

MDAPERKS

DENTIST BUSINESS ALLY

Overview

The benefit of being a Perks Program participating company is knowing that with one fee and payment, you are getting multiple exposures to MDA member dentists, without the hassle of keeping up with all the available marketing opportunities. We have provided a variety of plan levels to accommodate your interests and budget. And, if the Perks Program isn't your preference, you still can participate in à la carte marketing opportunities, including magazine and website advertising, meeting sponsorship and exhibiting, and member mailing lists for direct marketing pieces.

Plan Levels, Details and Fees

Perks Platinum Plan: \$8,425

- A full-page, full-color ad in the MDA Focus magazine (6 issues)
- Listing designated as Perks Participant in each issue of the magazine
- Company logo/link on Modental.org homepage, link and company details on Savings page and on The MDA App
- Banner ads on modental.org (6 months placement, rotating through three positions)
- Permission to use the Perks logo for approved promotions and materials
- Opportunity to purchase exhibit space at MDA Connect4Success, at 20% fee discount and placement of 1-page promotional material in registration packets
- Design Services for use on print or online ads (3 hours)
- Twice yearly active MDA membership list (April 1 and November 1)
- Promotion on MDA social media channels (Facebook, Instagram, Twitter) 8 X per year

Perks Gold Plan: \$6,545

- A half-page, full-color ad in the MDA Focus magazine (6 issues)
- Listing designated as Perks Participant in each issue of the magazine
- Company logo/link on Modental.org homepage, link and company details on Savings page and on The MDA App
- Banner ads on modental.org (4 months placement, rotating through three positions)
- Permission to use the Perks logo for approved promotions and materials
- Opportunity to purchase exhibit space at MDA Connect4Success, at 15% fee discount
- Design Services for use on print or online ads (2 hours)
- Twice yearly active MDA membership list for use with approved promotional mailings
- Promotion on MDA social media channels (Facebook, Instagram, Twitter) 6 X per year

Perks Silver Plan: \$3,795

- A third-page, full-color ad in the MDA Focus magazine (3 issues), plus opportunity to purchase additional advertising space at 10% discount
- Listing designated as Perks Participant in each issue of the magazine
- Company logo/link on Modental.org homepage, link and company details on Savings page and on The MDA App
- Banner ads on modental.org (2 months placement, rotating through three positions)
- Permission to use the Perks logo for approved promotions and materials
- Opportunity to purchase exhibit space at MDA Connect4Success, at 10% fee discount
- Once yearly active MDA membership list for use with approved promotional mailings
- Promotion on MDA social media channels (Facebook, Instagram, Twitter) 4 X per year

Perks Bronze Plan: \$2,015

- Listing designated as Perks Participant in each issue of the magazine
- Opportunity to purchase advertising space at 10% discount
- Company logo/link on Modental.org homepage, link and company details on Savings page and on The MDA App
- Banner ads on modental.org (1-month placement, rotating through three positions)
- Permission to use the Perks logo for approved promotions and materials
- Opportunity to purchase exhibit space at MDA Connect4Success at 5% discount 5
- Once yearly active MDA membership list for use with approved promotional mailings
- Promotion on MDA social media channels (Facebook, Instagram, Twitter) 2 X per year

Perks – At a Glance	Platinum	Gold	Silver	Bronze
Magazine Ads	6 issues Full page color	6 issues Half page color	3 issues Third page color	10% Discount Available
Magazine House Ad Listing to Promote	✓	✓	✓	✓
Logo & Link on web and The MDA App	✓	✓	✓	✓
Banner Ads Online	6 months	4 months	2 months	1 month
Perks Logo Use	✓	✓	✓	✓
Promotion in Bi-Annual Member eNewsletter	✓	✓	✓	✓
Exhibit Space Discount for Connect4Success	20% Discount	15% Discount	10% Discount	5% Discount
Design Services	3 hours	2 hours	1 hour	Not Included
Membership List	Twice Annually	Twice Annually	Once Annually	Once Annually
Social Media Promotion	8 X Annually	6 X Annually	4 X Annually	2 X Annually

The purpose of this application is to assist the MDA in the evaluation of a company/business for possible Perks Program participation, and to gather payment and marketing details should it be accepted.

Company/Business Information

Company/Business Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Website _____ Social Media Handles _____

Primary Contact Name _____ Primary Email _____

Product Information

A Perks Program applicant shall be reasonably vetted regarding the services/products it desires to market/promote to MDA members. Consideration is given for experience with dentists and value of the member benefit.

