The Bridge magazine is your connection to San Francisco dentists! As the official publication of the San Francisco Dental Society (SFDS), this valued member benefit is a trusted source of information and an invaluable way to get your company in front of decision makers and tap into the buying power of the San Francisco dental market. Published quarterly, The Bridge provides San Francisco area dental professionals with the latest local dental news, practice management tips, finance and medical news, community outreach information, dental education, membership announcements and programs, and much more!

90% of readers rate themselves as “satisfied” or higher with The Bridge.

72% rate The Bridge as an important part of their membership.

75% of licensed dentists in SF receive The Bridge magazine.

1,100 dental professionals receive The Bridge magazine.

150 number of years SFDS has served as the voice for San Francisco dentists.

Bridging the Gap is the bi-weekly e-newsletter of the San Francisco Dental Society (SFDS) and provides quick “bites” of information for our members and other dental professionals in a timely manner. Perfect for connecting with customers on time-sensitive campaigns and promotions, Bridging the Gap provides trackable statistics and proven ROI for marketing campaigns and product launches.

800 dental professionals receive Bridging the Gap.

70% of members receiving Bridging the Gap rate it an important part of their membership.

Contact:
San Francisco Dental Society 2143 Lombard St San Francisco CA 94123  Phone: (415) 928-7337  Email: info@sfds.org
**The Bridge**

ADVERTISING RATES & INSERTION AGREEMENT
Publication of the **San Francisco Dental Society**
2143 Lombard Street • San Francisco, CA 94123 • (415) 928-7337 • Fax (415) 928-5192

**PUBLICATION DETAILS**

**PUBLICATION DEADLINES**
Camera-ready artwork and payment due by:
- **Q1**: January 15
- **Q2**: April 15
- **Q3**: July 15
- **Q4**: October 15

**Frequency**: Quarterly
**Trim Size**: 8.375 x 11
**Artwork Format**: 300 DPI or higher
**Publication Set Copy**: Lacking a layout or specific instruction, copy will be set at SFDS discretion.

**ARTWORK**
- **Frequency**: Quarterly
- **Trim Size**: 8.375 x 11
- **Artwork Format**: 300 DPI or higher
- **JPG or PDF (preferred)**

**Advertising Rates & Insertion Order**

<table>
<thead>
<tr>
<th>Check appropriate boxes</th>
<th>Color Ads</th>
<th>Black/White Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 Time</td>
<td>4 Time Rate (Full Year)</td>
</tr>
<tr>
<td>Full Page Bleed</td>
<td>$900</td>
<td>$3,240 ($810/issue)</td>
</tr>
<tr>
<td>Full Page w/o Bleed</td>
<td>$800</td>
<td>$2,880 ($720/issue)</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>$700</td>
<td>$2,520 ($630/issue)</td>
</tr>
<tr>
<td>Third Page Vertical</td>
<td>$600</td>
<td>$2,160 ($540/issue)</td>
</tr>
<tr>
<td>Third Page Square</td>
<td>$600</td>
<td>$2,160 ($540/issue)</td>
</tr>
<tr>
<td>Sixth Page Vertical</td>
<td>$400</td>
<td>$1,440 ($360/issue)</td>
</tr>
</tbody>
</table>

*Preferred Positions Available - Color Only - Call for pricing (415) 928-7337

**Classified Ads (Member Dentists only: for jobs/equipment sales/donations)**
- **SFDS Members**: $30 for first 30 words; $0.55 for each additional word
- **CDA/ADA Members**: $35 for first 30 words; $0.60 for each additional word

Amount Due: Number of Insertions @ $_____ per insertion + any addition fees $_____ = Total Due $______

**Payment Information**

- **Visa**  
- **Mastercard**

Credit Card No: ____________________________  Exp: ______________  CVV Code: ____________
Billing Address: ___________________________________________  Zip: ___________
Name on Card: ___________________________________________  Position: ______________
Authorized Signature: ___________________________  Date: ______________
Client/Advertiser (Company): ___________________________  Contact Name: ______________
Mailing Address: ___________________________________________  Zip: ___________
Contact Phone Number: ___________________________  Email Address: ___________________________

Display advertisement payable via Visa/MasterCard credit card only. Classified advertising is payable via Visa/MasterCard credit card or check in advance of placement. Full payment is due and payable upon submission of Display & Classified Ads and contract.

*Rates are subject to change*
ADVERTISING POLICIES

- All advertising is subject to acceptance by the San Francisco Dental Society as to character, content, layout, text and design.

