

2021/22

**Dental and Commercial Trader
Sponsorship & Advertising Opportunities**

SADA

THE SOUTH AFRICAN
DENTAL ASSOCIATION

Ensuring your products or services are in the minds of the newly qualified and well-established oral health care practitioners...

“The Golden Compass”

– Annual SADA publication distributed to all new dental graduates

Annual informative publication handed out to all new dental graduates to assist in their preparation and understanding of their Community Service year. First published in 2016, this informative guide written specifically with the dental graduate in mind aims to assist the new graduate in their transition from lecture hall to Community Service Year.

The 2022 issue will be the 6th year of publication, with information authored by respected oral health professionals. We have no doubt that the 2022 edition will continue to enhance reader knowledge and be the constant companion of oral health graduates.

The feedback we have had from recipients of the past four issues, has been excellent. Recipients advise use of the publication as a vital reference tool well after having received their copy. This is excellent news for advertisers as the lifespan of advertising is anticipated to be 3-5 years.

This publication is the ideal medium to introduce your company to new dental graduates.



Full Page	Excl VAT	Material Size
IFC & IBC	11 000	A5 size
OBC	11 000	Full Page: Trim 148mm x 210mm
Inside	5 500	Bleed 158mm x 220mm

Half Page - only Horizontal available

Half Page	4 400	Half Page: Trim 148mm x 105mm
		Bleed 158mm x 115mm

Print run: 300 copies

Final digital artwork to be supplied by Advertiser

Booking deadline: 15 April 2021

Material Deadline: 1 May 2021

Booking: please email marketing@sada.co.za

SADA

THE SOUTH AFRICAN DENTAL ASSOCIATION

The South African Dental Journal (SADJ) is the only internationally accredited dental journal in Africa directed to the dental community, published by the South African Dental Association. Our papers are subject to rigorous peer review to provide you with a high-quality journal for reliable source of information on dentistry and dental science.

The SADJ caters for the interests of general dental practitioners, specialists, academics, oral hygienists and dental therapists. It features current concepts and teaching in clinical dentistry, news in the field of dentistry, evidence based dental healthcare, original scientific research and developments in the oral and health environment. The SADJ is designed to fulfil continuing professional development requirements of practitioners, and CPD tests can be done online.

The SADJ is published monthly from February to November and available at www.sada.co.za in print and online.

Please contact rene@edoc.co.za for booking and further information

SADJ Advertising Rates 2021:

Size/Page	Excl VAT
Outside Front Cover	13 600
Inside Front Cover	9 900
Inside Back Cover	9 900
Outside Back Cover	9 900
Full Page Advertisement	9 200
Full Page Advertorial	6 700
Double Page Spread	17 000

1/2 Page (Landscape) 7 700

1/4 Page (Portrait) 3 300

1/3 Page (Strip) 6 500

Material Specifications

A4 portrait

Full Page: Trim 297mm x 210mm
Bleed 303mm x 216mm

DPS: Trim 297mm x 420mm
Bleed 303mm x 426mm

1/2 page: Trim 148.5mm x 210mm
Bleed 152mm x 216mm

1/4 page: Trim 148.5mm x 105mm
Bleed 152mm x 111mm

1/3 page: Trim 297mm x 70mm
Bleed 303mm x 76mm

Artwork Specifications (Final digital artwork to be supplied by Advertiser):

- Print optimized PDF, 300 DPI, CMYK
- JPEG, 12/12 High Quality, 300 DPI, RGB
- TIFF and EPS Full Colour, 300 DPI, CMYK

Booking deadlines:

January/February - 14 January 2021

March - 4 February 2021

April - 4 March 2021

May - 8 April 2021

June - 6 May 2021

July - 3 June 2021

August - 8 July 2021

September - 5 August 2021

October - 2 September 2021

November/December - 7 October 2021

QUICK FACTS: www.sada.co.za

The official web portal of the voluntary Association known as The South African Dental Association (SADA)

Registered users > 3 800

Annual page views > 531 800

Average monthly page views > 48 000

Annual users > 75 600

Average monthly users > 6 800

Annual Sponsorship Packages:

Please contact rene@edoc.co.za for booking and further information

www.sada.co.za Advertising:

