



# Sponsorship

## JHDA 2022



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# Introducing

Welcome (Bienvenidos) to a truly innovative and historic oral health publication. We at the Journal of the Hispanic Dental Association (JHDA) pride ourselves at being the first bilingual (English/Spanish) Oral Health publication recognized by the United States Library of Congress in both printed and digital format. Our publication has offered in depth and commentary articles based on scientific and best practices from leading authorities such as the Assistant U.S. Surgeon General, President of the American Dental Association, and leading Dental Deans from the top national and international dental schools. Your support goes beyond covering costs of production, distribution and growth but also places your financial backing at helping our legacies enhance in synergistic fashion. On behalf of the Editorial Team of the JHDA, we welcome your growing support in creating the scientific publication of today and beyond.



With appreciation/Con Aprecio,

Tyrone Rodriguez, DDS, FACD, FAAPD  
Editor-in-Chief  
Journal of the Hispanic Dental Assoc. (JHDA)







## What We Offer

The JHDA is published in both printed and digital formats. The JHDA has both an academic following from institutions but also from government and private sector stakeholders. The goal of serving the Hispanic Community through a multi-media approach is the goal of the publication. We understand one size does not fit all when it comes to budgets and scope of reach so the JHDA Team has taken sponsorship opportunities into consideration to meet your personal, professional or industry need.



## Media Placement

Social-media (Facebook and Instagram) are the preferred vehicles selected from various market analyses made. The mature aspect of Facebook provides a solid epicenter for the more developed dental professional. While the more light hearted and flexible Instagram platform creates a dynamic component for more creative marketing, outreach and professional opportunities.





## Meet our Board

Our Board Members is comprised of community and national leaders with expertise in a wide range of areas, including training, advocacy, education, fund development, and business management. The Board meets monthly (and twice in person annually). It is responsible for taking care of the strategic and financial health of the organization on an ongoing basis.

### Chief-Editor



**Tyrone Rodriguez, DDS, FACD, FAAPD**

- Private Practice, San Antonio, TX
- Past Program Director, Yale Pediatric Dentistry
- ADA Spokeperson
- AAPD Samuel D. Harris-Past Fellow

### Assistant Editor



**Luis Camilo Yepes, DDS, MS**

- Assistant Clinical Professor UT Health San Antonio, TX
- Advance General Dentistry Clinic Director UT Health San Antonio, TX



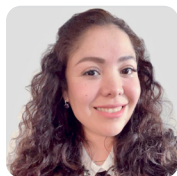
### Section Editor, Professional Chapters



**Victor Rodriguez, DDS, MEd**

- General Dentist Private Practice, Houston, Texas
- Clinical Assistant Professor, UT Health School of Dentistry at Houston

### Secretary & International Editor



**Denisse Estrada, DDS, MEd, FCMO**

- Clinical Associate Professor, Universidad Nacional Autónoma de México

### Section Editor, Dental Industry



**Alejandro "Alex" M. Alanis, RDA, BS, MIOPsy**

- Business Owner, Houston, Texas
- International Sales & Marketing Consultant





**“We are the voice that  
is bringing together the  
communities that make  
up the Americas and  
beyond.”**

————— Tyrone Rodriguez, DDS, FACD, FAAPD





# Sponsorship Option

	Gold \$750	Zirconia \$1800	Titanium \$2500	Front Inside Cover \$2800	Closing Back Cover \$3000	Annual (4 Issues) <b>-20%</b>
Full page			●	●	●	●
Half page		●				
Quarter page	●					
* (1) Social Media marketing POST * (1) Social Media marketing VIDEO & STORY	●	●				
* (3) Social Media marketing POSTS * (3) Social Media marketing VIDEOS & STORIES			●	●	●	●
* Interview Video VLOG on Social Media			●	●	●	●
(2) JHDA hard copies (2) Digital JHDA downloadable copies	●	●	●	●	●	●

\*Facebook & Instagram

(Posts, videos, and stories must be created by sponsor)





# Classifieds

	Non-member Member	Full Page \$1500 \$1200	Half Page \$800 \$600
(1) JHDA Hard Cover Issue		●	●
*3 Months of Social Media Advertising (Facebook Classified Section on JHDA Page)		●	●
*(1) Social Media marketing POST		●	●
*(1) Social Media marketing VIDEO & STORY		●	

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## 1. JHDA: Printed Form

Printed form is a quarterly publication created around a theme that is conscientious and impactful for the greater oral health community. Most articles published within have a focus on creating awareness for the unmet need of the Hispanic Community nationally and internationally.

## 2. JHDA: Social Media

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## 3. JHDA: Continuing Education

Continuing Education and Ask the Experts webinars provide video and interactive opportunities to have educators, manufacturers, learners and interdisciplinary experts share their understanding, skills and oral health products for the benefit of our viewers.

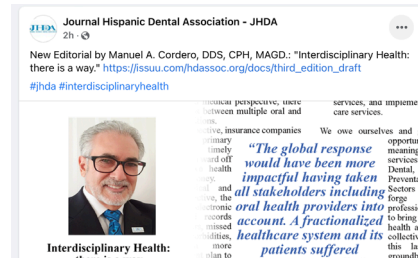
## 4. JHDA: H.E.C.H.O.S. Awards

(Hispanic, Excellence, Contribution, Heralding, Oral-Health Scholarship) awarded yearly at the Annual Meeting for authors, professionals, academicians, government sector, industry experts for their support in advancing oral health education and knowledge.

## EXAMPLE IMAGES



JHDA: Printed Form



JHDA: Social Media (Facebook)

Approximate Logo Size - Scale Relative to A3 Poster



W 600 mm x 400 mm



W 400 mm x 200 mm





## Contact Us

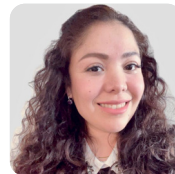
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**OUR HEARTFELT THANK YOU  
FOR YOUR CONSIDERATION**

Please include your Hispanic Dental Association (HDA) Member ID in your email.  
Thank you!





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