



# CDA Media Kit 2025

Connect and engage  
with dentistry's brightest



## Market Profile

### Make unrivaled connections to California dental professionals.

The California Dental Association serves more than 27,000 well-educated, affluent and highly respected dentists. In addition, CDA's community extends to well-connected leaders in organized dentistry, practice staff across the state, and students from all seven of California's vibrant dental schools.

CDA membership represents 15% of the American Dental Association, which means one in every six dentists in the nation is a CDA member. Increase your reach, maximize your advertising dollars by engaging with CDA across channels, both in person and online.

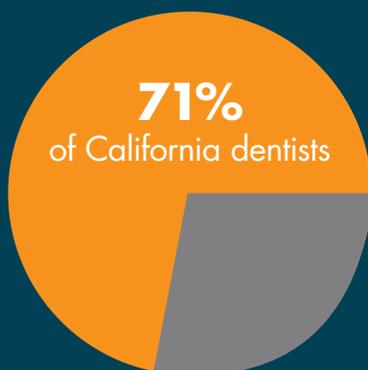
## WHO OUR MEMBERS ARE



1 of 6 members of organized dentistry in the US belong to CDA.



California is home to seven dental schools and nearly **800** new graduates each year. Connect with each of them through CDA student programs year-round.



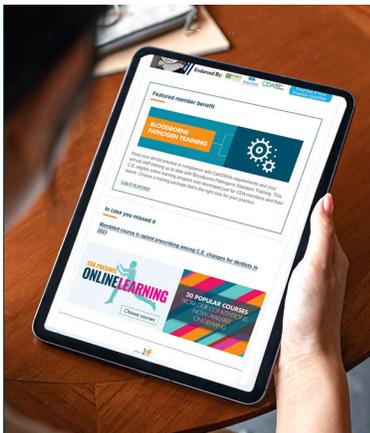
**27,000** strong

## WHAT THEY'RE READING

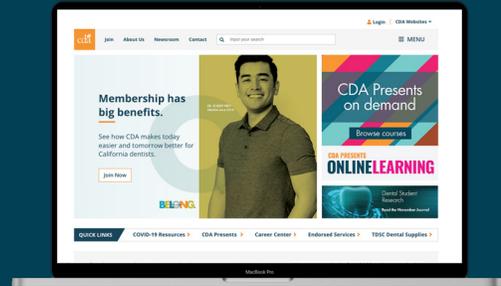


The *CDA Journal* attracts readers from around the world, spanning the United States and all the way to India, Brazil and the U.K. Articles are downloaded by readers nearly **20,000 times** each month.

## HOW THEY ENGAGE



The Inside California Dentistry e-newsletter is distributed to more than **17,600 members** each week, averaging approximately **13,000 views.**



On average, [cda.org](http://cda.org) attracts **250,000 pageviews** monthly, and users view 3+ pages each visit.

Attendees who downloaded the **CDA Presents app** found it very or extremely helpful.



**95%** of convention attendees spent time in the exhibit hall, with 34% spending 3 or more hours.

## CDA Presents Events & Sponsorships

### Engage your target audience.

CDA Presents The Art and Science of Dentistry is an annual convention that serves thousands of dentists, hygienists, dental assistants, lab techs, dental students, exhibitors, guests and media representatives. You can connect your brand to thousands of dental professionals in creative, memorable ways. These opportunities are exclusive to companies exhibiting at CDA's conventions. For pricing options, call 916.554.4952 or email [sue.gardner@cda.org](mailto:sue.gardner@cda.org).



#### Door Clings

For a unique way to create a first impression, share your message and logo right on the convention center doors.



#### Escalator Signage

Get in front of attendees as they travel between C.E. courses and the exhibit hall in this highly visible location.



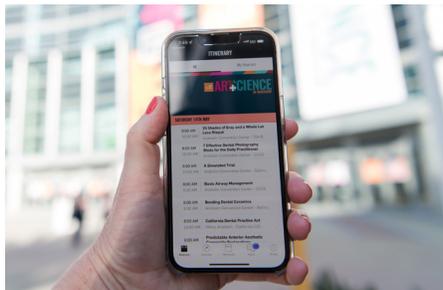
#### Banners

Be the first promotion attendees see as they enter the convention and put your brand front and center.