Please contact rene@edoc.co.za for booking and further information

SADA DENTAL CODES 2021

incorporating SADA Relative Value Unit (RVU) Study

Digitally available only to SADA Members and Stakeholders in Oral Health

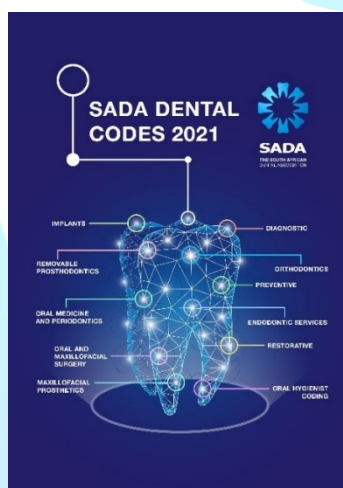
It is with great pride that the South African Dental Association (SADA) presents to you the latest version of our **SADA DENTAL CODES 2021**, together with the launch of the results of our long-awaited and much anticipated **Relative Value Unit (RVU) Study**. RVU's are a means of measuring the complexity of dental procedures in terms of the experience, judgement, skill, effort and risk involved in performing the procedure as well as the time taken to complete the procedure. These values are the **culmination of a 3-year study undertaken by SADA** and its specialist societies, in conjunction with Deloitte, in order to provide a crucial benchmark by which to accurately and fairly calculate tariffs for procedures. The RVU values **allow funders to understand the cost implications of new procedures** by comparing them to existing procedures for which benefits are already available by assessing the relativity between these procedures.

SADA are the **proud custodians of dental coding: procedure coding, numbering and terminology, interpretation, guidelines and usage rules** vs funder's rules coding. This extensive integrated Relative Value Unit (RVU) coding publication is the **first of its kind in South Africa** and is **essential** to every practice manager, bookkeeper, billing clerk, **when billing patients, and/or schemes for oral health procedures.**

The all-new exclusive digital format is super user-friendly allowing for easy searching of descriptors and codes, and always accessible.

Full page advertising opportunities with direct relation to the following sections within oral health care are available:

Diagnostics
Preventive
Restorative
Endodontics
Oral Medicine and Periodontics
Removable Prosthodontics
Maxillofacial Procedures
Implants
Fixed Prosthodontics
Oral and Maxillofacial Surgery
Orthodontics
Supplementary
Oral Hygienists Coding List
Dental Materials
Numeric Coding List
Alphabetical Coding List



- Bookings will be taken throughout the year and will be valid for one calendar year after placement.
- A booking will remain valid for a period of one year with the material supplied.
- Thereafter current bookings may be extended at the rate for the upcoming period.
- New bookings may carry new material.
- Material can only be changed once the year of placement has lapsed.

Per Section: R10 000 (Excl VAT) per advertisement (CODE2021FP)

- Total 16 sections as indicated above.
- Please note that there will be a maximum of three advertisements booked per section.
- The bookings are taken on a first booked first signed basis.
- Once the three opportunities are taken booking for that section will close.

Inside Front Cover (IFC): R10 000 (Excl VAT) (CODE2021IFC)

Inside Back Cover (IBC): R10 000 (Excl VAT) (CODE2021IBC)

Outside Back Cover (OBC): R40 000 (Excl VAT) (CODE20219OBC)

Material Specifications: Digital material to be supplied by Advertiser

Publication size: A4 Portrait

Trim: 297mm x 210mm

Bleed: 307mm x 220mm

Resolution: 300dpi

Format: TIFF or PDF

Booking: please email marketing@sada.co.za

THE SOUTH AFRICAN
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SADA EMERGENCY FLOW CHART

This A0 sized wall flow chart allows for a step by step process when faced with an emergency and can be used by all dental practice staff easily to do all that is possible for the patient.

This digital poster is made available for all oral health care professionals via the SADA website as a free download to be printed and displayed in the practice and is suggested that it should be displayed in all examination rooms as well as areas where either personnel or patients are. The digital wall chart can also be displayed digitally within the practice.

Single Sponsor Exclusivity R28 000 (Excl VAT)

Final digital artwork to be supplied by Advertiser for incorporation into the design of the digital poster

Booking deadline: 30 April 2021

Material Deadline: 10 May 2021

Booking: please email marketing@sada.co.za

SADA

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Professional Development and e-Learning

Whilst SADA does not have physical branches nationally, it does have 11 virtual branches nationally.

These virtual Branches host both physical and e-Learning CPD Events throughout the year.

