

# Bundle Options

<b>The Basic Bundle</b>	<b>\$1,500</b>
<b>12-Month Solution Center Business Profile</b> <ul style="list-style-type: none"> <li>- 20 Images/Photos on Profile Home page</li> <li>- 10 Videos on Profile Homepage</li> <li>- 10 Product Pages</li> <li>- 10 Service Pages</li> <li>- 20 Downloadable Resources</li> <li>- 5 Customizable Call-To-Action Buttons</li> </ul>	✓
25% discount on any MDA magazine ads through 2022	✓

<b>The Basic Bundle + Social Mix</b>	<b>\$2,500</b>
<b>Everything in the Basic Bundle</b>	✓
Featured Profile Share in <b>1</b> Social Media Post Per Quarter ( <b>4</b> total)	✓
Featured Link in eNews Update Twice Annually (Summer/Winter)	✓
Featured “In the Spotlight” Top of Solutions Center for <b>2</b> Months	✓
<b>1</b> Minor Banner Ad on MDOD for <b>3</b> months	✓
25% Discount on any MDA magazine ads through 2022	✓

<b>The Basic Bundle + Educator Mix</b>	<b>\$4,000</b>
<b>Everything in the Basic Bundle</b>	✓
Featured Profile Share in <b>2</b> Social Media Post Per Quarter ( <b>8</b> total)	✓
Featured Link in eNews Update Twice Annually (Summer/Winter)	✓
Featured “In the Spotlight” Top of Solutions Center for <b>3</b> Months	✓
<b>1</b> Vendor Supplied Micro-Learning Video (MLV) featured on MDOD for <b>1</b> Month + Sponsor Banner Ad on Video View Page of MLV + Social Media post promoting MLV during month of placement	✓
<b>1</b> Featured Article on MDOD + Social Media post promoting article	✓
<b>1</b> Major Banner Ad on MDOD for <b>3</b> months	✓
<b>1</b> Half Page Color Ad in <b>1</b> MDA Focus magazine issue	✓
25% Discount on any additional MDA magazine ads through 2022	✓

<b>The Basic Bundle + Master Mix</b>	<b>\$5,000</b>
<b>Everything in the Basic Bundle</b>	✓
Featured Profile Share in <b>2</b> Social Media Post Per Quarter ( <b>8</b> total)	✓
Featured Link in eNews Update Twice Annually (Summer/Winter)	✓
Featured “In the Spotlight” Top of Solutions Center for <b>4</b> Months	✓
<b>2</b> Vendor Supplied Micro-Learning Videos (MLV) featured on MDOD for <b>1</b> Month + Sponsor Banner Ad on Video View Page of MLV + Social Media post promoting MLV during month of placement	✓
<b>2</b> Featured Articles on MDOD + Social Media post promoting article	✓
<b>1</b> Major Banner Ad on MDOD for <b>3</b> months	✓
<b>1</b> Minor Banner Ad on MDOD for <b>3</b> months	✓
<b>2</b> Half Page Color Ads in <b>2</b> MDA Focus magazine issues	✓
25% Discount on any additional MDA magazine ads through 2022	✓

<b>A La Carte Options (Available Add-Ons after Basic Bundle Purchase)</b>	<b>Cost</b>
Featured Micro-Learning Video for <b>1</b> month + Social Share	\$750
Major Banner Ad on MDOD for <b>3</b> months	\$500
Minor Banner Ad on MDOD for <b>3</b> months	\$300
Featured Article + Social Share	\$200

# What's What?

## Micro-Learning Video ///

A short, snappy piece (generally less than 3 minutes) educating from a high level about your company, product, service. Not overtly marketing/sales/promotional, but rather covers a certain topic and may include call to action (download report, subscribe, see me at this meeting) as well as “thought leadership” from the experts in your business.

MEMBER SOLUTION CENTER MODENTAL.ORG

HOME BROWSE CONTACT US

Search...

Media Library

- Career Stages
- Events
- Foundations
- Governance / Leadership
- Legislative
- Membership

Introducing MoDental On Demand

Here's a sneak peek of something new and exciting we've been working on to be a resource for dentists and every member of the dental team. MoDental On Demand! The effort seeks to... Read more.

Missouri Mission of Mercy Deborah's New Smile

MDA Passes 4 of 5 Session Priorities

Missouri Mission of Mercy First In Line

Christy at MDIS & Dr. Gerda Thalheimer Insurance Needs

Dr. Lisa Bosch Rural New Dentist & MDA Board Member

2021 Distinguished Service Winner Dr. Vince Rapini

2021 MDA Award of Excellence Dr. Ron Wilkerson

2021 Outstanding New Dental Leader Dr. Ashley Meyer

IS YOUR LIFE OUT OF BALANCE? VOLUNTEER WELLNESS PROGRAM HELPFUL RESOURCES FOR YOU

Get Help Untangling Your Practice Problems MODENTAL ON DEMAND SOLUTIONS CENTER

SPONSOR BANNER  
CLICK HERE TO LEARN MORE

Your Micro-Learning video shared on the MoDental On Demand homepage.

Click on the video and opens to video viewer page with sponsor banner.

## In The Spotlight Posting ///

Featuring your logo/image and text description at top of the Solutions Center to drive viewers to your Profile.

MODENTAL ON DEMAND MODENTAL.ORG COMPANY LOGIN HELP

Welcome to the Member Solutions Center!