#### Column Wraps

Stand out in a big way when you wrap your banner around one of the massive columns at CDA Presents.



#### App Banners & Alerts

Get exposure via alerts, clickable banners and more through our event app.



#### Carpet Decals

Place eye-catching large 8' x 8' adhesive graphics in high-traffic registration area at front of exhibit hall.

## CDA Presents Events & Sponsorships



### Hotel Room Keys

Attendees look at their hotel room key at least 10 times a day. That's 10 more times they'll see your brand.



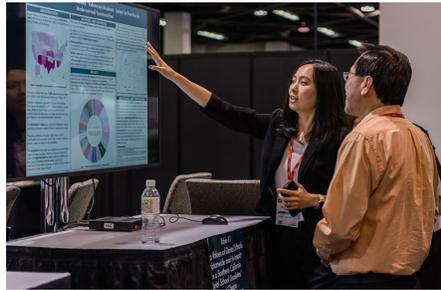
### Lanyards

Provide attendees with badge lanyards and have them promote your brand everywhere they go.



### Tote Bags/Inserts

Have attendees carry your message with them all day long for maximum exposure.



### Table Clinics

Averaging approximately 1,500 attendees viewing the research and earning C.E., make an impression on the future of the profession.



### The Spot

Attendees gather to learn and network. Present new or award-winning products and hold mini-presentations.



### Cool Products

Our Cool Products showcase is a great way to feature new products or share something cool.



### Registration Badges

Gain exclusive rights to advertise on the reverse side of registration badges.



### Continuing Education Process

Sponsorship includes prominent logo recognition in key areas including the C.E. Pavilion and meeting rooms signs, giving you great visibility.



### Shuttle Buses

Sponsor CDA Presents shuttle buses for exterior signage and onboard video messaging.

## CDA Presents Events & Sponsorships



### Digital Daily Agenda

Have your message illuminated among the lecture and workshop information. One monitor exclusive to sponsor's message.



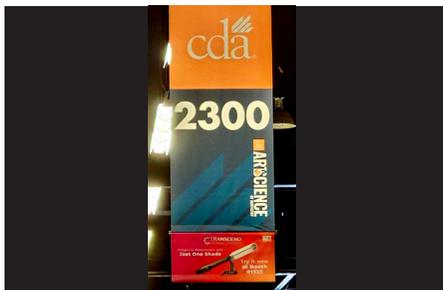
### Corporate Forums

Host a speaker of your choosing, and CDA will promote your company's educational program in our marketing materials.



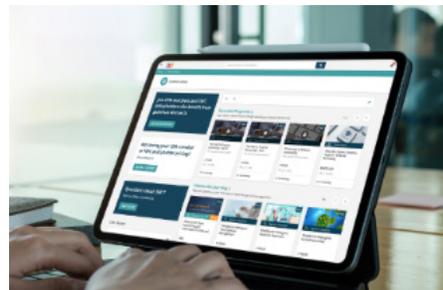
### Product Placement Stations

Promote your product with the exclusive rights to set up product placement stations in exhibit hall restrooms.



### Aisle Signs

Gain exceptional visibility when you promote your company beneath exhibit hall aisle signs.



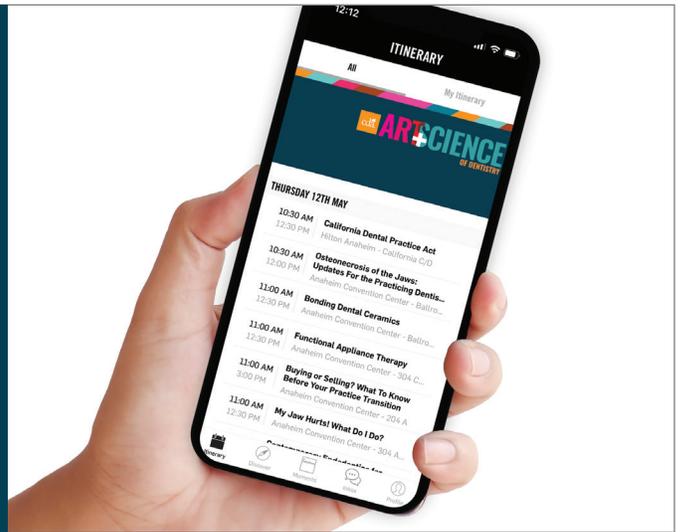
### Online Learning Sponsorships

Boost your brand awareness in support of continuing education with opportunities on CDA Presents 360 year-round online learning.