Continuing education workshops and lectures at Branches are an excellent way for oral health professionals to increase their knowledge and obtain the CPD points required.

All Events are open to oral health professionals regardless of SADA Membership status.

e-Learning is open internationally to participants of all disciplines.

Learning events whether physical or virtual, are an excellent opportunity for traders to engage directly with oral health care practitioners in a social yet non-pressurized environment.



Opportunity 1 e-Learning 2021

• Main sponsor (Sole)

Min R10 000 - Max R17 500 (sliding scale in relation to viewers see below)

- Speaker sponsor (excludes the cost of the speaker honorarium if applicable)
- Logo on webinar advertisement
- Logo on returned registration document
- Logo on reminder email for event
- 10 – 15 Seconds Advertisement before and after the webinar
- Company logo added to the speaker slides OR Company logo to use as intervals during lecture (twice in 60 min lecture)
- This will be a SADA/Trader Branded evening

How do sliding scale costs apply?

- Up to 400 viewers = R10 000 (Excl VAT)
- 401 - 750 viewers - R13 750 (Excl VAT)
- 751 and more - R17 500 (Excl VAT)
- Deposit of R10 000 payable in all categories **before** the event.

Opportunity 2 e-Learning 2021

• Shared sponsorship (Max 2 Companies)

Min R5 000 - Max R8 750 (sliding scale in relation to viewers see below)

- Logo on webinar advertisement
- Logo on returned registration document
- Logo on reminder email for event
- 10 – 15 Seconds Advertisement before and after the webinar
- Company logo to use as intervals during lecture (twice in 60 min lecture)

How do sliding scale costs apply?

- Up to 400 viewers - R5 000 (Excl VAT)
- 401 - 750 viewers - R6 875 (Excl VAT)
- 751 and more - R8 750 (Excl VAT)
- Deposit of R5 000 payable in all categories **before** the event.

Opportunity 3 e-Learning 2021

• Delegate Lucky Draw – R2 500

- Trader sponsors a lucky draw to the Min value of R1 000 to one of the delegates who attends the full duration of the webinar.
- Maximum 2 Lucky Draws per webinar
- Trader to ensure the lucky draw are delivered to the Winner
- 10 – 15 Seconds Advertisement before and after the webinar.
- Deposit of R2 500 payable in all categories **before** the event.

Professional Development and e-Learning continued

Opportunity 4 e-Learning 2021

- **Trader Product Showcase Webinars - Min R10 000 - Max R17 500**
(sliding scale in relation to viewers see below)
 - Trader nominates a presenter to showcase a product and technique for 30 - 45 min
 - No CPD unless the content is deemed to be of educational value to the profession
 - Logo on webinar advertisement
 - Logo on returned registration document
 - Logo on reminder email for event
 - Trader may run advertisement during the 30 min slot
 - This will be a Company Branded evening

- **How do sliding scale costs apply?**
 - Up to 400 viewers - R10 000 (Excl VAT)
 - 401 - 750 viewers - R13 750 (Excl VAT)
 - 751 and more - R17 500 (Excl VAT)
 - Deposit of R10 000 payable in all categories **before** the event

SADA is not responsible for the supplying of Trader artwork whether it be in digital or hard copy format.

To book your e-Learning opportunity please contact Marilize van Rensburg on 083 339 8911 or via email pr@sada.co.za

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Use of SADA Zoom facilities for meetings/webinars

SADA Special Groups, Members, Corporate Partners and Oral Healthcare personnel are able to utilize the SADA Zoom facility for meetings where they have a need to accommodate up to 1000 attendees. This facility is not intended for CPD meetings and does not replace the SADA Professional Development and e-Learning opportunity.

SADA will accommodate requests upon a first come-first paid basis

SADA organizational meetings/webinars will take priority

Facility accommodates up to 1000 participants

SADA require the request for facility use in writing together with full information of the event details to be emailed to secretary@sada.co.za

A quotation will be supplied for acceptance

The first two hours which appear on a meeting quotation as the basic charge, must be settled to confirm use of the facility and is non re-fundable.

SADA will setup the meeting and book the time according to documentation received.

Link will only be released once the quotation is accepted and paid.

Once meeting is concluded, minutes in excess of 120 minutes will be invoiced accordingly and will remain due until settled by the user.