- Acceptance of advertising by SFDS does not in any way constitute endorsement or approval by SFDS of the advertised service or product, and advertisers may not make such claims in any way without express approval of the San Francisco Dental Society.

- Accepted advertising must be related to dentistry and/or provide a benefit to the membership.

- The advertisements must be accurate, legal, ethical and in appropriate taste as determined by The Bridge editorial staff. SFDS may require a sample or copy of any advertised product or a full description of any advertised service, and proof of the efficacy or reliability of any products.

- Advertisements must not be deceptive or misleading. Advertisements must clearly identify the advertiser and the product or service being advertised. A business address or contact phone number must appear in all advertising.

- Comparative advertising of dental products and dental services is not allowed.

- Advertising by non-ADA member dentists for services provided which directly compete with the services provided by SFDS member dentists will not be accepted.

- Advertising ad format is limited to display ads only and MUST BE submitted as camera ready art (minimum 300 DPI in JPEG or PDF format; if you have another format, contact the SFDS to confirm it can be accepted).

- Written articles will not be accepted as advertising.

- Multiple insertion contracts must be completed within one year from date of first insertions to earn a frequency discount.

- If advertiser chooses not to fulfill the term of the contract, they will be required to pay the “single insertion” price for ads already placed. Advertiser agrees to pay shorter term contract rates for incomplete contracts.

- Cancellations must be received in writing prior to publication deadline. No cancellations will be accepted after the deadline. Acceptance of any ad after deadline is subject to approval of SFDS.

- Publisher shall not be liable for any cost or damages if for any reason an ad fails to be published in the issue selected by advertiser.

- The publisher shall have no liability for errors in type.

- The agency and advertiser will indemnify and hold the publisher harmless from and against any claims, loss, liability or expense, including reasonable attorneys’ fees, arising out of the publication of such advertisements, including without limitation those resulting from claims of suits for libel, violation of rights of privacy, plagiarism and copyright and trademark infringement.

- Rates are subject to change.

Please sign below indicating you have read and agree to the SFDS Advertising Policies.

Print Name: ____________________________________________________________________________

Signature: ____________________________________________________________________________ Date: __________________________
Bridging The Gap Insertion Rates

*Bridging the Gap is the bi-weekly e-newsletter of the San Francisco Dental Society.*

By signature below, ____________________________ enters into an agreement, upon payment in the amount of $_________

*(Company Name)*

Select your insertion rate:  
- $250/Mo – 3 consecutive month sponsorship/insertion ($750)  
- $225/Mo – 6 consecutive month sponsorship/insertion ($1350)  
- $200/Mo – 12 consecutive month sponsorship/insertion ($2400)

with the San Francisco Dental Society to secure a logo/hyperlink to the corporate website noted below. The hyperlink will appear in the Bridging The Gap for the period selected above. It is understood that the hyperlink is non-exclusive, and that ____________________________ *(Company Name)* will not in any way imply or infer, on their website or in any advertisements or promotions, that the link is in any way to be construed as an endorsement. It is further understood that the SFDS will post a disclaimer stating:

The SFDS publication Bridging The Gap is intended to supply general information to the members we serve. All hyperlinks and sponsorship hyperlinks leading from Bridging The Gap should not be construed as an endorsement of any person, product or company. Acceptance of logo/sponsorship or advertising by SFDS does not in any way constitute endorsement or approval by SFDS of the sponsor’s service or product, and sponsors and advertisers may not make such claims in any way.

**Insertion Schedule for 2020:**

_______ Total number of months to run Company Logo/Link
Signed this ___________ ___________ ___________

Name______________________________
Print Authorized Name
Signature____________________________
Representing ____________________________

Company Name

Charge Credit Card Visa/MasterCard:

No. __________________________ Exp __________
Billing Zip ________ City __________________ State ______
Email ______________________________
URL For Link________________________

Email logo image to membership@sfds.org as a jpg. Image dimensions should be 131W x 75H pixels for rectangular logos or 93 pixels x 93 pixels for square logos. If system resizes, it may distort the image.

**Insertion Restrictions:**

✦ Logo/Link subject to acceptance by the San Francisco Dental Society (SFDS).

✦ Company logos cannot be created by the SFDS

✦ SFDS shall not be liable for any cost or damages if for any reason logo fails to be published in month(s) selected.

✦ Renewal/cancellation of sponsorship insertion must be received in writing at least 10 days prior to month of insertion. However, if company chooses not to fulfill their contract, they will be subject to the full insertion price for logo/link sponsorship already placed.