## CDA Presents Events & Sponsorships

### CDA Presents app

Our app is the most convenient source of convention information. From maps to schedules, attendees rely on the app to get from one exhibit to the next. We offer click-through banners, announcements and more. App advertisements are exclusive to companies exhibiting at CDA's conventions.



### App advertising rates

#### 2025 CDA Presents mobile app rates (call 916.554.4952 for availability)

Event rotating banner (limited to 10 companies, equal rotation)	1,500
Push notifications	1,500
Activity feed posts	500

# 2025 Educational Events

## January

Saturday, January 25 | **Now + Next in Dentistry** | Santa Barbara Zoo, Santa Barbara, CA

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## February

Saturday, February 22 | **Now + Next in Dentistry** | Sheraton Redding Hotel, Redding, CA  
(within the Turtle Bay Exploration Park)

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## March

Saturday, March 8 | **Now + Next in Dentistry** | Pinstripes, San Mateo, CA

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## May

Thursday, May 15 - Saturday, May 17 | **CDA Presents** | Anaheim, CA

Friday, May 16 | **Dental Team Summit** | Onsite during CDA Presents

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## September

Friday, September 12 - Saturday, September 13 | **Hands-On Workshop** | The Waterfront Resort,  
Huntington Beach, CA

Sunday, September 28 | **Now + Next in Dentistry** | The Huntington Library, San Marino, CA

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## October

Friday, October 17 | **Dental Team Summit** | Santa Clara Marriott, Santa Clara, CA

Friday, October 17 - Saturday, October 18 | **Hands-On Workshop** | Santa Clara Marriott, Santa Clara, CA

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## November

Saturday, November 15 - Sunday, November 16 | **Hands-On Workshop** | The Citizen Hotel, Sacramento, CA



# Digital Advertising on cda.org

Meet your audience where they're most engaged by advertising on CDA's popular digital channels. Through online and email platforms, you'll benefit from readership analytics and direct links to your company, products and promotions.

## Connect with CDA members.

We have everything you need to connect digitally with our members wherever they work or travel.

## Access the latest dentistry news on cda.org.

Averaging 250,000 views a month, CDA's highly visited website delivers dentistry-focused insights and guidance, covering news and advocacy efforts impacting the profession. The site also features resources to assist members in navigating regulatory compliance, employment, dental benefit plans and practice management. Advertising opportunities are available on the homepage, newsroom and article pages.

## 2025 cda.org rates

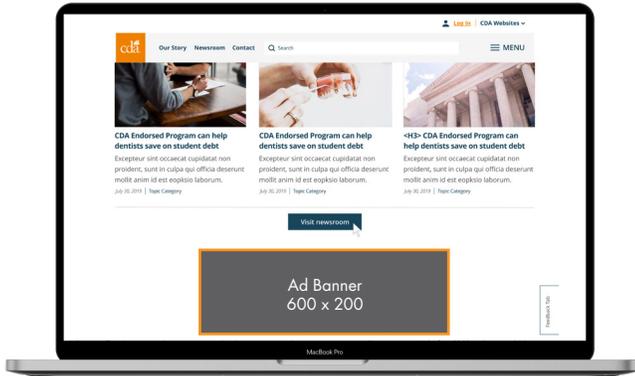
To place an ad, please call 916.554.4952 or email [sue.gardner@cda.org](mailto:sue.gardner@cda.org).

Digital graphics RGB Color space 72 dpi	30 days
Home Page Banner Ad (600 x 200 pixels)	\$1,300
Home Page Leaderboard Ad (900 x 90 pixels)	\$1,300
Newsroom Footer Banner Ad (600 x 200 pixels)	\$750
Newsroom Feature Banner Ad (600 x 200 pixels)	\$600
Newsroom Article Page Square Ad (300 x 300 pixels)	\$500
Newsroom Article Page Skyscraper Ad (250 x 600 pixels)	\$500

