

today's fda

Media Kit

Today's FDA is produced bimonthly by the Florida Dental Association (FDA), a constituent society of the American Dental Association. Sent to more than 8,000 Florida member dentists and subscribers, the journal features 80 pages of content. *Today's FDA* is a member publication of the American Association of Dental Editors and the Florida Magazine Association.



Florida's advocate for oral health.



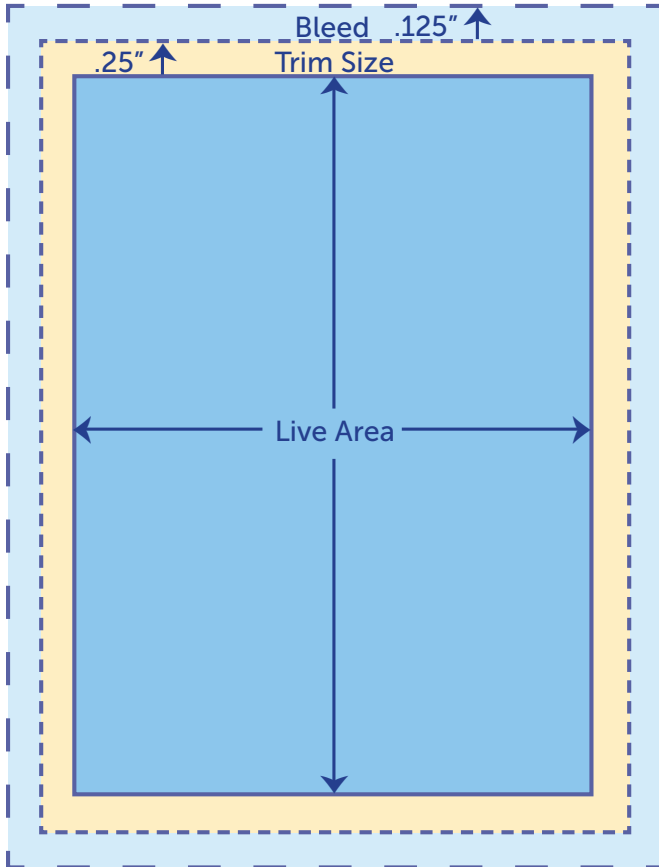
2026 Editorial Calendar



Issue	Editorial Theme	Ad Due	Mailed
Jan/Feb	Practice Transitions and The Business of Dentistry	Dec. 1	First week in February
March/April	FDC/Awards	Feb. 1	First week in April
May/June	Patient Communication	April 1	First week in June
July/Aug	Human Resources	June 1	First week in August
Sept/Oct	Technology/AI/Cyber	Aug. 1	First week in October
Nov/Dec	Membership/Peer Review	Oct. 1	First week in December



2026 Advertising Specs



Bleed

This is the area that the background color/graphics should cover if they are to be printed to the final trim of the page.

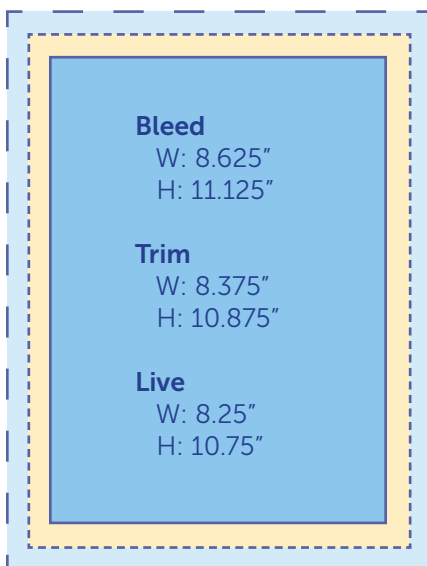
Trim Size

This is where the final cut will be made to make the page its specified size.