Cost:

1 minute - 120 minutes: R500 (VAT excl)

per 1 minute – 60 minutes slot after the initial 120 minute use: R150 (VAT excl)

Please note time over the initial 120 minutes charged as the basic fee is charged at a full hour regardless of minutes used.

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Classified Advertisement 2021

Classified advertisements are restricted to a maximum 100 words per advertisement.

Classified advertisement requests are required in writing, and **must be submitted to** marketing@sada.co.za with full contact details of the advertiser which should include:

- the wording of the advertisement as it is to be published online;
- Advertiser professional number when applicable; (will not be published);
- Advertiser contact details (will not be published).
- Advertisement lifespan is two weeks from the date of upload.
- Advertisements to be repeated follow the same process as the original placement request.

All advertisements which exceed a word count of 100 words will be forwarded to our publishers E-Doc for further processing as a potential advertisement to be placed in the SADJ electronically or as website advertising. E-Doc will contact you thereafter regarding your requirements.

SADA Members may place advertisements at no cost providing their annual membership fees are either paid in full at the time of their request or a debit order request has been lodged and is running.

Non-SADA Member advertisers will be charged R50 per word (exc VAT) for placement of their advertisements.

Advertisement must be paid in full prior to uploading on the web platform.

Advertiser remains liable for placement costs should payment be dis-honoured and invoice remains unpaid.

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Email link in **ONE** of the following email blast opportunities 2021:

- SADArte Newsletter
- SADA Clinical Advisory Bulletin
- SADA Legal Advisory Bulletin
- SADA Professional Development Bulletin

The information must adhere to SADA Ethical code and content should be of interest to the dental profession. Commercial endorsement is not allowed.

Should there be doubt regarding content and the appropriateness of such it will require approval from SADA MANCO.

Full details of Event, official event title, survey and/or appropriate link will be required.

It is essential for clear concise details to be supplied to prevent the requirement for additional setup fee.

Please select the required Email communication – 4 to select from:

- SADArte Newsletter
 - SADA Clinical Advisory Bulletin
 - SADA Legal Advisory Bulletin
 - SADA Professional Development Bulletin
- SADA reserves the right to limit the number of email blasts for events which will be sent to recipients to prevent spam.
 - Initial setup fee R2 500 (Excl VAT)
 - Change to initial setup in excess of 15 minutes charged R250 per hour (Excl VAT)
 - One link per month per R1 600 (Excl VAT)
 - Each additional link per month R800 (Excl VAT)

Email link requests are required in writing together with full information which is being requested to be circulated. Please email marketing@sada.co.za

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Social Media

2021 Advertising or sharing information on SADA Social Media platforms

Facebook Page (Public): <https://www.facebook.com/sadentalassoc/>

Facebook Page (Professional): <https://www.facebook.com/groups/sadentalassociation/>

Facebook – (YDC): <https://www.facebook.com/youngdentistscouncil/>

Instagram (Public): <https://www.instagram.com/southafricandentalassociation/>

Twitter (Public): <https://twitter.com/SADentalAssoc>

YouTube (Public): <http://www.youtube.com/c/SouthAfricanDentalAssociation>

LinkedIn (Public): <https://www.linkedin.com/company/17952246>

Dental Traders may approach SADA to advertise oral health products through SADA social media platforms.

SADA will require full visuals and details of the proposed advertisement for approval prior to sharing to ensure that content is appropriate and ethical of nature.

Educational Trader webinar information will not be considered for distribution.

- 1 distribution per platform

R2 500 (Excl VAT)

Social Media requests are required in writing together with full information which is being requested to be circulated. Please email marketing@sada.co.za

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2020 SADA WEBINAR REACH:

Project Code	Name	Venue	Start Date	Type	Total Users
	Preparing GP and Dentist Practices on issues of Health and Safety	YouTube	2020/04/03	YouTube	
	SADA responds to the announcement of the South Africa nationwide lockdown for 21 days	YouTube	2020/04/24	YouTube	
	Update on what SADA is doing to support the dental profession during these times around COVID-19	YouTube	2020/04/24	YouTube	
	SADA update COVID-19 & Dentistry	YouTube	2020/04/24	YouTube	
	Extended DPCOM COVID-19 Update	ZOOM	2020/04/27	Webinar	
WEB01	COVID-19 Screening and testing training webinar	ZOOM	2020/05/05	Webinar	376
WEB02	SADA Mentorship and Wellbeing Connect	ZOOM	2020/05/06	Webinar	269
WEB03	RUBBERDAMODOLOGY: Step by step techniques for Endodontics and Restorative Dentistry	ZOOM	2020/05/12	Webinar	650
WEB04	COVID-19: Financial Resources Workstream Feedback to the Members	ZOOM	2020/05/13	Webinar	432
WEB05	COVID-19: Dental Clinical Protocol Development Workstream Feedback to the Members	ZOOM	2020/05/14	Webinar	608
WEB07	COVID-19: Coding and Hygiene Protocols Workstream Feedback to the Members	ZOOM	2020/05/18	Webinar	426
WEB10	COVID-19: Mental Wellness and Mentorship	ZOOM	2020/05/20	Webinar	466
WEB08	Infection Control in Oral Health Care in SA Post COVID-19 lockdown	ZOOM	2020/05/26	Webinar	439
WEB09	Donning & Doffing and Front Office Management	ZOOM	2020/06/02	Webinar	638
WEB11	Safety Protocols for Your Practice to Ensure Optimal Safety Prof van der Vyver and Dr LC Swart	ZOOM	2020/06/04	Webinar	871
WEB13	Don't get caught in a Labour Lockdown - Adv Jackie Nagtegaal	ZOOM	2020/06/09	Webinar	641
WEB14	Seven steps to protect against aerosols & principles of disinfection within Dentistry – Mr Luigi Rani	ZOOM	2020/06/15	Webinar	729
WEB15	All by myself: 2 handed surgery/Working as a Dental Hygienist without an assistant - Sarie Liebenberg	ZOOM	2020/06/18	Webinar	706
WEB16	Dentistry, but not quite as we know it - Alasdair McKelvie and Athol Gordon	ZOOM	2020/06/23	Webinar	860
WEB17	Dental Protection Road show 2 - Ulundi Behrtel	ZOOM	2020/06/25	Webinar	755
WEB18	Dental Protection Road show 3 - Kobus Barnard	ZOOM	2020/06/30	Webinar	830
WEB19	Public Dental Clinics – Covid-19: Business as unusual	ZOOM	2020/07/07	Webinar	958
WEB22	SADA Limpopo Branch How materials have simplified aesthetic dentistry	ZOOM	2020/07/21	Webinar	652
WEB23	SADA ALGOA MIDLANDS BRANCH Tax, Teeth & Red Tape - Mr Dawie Roodt - 22nd July 2020	ZOOM	2020/07/22	Webinar	771
WEB24	SADA FREE STATE BRANCH - Clinical tips on how to manage premolars with complex root canal anatomy - Dr Odirile Moloi	ZOOM	2020/07/28	Webinar	727
WEB25	SADA PRETORIA BRANCH - Less is more approach - Dr Evert Burger	ZOOM	2020/07/30	Webinar	762
WEB21	Public Dental Clinics – Covid-19: Business as unusual	ZOOM	2020/08/03	Webinar	1164
WEB26	SADA - What about the patient? – The patient's journey in dentistry - Dr Jean van Lierop	ZOOM	2020/08/04	Webinar	676
WEB27	SADA celebrates the power of Women in the Oral Health Profession	ZOOM	2020/08/06	Webinar	712
WEB28	SADA KZN BRANCH - Pre-radiation dental assessment: What is the big deal? - Dr Matshediso Mthopi-Peri	ZOOM	2020/08/11	Webinar	689
WEB29	SADA YOUNG DENTIST COUNCIL - "What's next" - Evening dedicated to Community Service Dentists - Drs Bhikha, Mathai & Mukendi	ZOOM	2020/08/12	Webinar	197
WEB30	SADA NORTH WEST BRANCH - Understanding the TMJ: How do we get the correct diagnosis - Dr Ebrahim Fakir	ZOOM	2020/08/17	Webinar	391
WEB31	SADA BORDER KEI - Occlusion in Implantology - Dr Avish Jagathpal	ZOOM	2020/08/18	Webinar	553
WEB32	SADA NORTHERN CAPE BRANCH - Ergonomics in Dentistry - Ms Lee Scott & Ms Francia de Witt	ZOOM	2020/08/20	Webinar	408
WEB35	SADA - "The impact of Covid-19 on the economy and the impact on existing disease burden" - A Deloitte Report	ZOOM	2020/08/26	Webinar	386
WEB34	SADA YOUNG DENTIST COUNCIL - Alignment of Self for these times and beyond - Mr Thabiso Mailula	ZOOM	2020/08/27	Webinar	350
WEB36	SADA - ORAL HEALTH MONTH - CONSCIOUSNESS VS. CRISIS - Lynn Hill	ZOOM	2020/09/01	Webinar	
WEB33	SADA MPUMALANGA BRANCH - The changing face of digital dentistry. The rise of CBCT - Dr Howard Gluckman	ZOOM	2020/09/02	Webinar	511
WEB37	SADA - I SURVIVED COVID-19	ZOOM	2020/09/10	Webinar	
WEB38	SADA - ORAL HEALTH MONTH - The value of needle aspiration / brush biopsy in the diagnosis of oral lesions - Dr Amir Afragheh	ZOOM	2020/09/08	Webinar	457
WEB40	SADA - ORAL HEALTH MONTH - Case of Syphilis - Dr Sibongile Mahlangu	ZOOM	2020/09/15	Webinar	489
WEB41	SADA ORAL HEALTH MONTH - Periodontitis & Diabetes Mellitus - Dr Anthea Jefftha	ZOOM	2020/09/22	Webinar	596
WEB42	SADA ORAL HEALTH MONTH - Diagnostic approach to oral mucosal lesions - Dr Shumani Manenzhe	ZOOM	2020/09/29	Webinar	721
WEB43	SASO & SADA: Our growing patients – when should we act? Dr Paul Fouche	ZOOM	2020/10/06	Webinar	775

