

2025

**SINGAPORE
DENTAL
ASSOCIATION**

**ADVERTISEMENT
RATE CARD 2025**

SDA ADVERTISEMENT RATES

EMAIL BLAST FRIDAY SDA BUZZ

Dental Events / Products : \$283.40

Services / Others : \$436 - \$1,090
depending on nature
of the business

Price quoted is for a single advertisement on your selected Friday.

Material Specification & Deadline Submission

Advertiser to provide:

1. E-flyer (PDF format only)
2. A brief description of event / product (not more than 180 words)
3. A title of the EDM
4. A subtitle of the EDM

Artwork needs to be submitted 5 days in advance. Upon approval, payment needs to be received by SDA before eblast date.

This email blast is not exclusive and will be processed alongside other events & products.

Each title is strictly limited to one event or product only.

EXCLUSIVE E-BLASTS

Dental Events / Products : \$872

Services / Others : \$981 - \$1,308
depending on nature
of the business

Price quoted is for a single advertisement on one selected day between Monday and Thursday.

Bundle deal of 3 blasts: 15% discount

Material Specification & Deadline Submission

Advertiser to provide:

1. E-flyer (PDF, HTML, JPEG, PNG format)
2. A title of the EDM
3. A subtitle of the EDM
4. A working link to the webpage

Artwork needs to be submitted 5 days in advance. Upon approval, payment needs to be received by SDA before eblast date.

Each eblast is strictly limited to one event or product only.

All bundled blasts must be utilized within one year (12 months).

CLASSIFIED ADS

SDA Members : \$54.50 (Exclusive Rate)

Non SDA Members : \$218 (Best Rate)

(Frequency Discount : Non SDA members only)

10% discount for bookings of at least 6 months.

15% discount for bookings of at least 12 months.

Material Specification & Deadline Submission

Ads are released at end of each month e.g. Jan ads will be released at end of Jan.

Payments need to be received before submission cut off date. All payments must include payment details. If payment details are not provided, SDA cannot be held responsible for any resulting issues.

Note:

1. For all advertising enquiries, please contact advertising@sda.org.sg or 62589252 (Monday to Friday 9am-6pm)
2. All advertisement material is subject to Council approval. All prices quoted are inclusive of the prevailing GST.

SDA ADVERTISEMENT RATES

THE DENTAL SURGEON

(Two Issues A Year - June & December)

	Commercial	*Regular Commercial
Front Cover Strip (FCS) (45mm x 210mm)	\$6,114.90	\$5,336.64
Centrefold	\$3,668.94	\$3,446.58
2 page advertorial	\$2,557.14	\$2,334.78
Outside Back Cover	\$2,445.96	\$2,168.01
Inside Front Cover	\$2,223.60	\$1,945.65
Inside Back Cover	\$2,223.60	\$1,945.65
Inside Full Page	\$1,667.70	\$1,500.93

* Regular Commercial applies when payment is made upfront for all 2 issues

The Dental Surgeon is the sole events and lifestyle publication of the Singapore Dental Association. An online version of the newsletter is also available on the SDA website.

Material Specification & Deadline Submission

Booking Deadline:
By end March (June Issue)
By end September (December Issue)

Material Deadline:
Mid - April (June Issue)
Mid - October (December Issue)

Material Specification:
• CMYK printing colours
• 280mm H x 210mm W, printing trim or corp marks and 3mm bleed all sides
• High-resolution of at least 300 dpi in PDF, TIFF, EPS, JPG formats

Payment must be received upon approval of the advertisement by the Editor.

CDE ACCREDITATION

We offer CDE accreditation service (such as CDE points registration with SDC and / or promotion of courses / lectures to SDA members) for course / lecture organisers.

Material Specification & Deadline Submission

For accreditation matters, please contact cde@sda.org.sg

Note:

1. For all advertising enquiries, please contact advertising@sda.org.sg or 62589252 (Monday to Friday 9am-6pm)
2. All advertisement material is subject to Council approval. All prices quoted are inclusive of the prevailing GST.



Singapore Dental Association
320 Serangoon Road
#10 – 13, Centrium Square
Singapore 218108

Tel: +65 6258 9252
Fax: +65 6258 8903
Email: advertising@sda.org.sg
Website: www.sda.org.sg