

2026

SINGAPORE DENTAL ASSOCIATION

**ADVERTISEMENT
RATE CARD 2026**

SDA ADVERTISEMENT RATES

EMAIL BLAST FRIDAY SDA BUZZ

Dental Events / Products : **\$316.10**

Services / Others : **\$479.60 - \$1,199**
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 : **\$959.20**

Services / Others : **\$1,079.10 - \$1,438.80**
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 : **\$59.95 (Exclusive Rate)**

Non SDA Members : **\$239.80 (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

Advertisements are released at the beginning of each month.

The submission cut-off date is the 25th of each month.

Kindly submit your advertisement materials via the link below.

<https://members.sda.org.sg/>

Issues published prior to December 2025 can be accessed via the link below.

<https://sda.org.sg/dental-classified-archive-issues/>

Note:

1. For all advertising enquiries, please contact advertising@sda.org.sg or 62589252 (Monday to Friday 9am-6pm)
2. All advertising materials require Council approval and may be subject to temporary blackout periods.
3. 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)	\$5,232.00 \$4,578.00
Centrefold	\$3,128.30 \$2,943.00
2 page advertorial	\$2174.55 \$1,994.70
Outside Back Cover	\$2,092.80 \$1,853.00
Inside Front Cover	\$1,907.50 \$1,656.80
Inside Back Cover	\$1,907.50 \$1,656.80
Inside Full Page	\$1,417.00 \$1,286.20

* 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.

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

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 crop 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.

Material Specification & Deadline Submission

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

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3. All prices quoted are inclusive of the prevailing GST.



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