WEB44	SASMFOS & SADA Medication-Related Osteonecrosis of the Jaws - Professor Ephraim Rikhotso	ZOOM	2020/10/13	Webinar	875
WEB45	APSA & SADA: Entering 2021 with 2020 vision - Dr Ridhwaan Haffajee	ZOOM	2020/10/21	Webinar	620
WEB46	SASPIO & SADA: Soft tissue is our shared issue – Dr Feheem Bhamjee	ZOOM	2020/10/28	Webinar	619
WEB47	SADA/PPS Product Launch	ZOOM	2020/10/08	Webinar	486
WEB48	HENRY SCHEIN EVENING Micro Mega One Curve, one file, multiple advantages - Dr Tara McMahon from Belgium	ZOOM	2020/10/23	Webinar	695
WEB49	HENRY SCHEIN EVENING - Admira Fusion and GrandioSO: How to Get Great Results with Direct Resin Restorations - Dr James Robson from the UK	ZOOM	2020/10/29	Webinar	639
WEB50	Dental Graduands 2020 Virtual/Webinar Event	ZOOM	2020/11/03	Webinar	415
WEB51	SADA Information session - 4th Year Dental Students	ZOOM	2020/11/12	Webinar	91
WEB52	SADA Men's Health Evening - Back to the Wall - enduring change - David Grier	ZOOM	2020/11/17	Webinar	524
WEB53	SADA Information session - 4th Year Dental Students	ZOOM	2020/11/19	Webinar	91
WEB54	SADA YDC Evening - Practice survival strategies during Covid-19 Pandemic and beyond - Dr Thembeke Buleni	ZOOM	2020/11/19	Webinar	400
WEB55	SADA/YDC - Ushering the 2020 graduands & Community Service Dentists, into their new beginning - Dr Jean van Lierop, Dental Protection & PPS	ZOOM	2020/11/24	Webinar	469
WEB56	Holistic planning for Professionals - Mr Wynand du Preez & Ms Motshabi Nomvethé	ZOOM	2020/11/12	Webinar	457
WEB61	SADA & HENRY SCHEIN EVENING - Indications and execution of digital imaging + cases - Prof Dr Angelo Troedhan	ZOOM	2020/11/26	Webinar	319
WEB57	Dentolegal Myths Fact or Fiction? -& Clinical Mentoring via social media Drs McKelvie, and Naidoo	ZOOM	2020/11/30	Webinar	788
WEB58	Bringing the team together - Dr Martin Wanendeya	ZOOM	2020/12/01	Webinar	485
WEB59	Cone Beam CT: More than "50 Shades of Gray!" - Dr Dale Miles	ZOOM	2020/12/02	Webinar	700
WEB60	How to Create a New Vision for Your Dental Practice Team - Dr Ricardo Mitrani	ZOOM	2020/12/03	Webinar	586

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