**

**“GAIN YEARLONG  
ACCESS”  
&  
“RECOGNITION”  
to a variety of  
member events**

Please review the  
enclosed sponsorship  
levels for full details.

## 2022 GCDS Events



### NEW DENTIST STUDY CLUB

**February 24th**

**April 21st**

**September 8th**

Young dentists licensed in 2012 or later constitute the New Dentist category of membership. These evening seminars are designed to provide tools and resources to help during the early stages of their career. The seminars provide the additional benefit of providing the opportunity to network with peers in a casual, social environment.

### GIVE KIDS A SMILE ! DAY

**February 4th**

*Give Kids A Smile! Day* is now in its 20th year. Each year volunteer dentists, staff, and dental students from The Greater Cleveland Dental Society and CWRU School of Dental Medicine provide free dental care on the first Friday in February for children from Pre-school age to 5th grade.

### 29th ANNUAL GOLF OUTING

**TBD**

Members of GCDS and NEODS cordially invite you to participate in the 29th Annual GCDS Golf Outing.

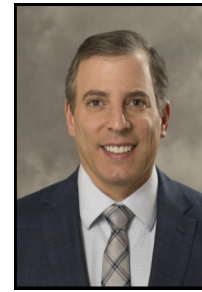


### 2022 INAUGURAL PARTY

*“Officer Installation night”*

**TBD**

Officers and Members of the Greater Cleveland Dental Society Board of Trustees are inaugurated at this annual event. It is a celebration with several awards presented to volunteer members who represent dentistry locally, at the state level, and nationally. The 2022 party will be celebrating the incoming president, Dr. Jeffrey Young, a General Dentist practicing in Lyndhurst.



### ANNUAL ZOO CE EVENT

**July**

The third annual family zoo event is for the whole office and their families. Take the shuttle from the Lion’s lot to the beautiful air conditioned Still Water Place. Attend the CE in the morning, then have lunch and an animal presentation. The rest of the day you can enjoy everything the Cleveland zoo has to offer.

### TEAM DDS DIVERSITY AND INCLUSION DINNER

**TBD**

Together Everyone Achieves More.  
An evening celebrating diversity and inclusion gathered together in hope and possibility.

### SAFE SMILES PROGRAM

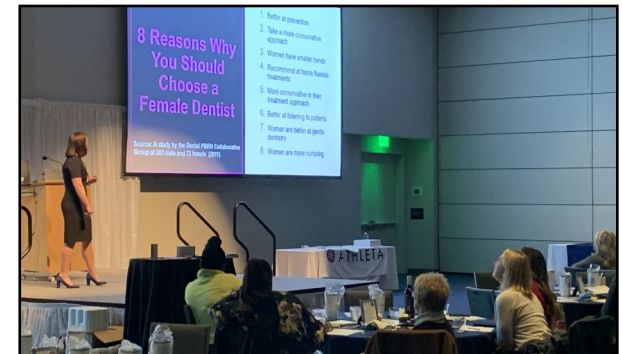
**Fall 2022**

‘Safe Smiles’ is a unique program The Greater Cleveland Dental Society (GCDS) developed in conjunction with Case Western Reserve University’s School of Dental Medicine (CWRU-SODM). Our goals are to create individual, custom-made mouth guards for high school football players in the Cleveland Metropolitan School District (CMSD) as well as to educate and inspire young people in underserved communities on the lifetime benefits of good oral health.

### FUTURE DENTISTS OF OHIO

**October**

Third and fourth year dental students are invited to attend an informal get together to promote friendship and mentorship. This event focuses on dental students that are looking to remain in the Ohio area after graduation.



### WOMEN IN DENTISTRY DINNER “A Professional Girl’s Night Out”

**October**

Over 100 professional women come together to celebrate dentistry and each other. While being a fun evening, the message is always about lifestyle balance and becoming a better “you”.

**DIAMOND SPONSOR- \$10,000.00**

- Annual Inaugural Party- 4 Dinner Tickets
- Vendor Display Table at all Social Events
- Ability to Address Attendees at all Social Events
- Women In Dentistry Event- 2 Dinner Tickets
- GCDS Annual Golf Outing- 2 Hole Sponsorships
- Address GCDS Present/Future and Past Presidents at Annual Past President's Dinner
- Primary Company Logo Display on all Give Kids A Smile! Day Promotional Items
- Priority Company Logo on Safe Smiles Promotional Items
- VIP Recognition at all Social Events (see brochure for list of all events)
- Priority Company Listing on all Social Event Advertising Materials
- Company Listing on GCDS Website for 1 Year
- "VIP Sponsor" Lapel Pin

**PLATINUM SPONSOR- \$7,500.00**

- Annual Inaugural Party- 2 Dinner Tickets
- Vendor Display Table at 4 Social Events of Choice
- Ability to Address Attendees at 3 Events of Your Choice
- Women In Dentistry Event- 2 Dinner Tickets
- GCDS Annual Golf Outing- 1 Hole Sponsorship
- Logo Display on all Give Kids A Smile! Day Promotional Items
- Logo on Safe Smiles Promotional Items
- Recognition at all Social Events (see brochure for list of all events)
- Company Listing on all Social Event Advertising Materials
- Company Listing on GCDS Website for 1 Year
- "VIP Sponsor" Lapel Pin