✦ Logo/link/sponsorship is accepted with the understanding that all terms, conditions and fees specified herein and advertising policies are acceptable to the sponsor, advertiser or his agent.

✦ Sponsors/Advertisers must comply with all laws and regulations applicable to the manufacture, distribution, and sale of a product or service. If it is SFDS’s belief that a sponsor/advertiser has not complied, then it shall be sufficient grounds for rejection of an advertisement/sponsorship.

✦ Sponsors/Advertisements will not be accepted if they conflict with or appear to violate SFDS policy, the CDA Code of Ethics or SFDS Bylaws, or if the sponsors/advertisements are deemed offensive or contain attacks of a personal, racial, or religious nature.
SFDS Sponsorship Opportunities

SFDS offers the opportunity to get in front of our members and the dental community through course and event sponsorships. All sponsorships are non-competitive, however we offer semi-exclusive and non-exclusive packages. The pricing below represents our most common pricing structure—occasionally we will host courses/events that will have different pricing tiers. Please contact us to find out about the specific event(s) you are interested in.

Sponsorship Levels for Courses *

<table>
<thead>
<tr>
<th>Platinum $1000</th>
<th>Gold $625</th>
<th>Exhibitor $325</th>
</tr>
</thead>
<tbody>
<tr>
<td>♦ Includes Gold/Exhibitor benefits</td>
<td>♦ Includes Exhibitor benefits</td>
<td>♦ Display table (6-8 ft)</td>
</tr>
<tr>
<td>♦ 2 dinners</td>
<td>♦ 1 dinner</td>
<td>♦ Sponsorship recognition at meeting</td>
</tr>
<tr>
<td>♦ 3-minute speaking opportunity</td>
<td>♦ 1-minute speaking opportunity</td>
<td>♦ Listing on Door Prize Sheet</td>
</tr>
<tr>
<td>♦ Sponsorship recognition on event page on the SFDS website</td>
<td>♦ Sponsorship recognition in marketing materials</td>
<td>** Optional meal available for one (1) additional representative at $119 for plated dinners and $69 for dinners hosted at SFDS prepaid ten (10) business days in advance of the meeting</td>
</tr>
</tbody>
</table>

** Optional meal available for one (1) additional representative at $119 for plated dinners and $69 for dinners hosted at SFDS prepaid ten (10) business days in advance of the meeting

* This pricing is representative of MOST courses/events. Please contact us for additional event sponsorship opportunities.
SFDS Sponsorship Opportunities and Agreement

2020 Programs/Events

<table>
<thead>
<tr>
<th>DATE/Time</th>
<th>Event/Speaker</th>
<th>Venue/Location</th>
<th>Sponsor/Exhibitor Level</th>
<th>Notes</th>
</tr>
</thead>
</table>
| January 29, 2020, 6-9:00 PM 100+ attendees | Annual Meeting/Installation UOP/UCSF Student Clinical/Research Poster Presentations | Marines’ Memorial 609 Sutter St, SF | □ Platinum $1000  
□ Gold $625  
□ Exhibitor $325 | Extra Rep Dinner ________  
@$119/Ea $________ |
| April 15, 2020 6:00-8:30 PM Max 25 Attendees | Exclusive CE (Max 25 attendees) “New and Emerging Tobacco Products” - Ben Chaffee, DDS, MPH, PhD | SFDS Frank A. Brucia Room 2143 Lombard St | □ Gold $625  
□ Exhibitor $325 | Limited opportunities  
Extra Rep Dinner ________  
@$69/ea $________ based on space availability |
| October 7, 2020 6:00-8:30 PM Max 25 Attendees | Exclusive CE (Max 25 attendees) “Periodontitis and Alzheimer’s Disease: New Connections & Therapies” - Mark Ryder, DDS | SFDS Frank A. Brucia Room 2143 Lombard St | □ Gold $625  
□ Exhibitor $325 | Limited opportunities  
Extra Rep Dinner ________  
@$69/ea $________ based on space availability |
| November 4, 2020 6:00-8:30 PM Max 25 Attendees | Exclusive CE (Max 25 attendees) “Dental Photography” - Speaker TBA | SFDS Frank A. Brucia Room 2143 Lombard St | □ Gold $625  
□ Exhibitor $325 | Limited opportunities  
Extra Rep Dinner ________  
@$69/ea $________ based on space availability |

