Marketing Prospectus
MISSION STATEMENT

“To advance the careers of dental assistants and to advocate for the dental assisting profession in matters of education, professional activities, credentialing and legislation. To promote the ideals and growth of the Association which aid in the accessibility and delivery of quality oral health care to the public.”

ABOUT US

The American Dental Assistants Association, (ADAA) is the oldest, largest group representing professional dental assistants. Its members include clinical personnel, those working chairside with the dentist, as well as those on the administrative side: the receptionist, office manager, practice manager and those working behind the scenes in dental product sales, insurance and, of course, educators.

Founded in 1924, the ADAA provides continuing education to dental professionals through home study courses, professional journals and local, state and national meetings with educational agendas. The Association encourages education, registration and certification for dental assisting professionals while providing a network of personal services for its members.

In most areas, the ADAA is served by the state association and a local component as well. Membership in the ADAA provides membership in all these national, state and local organizations.
DENTAL ASSISTANT PROFILE

PERSONAL DATA:
Average Age/Gender - 45 and Female
Professional Dental Assistant - 21 years
With Current Employer - 12 Years
Member of ADAA - 17 years

PRIMARY PROFESSIONAL DUTIES:

CHAIRSIDE, 40%

LAB WORK, 10%

BUSINESS, 30%

OTHER, 12%

TEACHING, 8%

LEVELS OF RESPONSIBILITY FOR PURCHASING POWER FOR SUPPLIES AND EQUIPMENT:

Supplies/Products Purchased by the Dental Assistant:

- Speciality Supplies (including orthodontic and surgical)
- Dental Practice Supplies (including gloves, clothing and masks, sutures, cements, amalgams, chairside instruments and X-ray supplies)
- Office Supplies (including record-keeping systems, and computer supplies)
- Oral Hygiene Products
- Lab Products
- OSHA Infection Control Products (including disposables)
- Equipment (including amalgamators, curing lights, vibrators, burs, and handpieces)
• Provided to over 100,000 professionals a year
• Past issues are always available online to members/subscribers
• 78% of the dental assistant readers/members order the supplies for their practice
• 61% determine which supplier is chosen

• Distributed at major dental shows/meetings
• Available online and in print
• Over 1,700 printed copies distributed annually

Google Analytics - 7/1/2018 - 6/30/2019
• Pageviews: 964,990
• 82% New Visitors and 18% Returning Visitors
• Average Time on Page: 54 seconds

• Over 30,000 followers/members
## January/February
- Career Development
- ADAA Awards
- Guidelines & Due dates

Materials Due: January 10
Live: January 31

## March/April
- Practice Efficiency
- SPECIAL: Free Continuing Education Course

Materials Due: March 11
Live: March 31

## May/June
- Annual Session Preview
- Legislative Update
- Highlights from DARW

Materials Due: May 11
Live: June 1

## July/August
- New Research
- SPECIAL: Free Continuing Education Course

Materials Due: July 13
Live: July 31

## September/October
- Volunteerism
- Patient Care

Materials Due: September 11
Live: September 30

## November/December
- ADAA Annual Session Recap
- SPECIAL: Free Continuing Education Course

Materials Due: November 10
Live: December 1

## In Every Issue
- **Editor's Desk:** A summary of what readers can expect from the issue.
- **President's Page:** Insights and inspiration from the ADAA president.
- **Trustee Updates:** News from the ADAA Trustee's on what has been going on in each of the districts, plus news updates and events of note.
- **News Briefs:** Introductions to new products and the latest developments in dental assisting.
- **Member Spotlight:** Get to know ADAA members--from officer to student in this Q&A.

### Frequency: Bi-Monthly
### Format: Digital

**Editorial Content:** *The Dental Assistant* journal's objective is “the education of the working dental assistant in various phases of dentistry.” Each issue contains technical and theoretical articles specifically written for the assistant within the areas of chairside or clinical assisting, business administration for the practice, office management, and education. The latest industry developments and product information are included to help dental assistants keep up-to-date.

**Market:** Dental assistants in the United States, including U.S. Army and Air Force personnel, educational institutions, and others interested in the profession of dental assisting both domestically and internationally.
## RATE CARD

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,100</td>
<td>$1,075</td>
<td>$985</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$735</td>
<td>$710</td>
<td>$670</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$535</td>
<td>$525</td>
<td>$485</td>
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**PREMIUM POSITIONS (full page only):**

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<tr>
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<th>3X</th>
<th>6X</th>
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</thead>
<tbody>
<tr>
<td>INSIDE FRONT COVER</td>
<td>$1,650</td>
<td>$1,398</td>
<td>$1,281</td>
</tr>
</tbody>
</table>

**Circulation:** 100,000+ a year  
**Frequency:** Bi-Monthly  
**Format:** Digital  
**Placement for advertising:** Interspread

