

Washington Denturist Association

Overview

Hurley Media Group and the Washington Denturist Association (WDA) are partnering to create a unified statewide advertising initiative that elevates the denturist profession, drives patient volume to member clinics, and strengthens public awareness of the craft and value denturists provide.

This proposal includes:

1. Individualized media packages for member clinics using localized versions of that commercial
2. A turnkey, always-on marketing ecosystem designed to deliver measurable results for each practice

Our goal is simple:

Hit potential customers within your area with a high frequency with Streaming TV and Video ads each and every month. That way, when they need you, they'll know exactly who to call.



A STRATEGY FOR YOUR BUSINESS

The Big Idea: People shopping for dentures take their time and want familiarity and trust. A steady local campaign keeps your clinic top of mind right when they are ready to choose, which is what actually drives calls and appointments.

Only a small number of people need dentures at any one time, but when they do, it's a big decision.

- About 2 out of every 100 people are looking into dentures right now
- Around 6 million Americans get new or replacement dentures every year
- Most people research for months, sometimes up to a full year, before choosing a clinic

The solution they see and hear about consistently is far more likely to be the one they trust and call. One-time ads do not work well here. Steady, ongoing local visibility does.

How the Ads Reach the Right People

The ads appear mainly to potential patients, not random viewers. Instead of showing ads to everyone, the campaign focuses only on people who actually matter:

- People currently researching dentures
- People who already wear dentures and will eventually need repairs or replacements
- Dentists who may refer patients

Showing Ads Close to the Clinic

We'll customize areas for each clinic, with the goal to be shown within practical travel distances:

- Urban: ~3-mile diameter
- Suburban: ~6-mile diameter
- Rural: ~60-mile diameter

If two clinics are near each other, each gets its own protected area so they are not competing against each other's ads.

MEMBER MEDIA PACKAGES

(12-month commitment; renews month-to-month afterward)

All packages include:

- Campaign planning, optimization, and reporting
- Customized version of the WDA master commercial
- weekly analytics reports and recommendations

PACKAGE A — \$1,200 / month

- 17,000 OTT/CTV impressions
- 60,000 targeted digital video impressions
- Localized version of the Master WDA Commercial
- Optional addition of clinic-provided images

PACKAGE B — \$2,200 / month

Best for high-volume or competitive markets

- 38,000 OTT/CTV impressions
- 138,000 targeted digital video impressions
- **In-studio recording session at Hurley Media Group**
 - **Professionally lit interview or voiceover**
 - **Personalized messaging or differentiators**

OVER THE TOP TELEVISION



Premium, Non-Skippable, Targetable TV Advertising

Over-the-Top (OTT), or Connected TV (CTV) advertising delivers your video to streaming TV viewers. Your brand appears on premium network apps like ESPN, Hulu, HBO, Paramount+, and more. .

Non-Skippable: Viewers must watch your ad in full.

Targetable: Reach specific audiences geo, household, interest, or behavior.

Premium Inventory: Ads appear only within verified, brand-safe programming.

Measurable Results: Track completions, conversions, reach, and frequency across all devices.



Targeted VIDEO



Targeted Video puts your message in front of the exact people you want to reach — no wasted impressions, no random spray-and-pray. These ads run across premium websites, apps, and mobile/desktop placements using the same data engines powering the biggest brands in the country.

Your video is served to audiences built from hundreds of thousands of data points: behaviors, interests, purchase intent, household demographics, job titles, real-world location patterns, and even your own CRM lists. If you know who you want, we can find them.

Your ad delivers as a non-skippable, high-impact video experience at the right time on the right device. You can run :15s, :30s, :60s, or even longer explainers, depending on your goals.

What makes Targeted Video powerful:

- Pinpoint Audience Targeting: Third-party data, first-party CRM lists, retargeting, modeling, all built to reach your customer with accuracy.
- Premium Inventory: Ads only show on brand-safe sites and apps with fraud monitoring and quality controls.
- Cross-Device Delivery: Phones, tablets, and desktop.

PROGRAMMATIC TARGETING

Programmatic advertising uses real-time data to place your ads in front of exactly the right people, at exactly the right moment, across websites, apps, and connected TVs. Hurley Media Group connects to hundreds of thousands of verified data streams to pinpoint your ideal audience with precision that traditional media can't match.

Demographic Targeting: Age, gender, income, education level, home ownership, family status

Geographic Targeting: Target by country, state, DMA, ZIP code, or even a one-mile radius around your business or event.

Behavioral Targeting: Serve ads based on interests, browsing habits, app usage, and purchase intent. From “truck shoppers” to “DIY homeowners,” we can zero in on behaviors that matter.

Contextual Targeting: Align your brand with the right content. Sports, lifestyle, tech, news, or travel..

Device & Platform Targeting: Target across desktop, mobile, tablet, or Connected TV. Follow your audience wherever they consume content.

1st Party Data: Target your CRM lists, loyalty members, or past customers to reach them directly

Retargeting: Stay top-of-mind by re-engaging people who've visited your website, watched your video, or interacted with your ads before.

Limitless Options: Cart abandoners, specific people, everyone who went to the game last night... If you can dream a group up, we can probably target them.

TERMS & CONDITIONS

Payment Terms

Monthly Media Billing: Media packages require full payment up front each month. Campaigns only run after monthly payment is received.

Optimization

Hurley Media Group will actively monitor and optimize each media campaign by:

- Adjusting targeting, radii, and frequency
- Improving placement distribution across OTT and digital video
- Refreshing creative as needed
- Running monthly data reviews and strategy adjustments

Client grants Hurley Media Group discretion to make optimization decisions that improve performance and campaign efficiency.

Hold Harmless Clause

Members and the WDA agree to hold harmless and indemnify Hurley Media Group and its employees, contractors, and representatives from any claims, liabilities, or damages arising from:

- Client-provided assets, images, or trademarks
- Claims related to dental care, clinical outcomes, or medical assertions
- Licensing or regulatory issues involving denturist practice
- Any content or materials supplied by the member business

This excludes instances of gross negligence or willful misconduct by Hurley Media Group.

Cancellation

Clients may cancel with 30 days' written notice at any time. Monthly media funds already deployed are non-refundable. Hurley Media Group may pause or terminate campaigns if payments are late or missing.