Third-Party Payer Series

<table>
<thead>
<tr>
<th>Date/Time</th>
<th>Event/Speaker</th>
<th>Venue/Location</th>
<th>Sponsor/Exhibitor Level</th>
<th>Notes</th>
</tr>
</thead>
</table>
| June 10, 2020 6:00-8:30 PM Max 25 Attendees | “Working with Dental Benefit Contracts in your Practice” - Cindy Hartwell, CDA | SFDS Frank A. Brucia Room 2143 Lombard St | □ Gold $625  
□ Exhibitor $325 | Limited opportunities  
Extra Rep Dinner ________  
@$69/ea $________ based on space availability |
| August 12, 2020 6:00-8:30 PM Max 25 Attendees | “Practicing Out-of-Network Dentistry” - Haden Werhan, Thomas Doll | SFDS Frank A. Brucia Room 2143 Lombard St | □ Gold $625  
□ Exhibitor $325 | Limited opportunities  
Extra Rep Dinner ________  
@$69/ea $________ based on space availability |

Additional Sponsorship/Exhibit Opportunities

<table>
<thead>
<tr>
<th>Date/Time TBA 60+ attendees</th>
<th>Event/Sponsority</th>
<th>Venue/Location</th>
<th>Sponsor/Exhibitor Level</th>
<th>Notes</th>
</tr>
</thead>
</table>
| August 12, 2020 6:00-8:30 PM | Shred-a-thon                                                                 | Sports Basement, Chrissy Field 601 Old Mason St. | □ Platinum $1000  
□ Gold $625 | No exhibitor table/  
opportunities. Outdoor, daytime event. Name/logo on signage and on event ads |

Name of Company__________________________________________________ Telephone _____________________________
Address_________________________________________________________________ Email __________________________
Representative(s) attending meeting - Name____________________________ Rep Email ____________________________
Name_______________________________________ Rep Email___________________________________________________
Name_______________________________________ Rep Email___________________________________________________
Brief description of company’s function _______________________________________________________________________
Are you attending Dinner?_________ How many included meals?________
How many additional meals?($119 per person at MM; $69 per person at SFDS) ________ Total Dinners $________
Payment:  Visa/MasterCard/Check (Please circle one)  
Check #__________  
Expiration Date______________________________
Name on Card_________________________________________________ Billing Zip Code____________________________
CVV code________________ Email________________________________
Total Payable______________________________
Signature ____________________________________________________________

Must initial Policies & Terms on next page acknowledging Specific Exhibitor/Sponsorship criteria. Email:  Info@sfds.org; Fax (415) 928-5297. The San Francisco Dental Society will review all requests for exhibit/sponsor opportunities and determine the appropriateness of the type of service being exhibited as it applies to the policies of this Society. We reserve the right to refuse exhibit space to anyone.
SPONSORSHIP POLICIES & TERMS:

- All payments are due at the same time reservation is made.
- Space is limited and will be confirmed on a first-come, first-paid basis determined by the date and time on receipt of payment.
- Reservations will be confirmed via written email notification.
- Only one vendor/company per table – no sharing of space permitted.
- Electricity and internet access are available for an additional fee and requires advanced notification to the SFDS.
- Vendor table location assignments are at the discretion of the SFDS and will be pre-assigned. Your table assignment will be indicated by signage on each table.
- Exhibitors may set up their displays at 5:30 PM for Marines’ Memorial location; the room is not available before 5:30 PM. Room setup is available at 5 PM for SFDS location.
- There are no refunds available for unattended meetings; sponsor acknowledges that all payments are non-refundable and non-transferable. INITIAL________
- All sponsors/exhibitors are subject to approval for content for services/products offered. The SFDS reserves the right to reject any application for exhibit space for any reason.
- No table displays over 3 feet in height, no floor displays over 6 feet in height, and no displays larger than the size of the table that you have registered for. All floor displays must be positioned within your table space.
- Sponsor/exhibitor acknowledges that he/she has no expectation of deriving a substantial return benefit other than use of the SFDS name for the specific event or purpose described.
- Extra rental space is limited to event room; space outside of what is provided by the SFDS is prohibited.
- No promotional material permitted on the dinner tables or chairs in the lecture hall.
- If you need to ship any items to meeting locations, contact the venues directly for their specific delivery requirements. Materials delivered to the meeting sites are the sole responsibility of the exhibitor/sponsor.
- SFDS assumes no liability for lost or damaged exhibit materials.

