

# Advertising and Sponsorship Opportunities

British Columbia Dental Hygienists' Association



# BC Dental Hygienists' Association

Formed in 1964, the *British Columbia Dental Hygienists' Association* (BCDHA) represents over 4500 dental hygienists across BC. The BCDHA is dedicated to the principle that all British Columbians should have access to the quality preventative oral health services dental hygienists provide. BCDHA collaborates with government, provincial healthcare regulatory bodies, stakeholders and clients to effectively serve its members and the public.

Dental Hygienists and Certified Dental Assistants\* who are members of the BCDHA enjoy a range of member benefits and services, including continuing education, advocacy, promotion of the profession, support services, and information on employment issues and guidelines.



**\* On December 13, 2021, BCDHA announced its expansion to include the CDA Alliance, a collaborative partnership that welcomes over 6000 Certified Dental Assistants in BC to join BCDHA and receive the supports and benefits of membership in a longstanding, professional Association.**

## **BCDHA is your link to connecting with thousands of dental professionals throughout British Columbia**

As essential healthcare providers, Dental Hygienists and Certified Dental Assistants have ongoing contact with consumers. They often make product recommendations to their health care team, their clients and the general public.

BCDHA sponsorship and advertising opportunities will help you promote your company and/or products to our member base and the public. With over 4500 dental hygienist members, along with our rapidly increasing CDA membership, your promotions will reach many thousands of consumers quickly and professionally.

We are active on Twitter, Facebook, Instagram, and our frequent electronic emails have an open rate of 50%.

# Advertising Opportunities

## Web Banners

Banner advertisements on BCDHA's website are a proven way to reach your target audience. These limited web banner opportunities are hosted on BCDHA.com for a minimum of three months.

### Homepage Banner

Promotional banner posted at top of Featured Info on BCDHA homepage

**Size:** 728w x 90h (pixels)

### Inside Banner

Promotional banner posted on any inside page (optimal location to be determined)

**Size:** 728w x 90h (pixels) or 300w x 250h (pixels)

## BCDHA Member Emails

BCDHA keeps their members Informed of Important announcements or Information as required via email notices. Typically, we send 2 - 3 notices per month as needed to over 4500 members with an open rate of 50%.

### Email Banner

Promotional banner placed at the top of BCDHA's email notice to entire BCDHA membership (inc. CDA Alliance members). Banner can be hyperlinked to company's website and/or promotional PDF.

**Size:** 600w x 100h (pixels)

### Email Notice

If you have exclusive information or products to promote to our members outside of our scheduled email notices, BCDHA will work with you to send an email to our entire membership or target specific areas and members. A word document as you would like to see it in the email is required, and a graphic with hyperlink to website or promotional PDF may be included.

**Size:** Min 250 w to max 600 w / min 100 h to max 300 h

**Contact Chris Kilmaster, BCDHA Advertising and Sponsorship Consultant, to discuss advertising opportunities: [Chrisk@bcdha.com](mailto:Chrisk@bcdha.com).**

## Corporate pricing

Discounts available for  
BCDHA members and  
repeat customers

\$3000\*  
3-month posting

\$1500\*  
3-month posting

\$800\*/banner  
(25% discount for 4 or  
more)

\$250 - \$500\*/notice  
(target areas/members  
negotiable)

\*plus GST

# Sponsorship Opportunities

## BCDHA Annual General Meeting

The AGM is an annual event held late May or early June. Our recent years have seen over 400 dental hygienist members attend this virtual event. Starting in 2022, our CDA Alliance members, will be invited to attend.

Sponsorship options for of our AGM includes:

\$250\*

- Company name listed on PowerPoint and all meeting correspondence and social media posts to members

\$500\*

- Sponsorship of speaker – 3-minute intro video, logo in PowerPoint

## Webinars

Webinars are extremely popular with our members to help them develop professionally and maintain their Continuing Competency requirements for registration.

BCDHA will work with you to create or promote your webinar

- Posting of webinar on Continuing Education page of website
- Emails (2 or 3) promoting webinar to members
- Announcement under Latest News on website
- On-demand version posted on Webinars landing page of website
- Promotion on social media sites

\$2500\*  
per webinar

\*plus GST

## Product & sample donations

BCDHA and its members are regularly asked to attend healthcare, public awareness and community-based events. Your oral care products, samples and brochures will be distributed to the public by health care professionals.

**Contact Chris Kilmaster, BCDHA Advertising and Sponsorship Consultant, to discuss sponsorship opportunities: [Chrisk@bcdha.com](mailto:Chrisk@bcdha.com)**

## Unique Employment Opportunities

\$50\*  
per post  
per month

\$450\*  
Unlimited posts  
for one year

\*plus GST

The BCDHA **Featured Opportunities** webpage is a place for unique job postings outside of the traditional dental office, where the knowledge and experience of a dental hygienist would be an asset. If you think someone with dental hygiene experience would be a good addition to your team, post your information here.

Post your employment ad for a low monthly fee, or save even more by purchasing a year of unlimited posts. Our members will also be notified by email when new jobs are posted.

**For more information or to post your employment ad contact: [Chrisk@bcdha.com](mailto:Chrisk@bcdha.com)**

## Member Discounts & Perks

BCDHA is always seeking new opportunities to work with businesses, associations, and stakeholders to create cost effective and mutually beneficial partnerships. BCDHA member benefits include incentives and discounts on a wide variety of goods and services.

If you have an incentive, special deal or discount to offer our members, your company logo and exclusive offer will be posted on our **Member Benefits** webpage.\*

\* Potential member benefits are vetted for approval. Please contact [Chrisk@bcdha.com](mailto:Chrisk@bcdha.com) to discuss your ideas and offers.