The MoDental Solutions Center features allied businesses that wish to share products and services with the dental community through an MDA branded platform. This is an excellent resource for members to find trusted practice solutions.

Missouri Dental Association Solution Center / Home

Search directory...

Solution Center Library

Filter by Category

- Business Services
  - Accounting
  - Assurance Services
  - Business Development
  - DSO Readiness
  - Estate, Gift, Trust Planning/Compliance
  - Practice Management Consulting
  - Tax Services
  - Transactions Advisory Services
  - Valuations
- Dental Team
  - Expanded Function Dental Assistant
- Financial Planning
  - Alternative Investments

Listings

Sort By: A - Z | Most recent

Companies Products Services All

HELDEBRANDT CONSULTING, LLC

Heldebrandt Consulting

Our company is a Missouri Qualified Expert with the Missouri Radiation Control Program (MRCP), providing high quality radiation safety physics surveys for all regulated radiation machines in dental practices throughout Missouri. We are professionals in the radiation physics field with decades of knowledge to provide testing for your cone beam CT units, panoramic units, handheld portable units, and intraoral wall units utilizing the latest technology and ensuring superior image quality and compliance with Missouri regulations. Please contact Shawn Heldebrandt (918)706-7496 or Stephanie Patrick (573)680-2989 for survey information and scheduling.

MARCUM ACCOUNTANTS & ADVISORS

Marcum LLP

Dental practices face complex organizational, business and financial decisions every day. Balancing time for both the practice and personal goals can become overwhelming. You have worked hard to get where you are today and deserve solutions to achieve your goals. Marcum LLP can help find the solutions.

MDA

Missouri Dental Association

MDA is a unified organization of individual members committed to the highest quality of care for the public and a resource for advocacy, education, communication, information and fellowship.

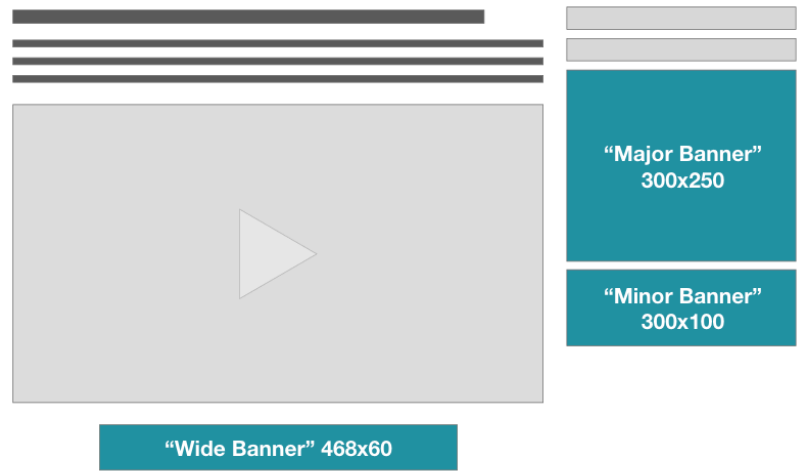
Your profile shared “In The Spotlight” for increased visibility.

## Banner Ads ///

Major and Minor Banner ads are on MDOD homepage while Sponsor Banner (wide banner) ads are on the video view page (seen when they click on the video to watch).

## Featured Article ///

Like a Micro-Learning Video, provides educational content to members in an online article format that will be shared under the Media Library and link back to your Solutions Center profile.



## Promotion Through MDA Channels ///

While the above options/descriptions are new opportunities as part of available Bundles, MDA will provide continual promotion on all Association media (social, eNews, magazine, website) of MoDental On Demand and the Solutions Center to increase awareness and drive traffic to your profile and content.

- **Social Media:** MDA is on Facebook, Instagram and Twitter. When we share on social, it will be through these accounts. We will tag your company for all social accounts you have available.
- **eNews Update:** Emails to members. We never give out emails nor do we sell ads in the email. Therefore, Bundles give you a chance to be mentioned in these, in a summer/winter edition that will specifically promote the Solution Center, although other emails will consistently promote it and MoDental On Demand.

## Need Some Assistance & Inspiration ///

The completion of your Solutions Center profile and any video creation for this platform is the responsibility of your company, however, we have resources to help.

- Solutions Center Profile [example of Profile Landing Page](#) and [Individual Company Example](#).
- Micro-Learning Video Examples [here](#) and [here](#).
- [I Want to Make a Video, Now What](#) (eBook Guide).
- Contact [AssociationTV](#) to inquire about their video production services.

## Bundles At a Glance ///

Description	Basic	Social	Educator	Master
Solution Center Profile	✓	✓	✓	✓
25% discount on any MDA magazine ads through 2022	✓	✓	✓	✓
Profile Share in MDA Social Media Posts		1/quarter (4)	2/quarter (8)	2/quarter (8)
Link MDA eNews (2X annually)		✓	✓	✓
Featured "In the Spotlight" Top of Solutions Center		2 months	3 months	4 months
Micro-Learning Video featured on MDOD + Promotion			1	2
Article featured on MDOD (12 months) + Promotion			1	2
Major Banner Ad (3 months)				1
Minor Banner Ad (3 months)			1	1
Half Page Color Ad in Focus Magazine			1	2
Standard promotion of MDOD & Solutions Center in all existing MDA media channels	✓	✓	✓	✓