Please describe the primary services/products you plan to market to MDA members

Please disclose any other services/products your business markets/promotes

Summarize your experience working with dentists

Summarize how this service/product will be beneficial to member dentists

Plan & Payment Information *Processed after acceptance of agreement. Term length is one year.*

Platinum (\$8,425) Gold (\$6,545) Silver (\$3,795) Bronze (\$2,015) Check _____

Credit Card # (MC/VISA/DISC) _____ Exp Date _____ 3-Digit Code _____

CC Billing Address _____

City _____ State _____ Zip _____

By signing below, I understand and agree to abide by the terms of the application/agreement. I further understand plan payment is contingent on application acceptance and amount is due in full once application is executed.

Signature _____

Print/Web Ads & Social Media Placement *Indicate desired placement based on chosen plan level.*

Print Ads (Focus Magazine)	Online Ads (modental.org)	Social Media (FB, IG, TW)	Connect4Success Mtg
<input type="checkbox"/> Issue 1 (Jan/Feb) 20____	<input type="checkbox"/> Jan <input type="checkbox"/> Jul	<input type="checkbox"/> Jan <input type="checkbox"/> Jul	<input type="checkbox"/> YES, I plan to exhibit/sponsor at the forthcoming C4S meeting. <input type="checkbox"/> NO, I do not plan to exhibit/sponsor.
<input type="checkbox"/> Issue 2 (Mar/Apr) 20____	<input type="checkbox"/> Feb <input type="checkbox"/> Aug	<input type="checkbox"/> Feb <input type="checkbox"/> Aug	
<input type="checkbox"/> Issue 3 (May/Jun) 20____	<input type="checkbox"/> Mar <input type="checkbox"/> Sep	<input type="checkbox"/> Mar <input type="checkbox"/> Sep	
<input type="checkbox"/> Issue 4 (Jul/Aug) 20____	<input type="checkbox"/> Apr <input type="checkbox"/> Oct	<input type="checkbox"/> Apr <input type="checkbox"/> Oct	
<input type="checkbox"/> Issue 5 (Sep/Oct) 20____	<input type="checkbox"/> May <input type="checkbox"/> Nov	<input type="checkbox"/> May <input type="checkbox"/> Nov	
<input type="checkbox"/> Issue 6 (Nov/Dec) 20____	<input type="checkbox"/> June <input type="checkbox"/> Dec	<input type="checkbox"/> June <input type="checkbox"/> Dec	

FOR COMPLETION BY MDA _____ Plan Start Date _____ Plan End Date _____

General Terms

- The MDA Perks Program requires an initial application from a purchasing company/business (Company). The MDA will review and respond to the Company within 30 days of receipt regarding acceptance or rejection of application.
- Upon acceptance of application, the Company will have 30 days to pay the annual fee by check or credit card. Payment must be received before the plan officially begins. The MDA will communicate with the Company to establish an effective plan start date and marketing of products/services.
- Under the Perks Program, the Company shall be an advertiser to MDA members. Participation in the Program does not create a partnership or joint venture between the Company and the MDA.
- The Perks Program does not grant exclusivity to any Company, nor infer membership rights or endorsement status.
- The MDA reserves the right to terminate a Perks Program agreement for any reason, at any time, with 30 days prior written notice of a material breach by the Company that is not cured within that 30-day period. Should the MDA determine that the Company has misrepresented the Perks Program to solicit or retain clients, the MDA will immediately terminate agreement without any refund to the company.
- All Perks Program benefits are for the agreed one-year term from the start date of the plan, unless earlier terminated as provided hereunder as set forth in a writing signed by both parties. Perks Program benefits are annual and may not be accumulated and applied to subsequent term years after each annual expiration date.
- The Company agrees to indemnify and hold harmless the MDA, its officers, members, directors and employees from any and all loss or damage the MDA may suffer as a result of costs or judgments, including, but not limited to reasonable attorney fees and related expenses incurred in defense of a claim or judgment incurred in connection with the license and other rights granted by this agreement.

Logo Use

- During the term of this agreement, the MDA grants permission to the Company to use the MDA Perks Program logo for the plan it has purchased. The Perks Program logo shall not be used in any manner that states or implies that the Company is endorsed by the MDA.
- All promotional materials, including any direct mail, MUST be approved by the MDA prior to use by the Company. The Company will request approval by the MDA prior to use/distribution of promotional materials.
- Upon termination as provided for in the Perks Program Plan, the Company's permission to use the MDA materials described herein shall be immediately forfeited, and the Company shall promptly remove any logos and related Perks Program materials/language from the Company's website.

Print & Digital Advertising

- The Company agrees to adhere to MDA advertising policies.
- The Company is responsible for providing the MDA with materials for all advertisements and must meet publication deadlines and specifications.
- Additional advertisements desired that are outside the purchased plan benefits will be subject to additional charges at MDA prevailing rates.

Mailing List/Labels

- The Company agrees to comply with current MDA label policies. Prior MDA approval of marketing materials for membership mailing list use is required. Mailing lists to do include member email addresses.

Exhibit Space

- The Company agrees to comply with the MDA Connect4Success meeting planning requirements and regulations.