**GOLD SPONSOR- \$5,000.00**

- Annual Inaugural Party- 2 Dinner Tickets
- Breakfast Sponsor at Safe Smiles
- Vendor Display Table at 3 Social Events of Choice
- Ability to Address Attendees at 2 Social Event of Choice
- Women In Dentistry Event- 1 Dinner Ticket
- GCDS Annual Golf Outing- 1 Hole Sponsorship
- Logo Display on all Give Kids A Smile! Day Promotional Items
- Logo on Safe Smiles Promotional Items
- Company Listing on all Social Event Advertising Materials (see brochure for list of all events)
- Company Listing on GCDS Website for 6-Months

**SILVER SPONSOR- \$2,500.00**

- Annual Inaugural Party- 1 Dinner Ticket
- Vendor Display Table at 2 Social Event of Choice
- GCDS Annual Golf Outing- 1 Hole Sponsorship
- Logo Display on all Give Kids A Smile! Day Promotional Items
- Logo on Safe Smiles Promotional Items
- Company Listing on all Social Events Advertising Materials (see brochure for list of all events)
- Company Listing on GCDS Website for 6 Months

**FRIENDS OF GCDS SPONSOR- \$1,500.00 & Under**

- Company Listing in Social Event Programs (see brochure for list of all events)

The  
Greater  
Cleveland  
Dental Society



2022  
Sponsorship  
Agreement

## ANNUAL SPONSORSHIP LEVELS

<b>DIAMOND:</b>	\$10,000.00	<input type="checkbox"/>
<b>PLATINUM:</b>	\$7,500.00	<input type="checkbox"/>
<b>GOLD:</b>	\$5,000.00	<input type="checkbox"/>
<b>SILVER:</b>	\$2,500.00	<input type="checkbox"/>
<b>FRIENDS OF GCDS:</b>	\$1,500.00 & under	<input type="checkbox"/>

[PLEASE SEE INCLUDED SPONSORSHIP LEVEL PAGE FOR MORE INFORMATION](#)

### SPONSORSHIP AGREEMENT

Address all correspondences to: GCDS Marketing Department, 4807 Rockside Rd Ste 270 Independence OH 44131.  
Phone: (440) 717-1891 Fax: (440) 717-1894

GCDS is hereby authorized to list me/ my company as a GCDS sponsor at the level indicated. If not already forwarded to you in advance with this agreement, I recognize that I will be invoiced according to the specifications noted above.

**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Authorizing Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Email:** \_\_\_\_\_

# THE GREATER CLEVELAND DENTAL SOCIETY

# The Bulletin

## Advertising Rate Card and Space Contract



**OFFICIAL PUBLICATION OF:**

**The Greater Cleveland Dental Society**  
 Editorial Offices, 200 Treeworth Boulevard,  
 Cleveland, Ohio 44147. Printed by Academy  
 Graphic Communication, 1000 Brookpark Road,  
 Cleveland, Ohio 44109. *The Bulletin* of The  
 Greater Cleveland Dental Society reaches 100%  
 of the dentists who are members of organized  
 dentistry in Cuyahoga County and 50% of  
 the dentists who are members of organized  
 dentistry in Northeast Ohio.

**FREQUENCY OF ISSUE:**

Published 4 times per year; Winter, Spring,  
 Summer and Fall

**CLOSING DATES:**

12th day of month prior to publication.

**CIRCULATION:** 1,200

The Greater Cleveland Dental Society  
 members, Allied Institutions and Subscriptions.

**EDITORIAL CONTENT:**

Original articles, news of Society activities and  
 policies, socio-economic news, news of individual  
 members, editorials and letters of interest.

**ADVERTISING POLICY:**

The Space Contract may be cancelled by  
 either party on 30 days' notice. The publisher  
 reserves the right to reject any copy before  
 printing. Ethical drug ads must comply with  
 requirements of Federal law and regulation.

**Make check payable to:**

**Greater Cleveland Dental Society**  
 200 Treeworth Boulevard  
 Cleveland, Ohio 44147

<p><b>Full Page</b>                  7.25" wide                  X                  9.625" tall</p>	<p><b>Back Cover</b>                  7.5" wide                  X                  6.3125" tall</p>	<p><b>1/4 pg</b>                  3.5" wide                  X                  4.625" tall</p> <p><b>1/2 pg</b>                  7.25" wide                  X                  4.625" tall</p>	<p><b>1/3 pg</b>                  4.875" wide                  X                  5.5" tall</p>
---	--	--	---

**ARTWORK REQUIREMENTS:** All artwork must be submitted in color and conform to the size requirements shown above. All files should be at least 300 dpi and converted to CMYK (cyan, magenta, yellow, black) with all fonts embedded. Spot colors are not supported. PDF files are preferred, but we can accept files in a variety of software packages. Call for details.