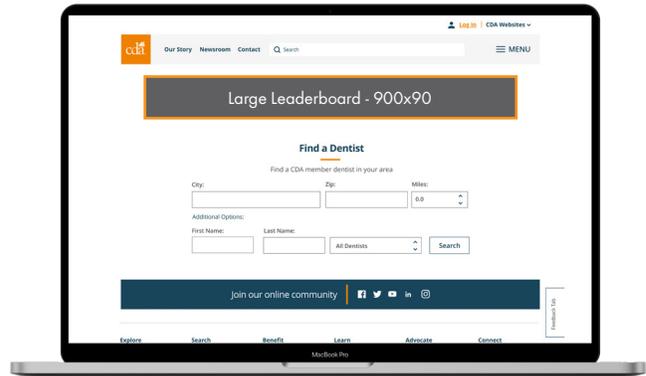
# Digital Advertising

## 2025 cda.org website ad placement examples

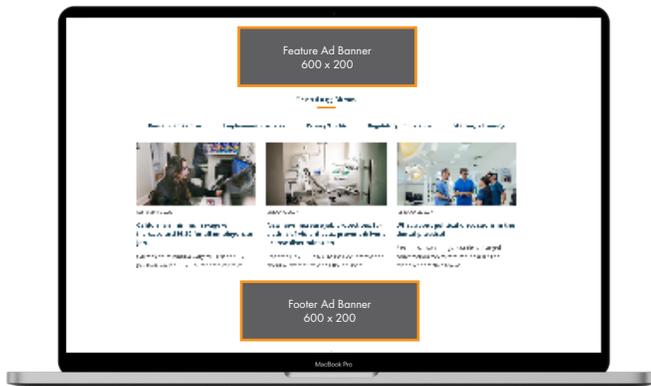
### HOME PAGE



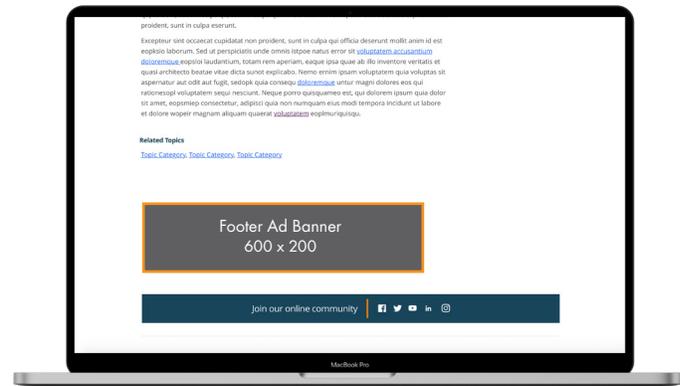
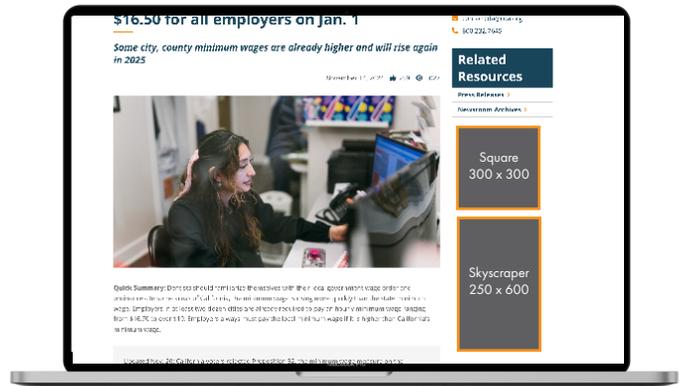
### HOME PAGE



### NEWSROOM LANDING PAGE



### NEWSROOM ARTICLE PAGE



## Digital Advertising

### Inside California Dentistry Newsletter

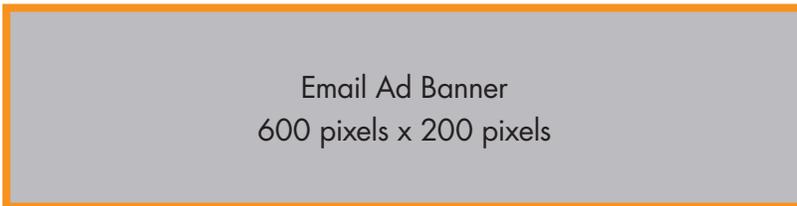
A recurring email digest that reaches approximately 17,600 members, highlighting evolving news developments, actionable guidance, updates from leadership and links to timely resources focused on supporting dentists.