Meeting Format:

- Meeting registration begins at 6:00 PM for hotel venues; 5:30 PM for SFDS meeting site
- Cocktail-Exhibit Time: 6:00-7:00 PM for hotel venues; 5:30-6:30 PM for SFDS meeting site
- The guest dinner begins at 7:00 PM for hotel venues; 6:00 PM for SFDS meeting site
- The Lecture is from 7:00–8:30 PM for hotel venues; 6:30-8:00 PM for SFDS meeting site
- Exhibitors are not permitted to stay in the banquet room during the lecture unless registered for dinner/lecture
- Participating exhibitors may attend dinner lecture for an additional registration of $119 per person for plated dinners and $69 per person for dinners hosted at SFDS. Dinners must be paid for at least ten (10) business days in advance.

I have read and understand the above. I am authorized to accept terms as delineated: INITIAL________

Additional: Exhibitor drawings will be held at the Annual Meeting and Installation in 2020. The goal of the drawings is to encourage attendees to visit each of our exhibitors. To gain additional exposure, consider contributing a door prize. All prizes must be approved by the SFDS at least one week in advance of the event and before being listed on the SFDS raffle sheet. Contact the SFDS for more information.
Platinum Sponsorship, Online CE Portal: $1,400.00 per calendar year
- Includes vendor hyperlinked LOGO on banner at the top of every page of the Online CE Portal at sanfran.dentalsocietyce.com. **Hurry...There are only FIVE (5) spots available!**
- Logo format: PNG, Size: 185x60 pixels

Proud Supporter Sponsorship, Online CE Portal: $800.00 per calendar year
- Includes vendor hyperlinked LOGO at the top of every page of the Online CE Portal at sanfran.dentalsocietyce.com.
- THREE (3) spots available!
- Logo format: PNG, Size: 185x60 pixels

Vendor Logo, SFDS Online CE Page: $1,000.00 per calendar year
- Includes vendor hyperlinked LOGO below the introduction of the SFDS Online CE Landing Page at sfds.org/menus/free-online-ce-for-sfds-members.html.
- TEN (10) spots available!
- Logo format: JPG or PNG, Size: 131x75 pixels or 93x93 pixels

Vendor Logo, SFDS Homepage: $1,200.00 per calendar year
- Includes vendor hyperlinked LOGO in the rotating banner in the footer of the SFDS website at sfds.org.
- TEN (10) spots available!
- Logo format: JPG or PNG, Size: 131x75 pixels

**ONLINE CE PORTAL AND SFDS WEBSITE SPONSORSHIP AGREEMENT**

By signature below, ______________________________ (Company Name) enters into an agreement, upon payment in the amount of $______________, with the San Francisco Dental Society to secure a logo sponsorship. The logo will be a hyperlink to the corporate website noted below. It is understood that the hyperlink is non-exclusive, and that ______________________________ (Company Name) will not in any way imply or infer, on their website or in any advertisements or promotions, that the link is in any way to be construed as an endorsement. It is further understood that the SFDS website will post a disclaimer stating:

The SFDS website is intended to supply general information to the public and the members we serve. All hyperlinks and sponsorship hyperlinks leading from the SFDS website should not be construed as an endorsement of any person, product or company. Acceptance of logo/sponsorship or advertising by SFDS does not in any way constitute endorsement or approval by SFDS of the sponsor’s service or product, and sponsors and advertisers may not make such claims in any way.

Signed this __________  __________  __________

Name_______________________________________________
Print Authorized Name

Signature__________________________________________

Representing ________________________________________
Company Name

Charge Credit Card Visa/MasterCard:

No. ____________________________ Exp.____________________

Billing Zip___________________ City___________________ State____

Email________________________________________________

URL For Link________________________________________

Email logo image to membership@sfds.org,

**Sponsorship Restrictions:**

- Sponsorships run for one calendar year and expire on Dec. 31, 2020.
- Logo/Link subject to acceptance by the San Francisco Dental Society (SFDS).
- Company logos cannot be created by the SFDS
- Logo/link/sponsorship is accepted with the understanding that all terms, conditions and fees specified herein and advertising policies are acceptable to the sponsor, advertiser or his agent.
- Sponsors and Advertisers must comply with all laws and regulations applicable to the manufacture, distribution, and sale of a product or service. If it is SFDS’s belief that a sponsor or advertiser has not complied, then it shall be sufficient grounds for rejection of an advertisement or sponsorship.
- Sponsors or Advertisements will not be accepted if they conflict with or appear to violate SFDS policy, the CDA Code of Ethics or SFDS Bylaws, or if the sponsors/advertisements are deemed offensive or contain attacks of a personal, racial, or religious nature.