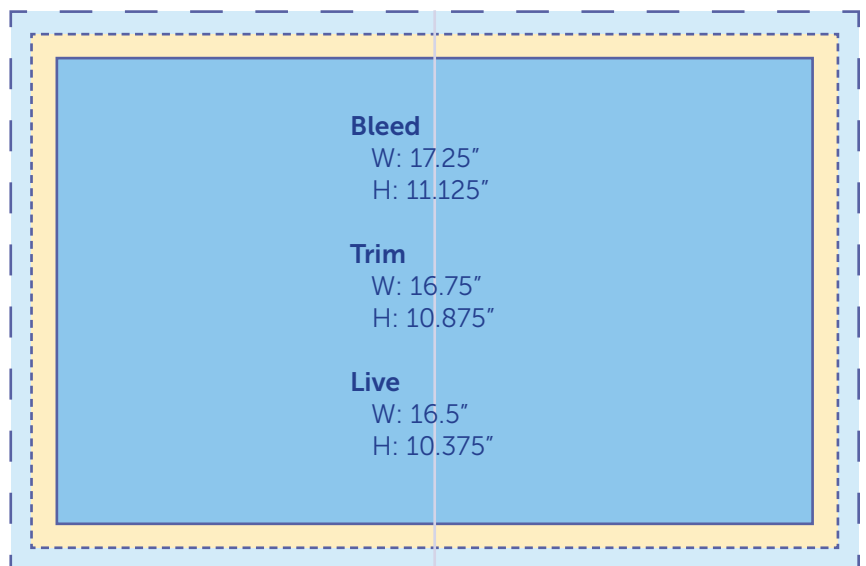
Live Area

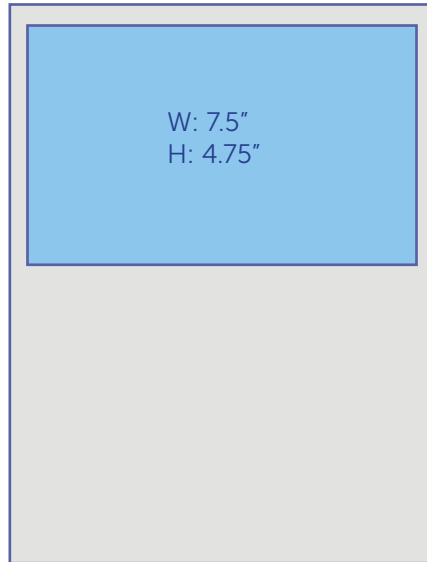
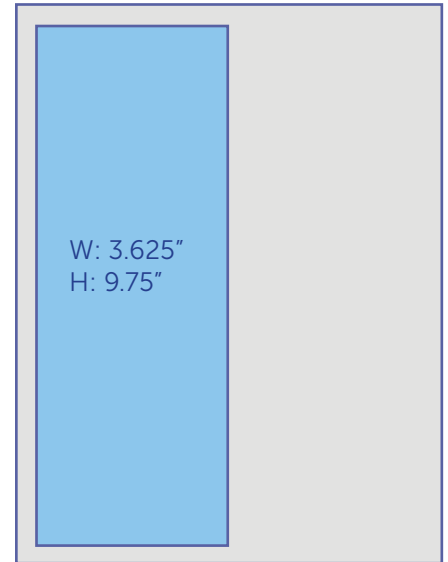
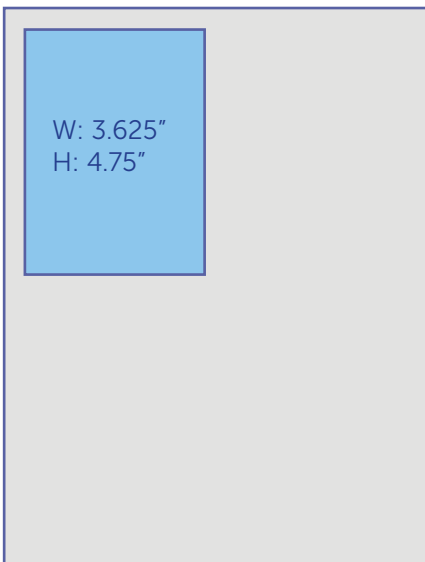
Any text or graphics placed inside this area is safe from trimming.

Full Page



Double Truck



Full Page**Half Page (H)****Half Page (V)****Quarter Page**

Today's FDA is perfect bound, 8.375" X 10.875"

Ad size	W X H	Trim Size	Live Area
Front inside cover (full w/ bleed)	8.625" X 11.125"	8.375" X 10.875"	7.875" X 10.375"
Back inside cover (full w/ bleed)	8.625" X 11.125"	8.375" X 10.875"	7.875" X 10.375"
Double Truck (w/ bleed)	17.25" X 11.125"	16.75" X 10.875"	16.5" X 10.375"
Full pg (w/ bleed)	8.625" X 11.125"	8.375" X 10.875"	8.25" X 10.75"
Full pg	7.5" X 10.125"		
Half pg (H)	7.5" X 4.75"		
Half pg (V)	3.625" X 9.75"		
Quarter pg (V)	3.625" X 4.75"		

All ads are subject to prior approval. Acceptable file formats are jpeg, pdf, tiff or eps, and must be at least 300 dpi. Please submit ads to drhodes@floridadental.org.