### 2025 CDA email newsletter rates

Digital graphics RGB Color space 72dpi	1x	2x
Full-Width Ad Banner (600 pixels x 200 pixels)	\$1,200	\$1,000
Second Full-Width Ad Banner (600 pixels x 200 pixels)	1,100	900

To place an ad, please call 916.554.4952 or email [sue.gardner@cda.org](mailto:sue.gardner@cda.org).

(Rates listed are per insertion. Limited to two (2) banner ads per newsletter.)



## **Digital Advertising**

### **Digital artwork specifications**

#### **File formats**

The preferred file format for all submissions is a JPG or PNG file. CDA does not accept QuarkXPress files, Windows files, MS Word or Publisher files or Adobe Creative Suite files without a complete set of linked images and fonts.

#### **Color**

Final files and images linked to or embedded in your final files must be in the RGB or grayscale color modes. Files in the CMYK, Lab color or other non-RGB color modes are not acceptable.

#### **Image resolution**

Photographic (raster) image resolution must be at least 72 pixels per inch at 100% size.

#### **Mechanicals**

Files should be sized according to the ad sizes listed in this media kit. Copy should be sized at 6 points or greater to ensure readability. CDA reserves the right to place a thin border around all non-full-page ads that do not contain a border.

#### **Incorrect files**

Digital files that are not in compliance with the above specifications may be rejected.

## Publications and Digital Ads

### Influence nearly 27,000 of dentistry's best and brightest.

CDA is an industry leader for publishing accurate, authoritative and relevant information. Advertisers are familiar with our award-winning publication, the Journal, and know that it is the ideal channel to reach the coveted dental professional demographic.

#### The Journal of the California Dental Association

Winner in 2024 of the International College of Dentists Awards and two American Association of Dental Editors and Journalists Geis Awards, the Journal is delivered as a digital publication on Taylor and Francis Online to CDA members as well as dentists in other states and around the world. The renowned platform allows for dynamic and clickable advertising. Newly launched on a research publication platform, this journal shares cutting-edge scientific developments in dental technology and clinical techniques plus peer-reviewed articles topical to the art and science of dentistry.



### 2025 CDA Journal rates

To place an ad, please call 916.554.4952 or email [sue.gardner@cda.org](mailto:sue.gardner@cda.org).

Placement	Sizing	30 days
Leaderboard	728 x 90 pixels	\$1,300
Skyscraper	160 x 600 pixels	\$1,000
MPU	300 x 250 pixels	\$500

# Publications and Digital Ads

## 2025 CDA Journal specifications

Unit	Width x Depth
Leaderboard	728 x 90 pixels
Skyscraper	160 x 600 pixels
MPU	300 x 250 pixels

Advertising artwork is due two weeks prior to month of publication.

Leaderboard 728 x 90 px

**Introduction**

Antibody-drug conjugates (ADCs) are a novel class of therapeutic agents consisting of a monoclonal antibody (mAb) covalently bound with a cytotoxic drug through a chemical linker. The mAb preferentially targets cell surface antigens overexpressed in tumor cells. Upon binding, the ADC is internalized by the tumor cell, where it undergoes lysosomal degradation, leading to the release of the cytotoxic drug. The use of targeted delivery of highly potent cytotoxic drugs is designed to enhance the antitumor activity while minimizing the toxicity in normal tissues. Additionally, this therapeutic approach takes advantage of the favorable pharmacokinetic (PK) properties of the antibody to provide a sustained delivery of the cytotoxic drug.

Many ADCs in clinical development use a protease-labile dipeptide linker (valine-citrulline [vc]), conjugated to monovalent auristatin E (MMAE) via solvent accessible thiois present in mAb cysteines (vc-MMAE ADC).<sup>1</sup> A representative structure of a vc-MMAE ADC is shown in Figure 1.<sup>2</sup> Conjugation through reduced inter-chain disulfide cysteine residues results in a heterogeneous mixture of conjugated antibodies, with even-numbered drug-to-antibody ratio (DAR) species of 0, 2, 4, 6 or 8. The average DARs for most of vc-MMAE ADCs in clinical development are approximately 3–4. In 2011, the United States Food and Drug Administration approved a vc-MMAE ADC, brentuximab vedotin (ADCCETRYM<sup>®</sup>) for the treatment of relapsed anaplastic large-cell lymphoma and Hodgkin's lymphoma.<sup>3</sup>