**ADVERTISING SPACE RATES:** Earned rate is based on total number of insertions in a 12-month period.

AD SIZE	THE BULLETIN (1 TIME)	THE BULLETIN 1 YEAR (4 TIMES)	SIZE REQUIREMENTS
Back Cover	\$1,129	\$3,950	7.5 x 6.3125
Inside Back	\$900	\$3,250	7.25 x 9.625
Inside Front	\$900	\$3,250	7.25 x 9.625
Full Page	\$867	\$3,150	7.25 x 9.625
1/2 Page	\$660	\$2,400	7.25 x 4.625
1/3 Page	\$599	\$2,250	4.875 x 5.5
1/4 Page	\$525	\$2,075	3.5 x 4.625

**The Mart (Classified) \$1.50 per word, \$30 minimum.**  
**For more exposure, add your Classified advertisement to the GCDS web page for only \$15.**

**ALL AD INSERTION PRICES INCLUDE THE COST OF FULL COLOR.**

If ad is black and white there is a rate deduction of 20%

**ADVERTISING SPACE CONTRACT**

*The Bulletin* – Advertising Director, The Greater Cleveland Dental Society, 200 Treeworth Boulevard, Cleveland, Ohio 44147. 440.717.1891, Fax 440.717.1894  
 You are hereby authorized to insert advertising in *The Bulletin* according to the specifications indicated below:

Space Size \_\_\_\_\_ Name of Advertiser \_\_\_\_\_  
 To begin in \_\_\_\_\_ issue. Address \_\_\_\_\_  
 Frequency:  1 time  4 times (1 year) *The Bulletin*  
 Other – Please Specify: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Rate Per Insertion \$ \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Ordered by \_\_\_\_\_  
 Signature \_\_\_\_\_  
 Date \_\_\_\_\_  
 Accepted by \_\_\_\_\_



# The Greater Cleveland Dental Society

## Website Advertising

www.gcds.org

GCDS is proud to continue to promote our SPONSORS on our highly visited web page.

The rotating banner specifically highlights our Corporate SPONSORS.

A quick click on your corporate logo and members are immediately directed to your web page.

Please consider participating in this highly visible opportunity at GCDS.

Options include 6 or 12 months of space rental, with the one year cost offering a slight savings.

### 2022 WEBSITE SPONSORSHIP

**Rotating Corporate Banner:**  
(Size: 400 x 216 pixels)

6 months-\$400

12 months- \$750

### GCDS WEBSITE ADVERTISING AGREEMENT

COMPANY \_\_\_\_\_

CONTACT \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

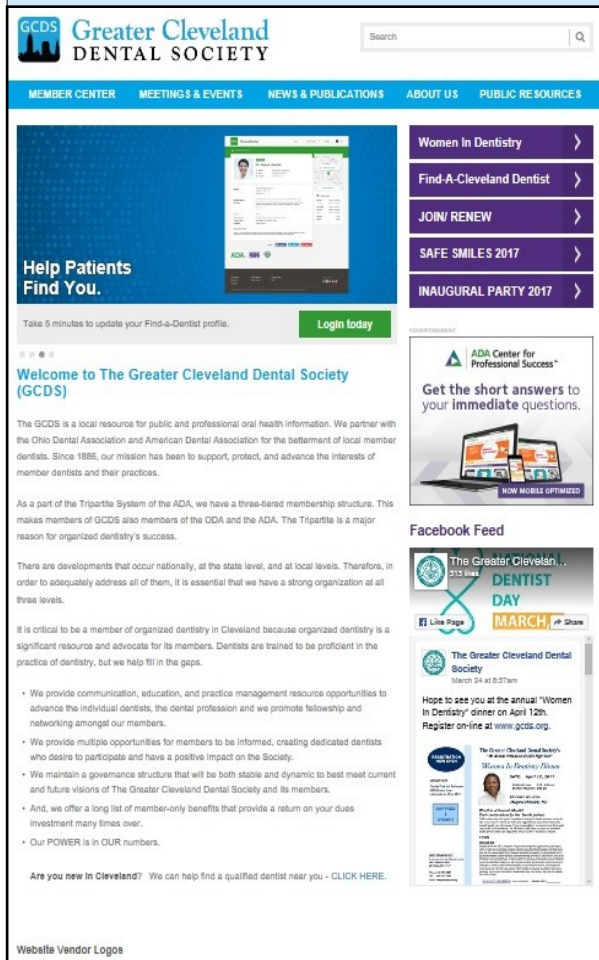
#### **BANNER GRAPHIC:**

\_\_ 6 mo.

\_\_ 12 mo.

Place your official Corporate logo on the GCDS Website Home Page in the Sponsors Rotating Banner.

You may request a hyperlink to your website describing the value added benefits of how GCDS members will benefit as your clients.



### *The Greater Cleveland Dental Society*

One Independence Place  
4807 Rockside Rd Ste 270  
Independence, OH 44121

**GCDS@gcgs.org**