Given the complex structure of ADCs, which contain both large and small molecule components, and the mixture of various DAR species in the dosing solution, the PK of ADCs are expected to be complex. ADCs are expected to be cleared through two major pathways: proteolytic degradation and deconjugation.<sup>4,5</sup> Similar to mAbs, ADC clearance through proteolytic degradation is driven primarily by catabolism mediated by target-specific or nonspecific cellular uptake followed by lysosomal degradation. In contrast, deconjugation clearance is usually mediated by enzymatic or chemical cleavage (e.g., maleimide exchange) of the linker leading to the release of the cytotoxic drug from the ADC.<sup>6</sup> It is expected that ADC catabolism and deconjugation in vivo change the concentration and relative fractions of individual DAR species with time, by converting high DAR species to low DAR species, resulting in a gradual decrease in average DAR over time. This phenomenon was observed in a preclinical study as well.<sup>7</sup>

Considering the heterogeneity and complex changes in ADC concentration and composition after ADC administration, multiple analytes have been measured in order to characterize the PK properties of an ADC.<sup>8</sup> These measurements include conjugate (evaluated as either conjugated-antibody or antibody-conjugated drug); total antibody (sum of conjugated, partially deconjugated, and fully deconjugated antibodies); naked antibody (antibody without the conjugated drug); and the unconjugated drug.<sup>9–10</sup> For the vc-MMAE ADCs clinically developed at Genentech, three analytes are routinely measured for PK assessment: antibody-conjugated MMAE (acMMAE), total antibody, and unconjugated MMAE.<sup>9</sup>

Over the past decade, Genentech has developed eight vc-MMAE ADCs, against different targets and for diverse tumor indications, which provides a unique opportunity to characterize the clinical pharmacology for this class of ADCs. Here, we report and compare the PK characteristics of the eight vc-MMAE ADCs using data from eight first-in-human (F1H) Phase 1 studies in cancer patients. The correlation between analytes was assessed across the eight ADCs. Additionally, exposure-response relationship analysis was conducted to explore the key analyte that correlates with efficacy and safety endpoints.

**Results**

**vc-MMAE ADCs and PK data**

The drug targets, tumor indications, number of patients, and dosage for the eight vc-MMAE ADCs are

**Abstract**

vc-MMAE antibody-drug conjugates (ADCs) consist of a monoclonal antibody (mAb) covalently bound with a potent anti-mitotic toxin (MMAE) through a protease-labile valine-citrulline (vc) linker. The objective of this study was to characterize the pharmacokinetics (PK) and explore exposure-response relationships of eight vc-MMAE ADCs, against different targets and for diverse tumor indications, using data from eight first-in-human Phase 1 studies. PK parameters of the three analytes, namely antibody-conjugated MMAE (acMMAE), total antibody, and unconjugated MMAE, were estimated using non-compartmental approaches and compared across the eight vc-MMAE ADCs. Relationships between analytes were assessed by linear regression. Exposure-response relationships were explored with key efficacy (objective response rate) and safety (Grade 2+ peripheral neuropathy) endpoints. PK profiles of acMMAE, total antibody and unconjugated MMAE following the first dose of 2.4 mg/kg were comparable across the eight ADCs; the exposure differences between molecules were small relative to the inter-subject variability. acMMAE exposure was strongly correlated with total antibody exposure for all the eight ADCs, but such correlation was less evident between acMMAE and unconjugated MMAE exposure. For multiple ADCs evaluated, efficacy and safety endpoints appeared to correlate well with acMMAE exposure, but not with unconjugated MMAE over the doses tested. PK of vc-MMAE ADCs was well characterized and demonstrated remarkable similarity at 2.4 mg/kg across the eight ADCs. Results from analyte correlation and exposure-response relationship analyses suggest that measurement of acMMAE analyte alone might be adequate for vc-MMAE ADCs to support the clinical pharmacology strategy used during late-stage clinical development.

**Keywords:** Antibody-drug conjugate, vc-MMAE ADC, pharmacokinetics, exposure-response analysis, first-in-human studies

**Related articles**

Protein and conformational characteristics of a new Tricicab<sup>®</sup> antibody-antigen conjugate against Epstein-Barr virus  
Ding Ding et al., *Antibiotics*, 2019

A bispecific antibody-drug conjugate (BsADC) shows a novel systemic activity against CD20-positive B19  
Regina K. Schmitt et al., *Antibiotics*, 2019

Review of Antibody-Drug Conjugates, Methods in Molecular Biology series  
Hao Chen, *2019*

An enzymatic deconjugation method for the analysis of total antibody-antigen drug-antibody conjugates  
Wu et al., *Antibiotics*, 2019

Antibody drug conjugate development in personalized medicine: risks and hurdles for clinical trials  
Hao Chen et al., *Current Drug Research*, 2019

Patient-centric of untargeted-venous catheter maintenance monitoring of cancer biomarker  
Shen Ding et al., *Translational Oncology*, 2019

A Guide to Biostatistics in Clinical Research  
Rajesh K. Singh et al., *Pharmaceutical Research*, 2019

PK Business Executive Agency's Regulatory Thinking on Precision Oncology Drug Development  
Pharmaceutical Research, 2019

Skyscraper  
160 x 600 px

MPU  
300 x 250 px

## Publications and Digital Ads

### 2025 CDA Editorial Calendar

The CDA Journal is digitally published by Taylor & Francis, a best-in class international publisher of scholarly journals and books. The CDA Journal is available online to CDA members as well as dentists in other states and around the world. The renowned platform allows for dynamic and clickable advertising.

CDA features continuous publishing of articles throughout the year sharing cutting-edge scientific developments in dental technology and clinical techniques plus peer-reviewed articles topical to the art and science of dentistry. The following themes and guest editors will be featured in 2025.

#### CDA Journal

<b>Month</b>	<b>Theme</b>	<b>Guest Editor</b>
February	Health and Science Misinformation	Dr. Scott Tomar
April	Wellness	Mr. Ali Oromchian
June	Progress on Healthy People 2030 Goals	Dr. Wai-Yin Chan
August	Advance in Dentistry in the Last Decade	Dr. Dalia Seleem
October	Aesthetic Dentistry	Dr. Jeffrey Oyama

Topics are subject to change.

## **Publications and Digital Ads**

### **2025 CDA Journal specifications**

#### **File formats**

The preferred file format for all submissions is a JPG or GIF for animated images. If animated, we recommend no more than 4 layers to your animation. File sizes should be no larger than 50 kB. CDA does not accept QuarkXPress files, Windows files, MS Word or Publisher files or Adobe Creative Suite files without a complete set of linked images and fonts.

#### **Color**

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#### **Image resolution**

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#### **Mechanicals**

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#### **Incorrect files**

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# Enhance Your Recruitment Strategies with the CDA Career Center.



- **Showcase** your job openings or practices that you're looking to sell to attract highly qualified team members and job seekers.
- **Engage** with potential candidates through the Resume Bank to find your ideal hire.
- **Build** a comprehensive company profile to provide job seekers with valuable insights about your organization.
- **Reach** over 22,500 dental professionals in California by advertising your open positions through the exclusive Job Flash™ Email.
- **Foster** diversity in your candidate pool, including veterans, and utilize job aggregator websites and social media for broader distribution.
- **Connect** with dental professionals ready to buy or lease a practice.

A laptop screen displays the CDA Career Center website. The website features the CDA logo in the top left, navigation links for "Employers", "Job Seekers", "Practices for Sale", and "Post a Job" in the top right. The main heading reads "CDA Career Center" with the tagline "Connecting the best dental talent with bright professional opportunities". Below this is a search bar with fields for "Keyword or job title" and "Location", and a "Search jobs" button. A "Send me new jobs for this search" checkbox is also present. The "Featured Jobs" section lists several positions: "Dentist/Owner Confidential Northern CA Wine Country, CA", "Dental Medicine & Surgery Clinical Instructor Stanford University Stanford, CA", "Orange County, CA Orthodontic Practice for Sale", and "Eastern Sierra, CA Dental Practice for Sale". A "RESUME REVIEW" section offers to "Improve your resume with a free review".

**38,000+**  
site visitors

**7,000+**  
average job views  
per month

EXPLORE THE CDA CAREER CENTER



## CDA Advertising

### Advertising standards

The California Dental Association (CDA) welcomes advertising in its publications and website. Such advertising must be factually accurate, dignified and aimed at contributing to the advancement of the profession of dentistry. CDA reserves the right to accept or reject advertising, at its sole discretion, for any product or service submitted for publication. Acceptance of advertising by CDA does not in any way constitute endorsement or approval by CDA of the advertised service or product, and advertisers may not make such claims in any way.

#### General requirements

1. All advertisements submitted for display in any CDA publication, website or mobile app are subject to review by staff and its advisors. Advertisers must submit ads by ad materials deadlines in order for materials to be reviewed by CDA staff. Every effort will be made to review artwork in a timely manner.
2. Advertisements must not be deceptive or misleading. Advertisements must clearly identify the advertiser and the product or service being advertised. All claims of fact must be fully supported and meaningful in terms of performance or any other benefit. CDA may require a sample or copy of any advertised product or a full description of any advertised service, and proof of the efficacy or reliability of any products.
3. Products and services must be germane to and effective and useful in the practice of dentistry, or of interest to dentists and their families. Products and services and their indicated uses must conform to principles of acceptable dental practice and of dental ethics. Alcoholic beverages and tobacco products are not eligible for advertising.
4. Advertisers must comply with all laws and regulations applicable to the manufacture, distribution and sale of a product or service. If it is CDA's belief that an advertiser has not complied, then it shall be sufficient grounds for rejection of an advertisement.
5. Advertisements will not be accepted if they conflict with or appear to violate CDA policy, the CDA Code of Ethics or its Bylaws, or if the advertisements are deemed offensive or contain attacks of a personal, racial or religious nature.
6. Advertising for dental education courses designed to directly enhance the knowledge, skill or competence of the dentist will be eligible for publication only if the course sponsor has received "registered provider" status from the Dental Board of California under Title 16, California Code of Regulations, Section 1016.
7. CDA reserves the right to decline advertising for any educational course that involves the teaching or use of a product or technique that conflicts with CDA policy or is the subject of an unfavorable or cautionary report by a recognized dental agency. The eligibility of an advertisement for a course conducted by or under the auspice of an organization or commercial venture other than the American Dental Association, CDA or a CDA component will be determined on a case-by-case basis. Acceptance of advertisements for courses and education materials offered by commercial ventures and directed to the income of a dentist or to the commercial aspects of a dental practice will be reviewed for attractiveness, accuracy and dignity to determine eligibility.
8. CDA will not accept advertising for seminars, consultants or other educational programs that suggest, imply, promise or guarantee increased revenue (in dollar amounts) or specific numbers of new patients to a dental practice, that will occur as a result of attending the advertised program or seminar. CDA will not accept advertising that, in general, implies that the volume of a practice, either in income or in numbers of patients, may be increased at the expense of proper patient care. CDA will also not accept advertising that seeks information for, or in any way pertains to, class-action lawsuits.
9. Comparative advertising of dental products and dental services is not allowed.
10. Advertisements on behalf of insurers not admitted in California must comply with all California Department of Insurance requirements, including, but not limited to, California Insurance Code Section 1764.1, by prominently affixing in boldface 16-point type along the bottom of the ad that: "Insurance sold by this company is not regulated by the California Department of Insurance or the California Insurance Guarantee Association." All insurance ads must meet California Insurance Code guidelines for advertising.
11. Placement of advertising with respect to employment, purchase or sale of a practice or the like will be at the discretion of CDA. Advertisements for employment must conform to all applicable anti-discrimination laws, rules, and regulations. In addition, CDA prohibits discrimination in advertisements toward an individual or group on account of age, sex, color, race, religion, ancestry, national origin, disability, medical or genetic condition, marital status, sexual orientation, citizenship, primary language, immigration status, lawful political affiliation, and country of training.
12. CDA will not accept advertisements that simulate editorial copy or advertorial copy that purports to provide information in a specialized field.
13. Advertisements must not quote the names, statements or writings of any individual, public official, government agency, testing group or other organization without their consent.
14. Advertising placements will not influence editorial copy. Editors have the final approval over content in CDA publications.
15. Advertisements for CDA Endorsed Services must also follow separate guidelines and review processes.
16. Advertisers agree to and are bound by conditions on CDA rate cards and CDA insertion orders.