### MECHANICAL SPECIFICATIONS

<table>
<thead>
<tr>
<th>ADVERTISEMENTS</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Size</td>
<td>8.5” x 11”</td>
<td>7” x 4.875” (includes white space around ad) or 8.5” x 5.5” (no white space)</td>
<td>3.5” x 4.875”</td>
</tr>
</tbody>
</table>

- Ads should be named with advertiser name, journal to be published in and placement if it is to be placed in a premium position (ie: ADAA_May/June 2015_InsideFrontCover)
- High-Resolution digital media required (minimum 300dpi)
- Format: PDF, EPS, JPEG
- All fonts and graphics must be embedded
- Convert all CMYK to RGB for web ready artwork
- Email of advertisement preferred method of submission

*Conditions: Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. The publisher holds the right to reject any advertisement, and will not be bound by any conditions on copy instructions when they conflict with those in the rate card.

The advertiser and the agency will indemnify and hold harmless the publisher, its officers and agents against all expenses and losses resulting from the publication of the contents of the advertisement, including claims for libel, violation of privacy, copyright infringement or plagiarism.

The publisher shall not be liable for any failure to publish or circulate all or any portion of any issue due to acts of God, acts of government, acts of suppliers, strikes, or other circumstances beyond the publisher's control.
**2019 EDITORIAL CALENDAR**

In Every Issue

**What's New:** Updates for members on any upcoming events/important items.

**President's Message:** A message to members from the president.

**Executive Director's Desk:** A summary of what has been happening within the association.

**Legislative Updates:** Regulatory and legislative updates in the dental and dental assisting fields.

**Membership Highlight:** New member updates and rotating focus on key benefits.

**Continuing Education:** Highlights new courses and educational opportunities.

**Frequency:** Monthly

**Format:** Email & Digital

**Editorial Content:** *The ADAA Update* is a monthly E-Newsletter that is emailed on the 15th of every month to each of our members. The purpose of this newsletter is to keep members up to date about what has been going on with the association, provide useful tips on membership benefits, discuss developments on the ADAA website, provide current promotions and give legislative updates.

**Market:** Members of the **American Dental Assistants Association**. Members include clinical personnel, those working chairside with the dentist, as well as those on the administrative side: the receptionist, office manager, practice manager, the educator and those working behind the scenes in dental product sales and insurance.
SALES MANAGER: Jay Kasper (630) 994-4247 x214 • jaykasper@adausa.org
EDITOR: Judith Jones (630) 994-4247 x220 • publications@adausa.org

RATE CARD

AD | PRICE
--- | ---
Side Banner | $500

Circulation: Distributed to over 100,000 people a year.

Frequency: Monthly (Emailed the 15th of every month)

Format: Email & Digital

Placement for advertising: Advertising space is limited to 6 per issue. Space will be awarded on a first-come, first-served basis.

RATES:

- **Side Banner**: $500

150px X 450px

**MEMBER: building block component • a part of a whole**

- **Membership Highlight**
- **Website Highlight**
- **Education Highlight**

**President’s Message**

A welcome to the dental assisting workforce of tomorrow:

President’s message: “Back to school” and the ADA would like to welcome the thousands of dental assisting students beginning their careers with a formal educational experience. Members, I would like to encourage you to reach out to any dental assisting programs in your area and offer to introduce the American Dental Assistants Association to these young professionals. Hearing about ADAA from someone other than the instructor can be a powerful means way to reach out to the dental assisting workforce of tomorrow and instilling in them their responsibility to maintain the highest level of professionalism and to assure the highest level of care is extended to the public. For these dental assisting students, who are already members of the American Dental Assistants Association, welcome to your professional organization! We look forward to serving your professional needs now and in the future as you serve an extremely vital role in the delivery to quality dental care. Click here to read more from the President.

**Announcements**

(1) Build a powerful national network and have fun at ADA 2015!

When you attend ADA 2015—America’s Dental Meeting November 5-10 in Washington, D.C.—you can catch up with old acquaintances and make new friends. It’s a meeting you don’t want to miss.

- An exclusive Welcome Reception – included in the cost of your registration – taking place at two of the world-renowned Smithsonian museums.
- Opening General Session and Distinguished Speaker Series, featuring Eleanor Clift and Charles Krauthammer. Listen to different perspectives on the political issues of the day from two leading journalists. The 2015 Distinguished Speaker Series is presented by Church & Dwight.
- And don’t miss the Dental Assistant CE track designed just for you. View courses at eventscribe.com/2015/ADA.

Don’t wait any longer to register. Rates increase after October 9. Register today at ADA.org/meeting.

(2) Applications are now being accepted for the 2015 ADAA/DANB Scholarship.

Applications will be accepted through by 11:59 p.m. Central Time on October 11, 2015, and the winners will be announced at the 2015 ADAA/DANB Forum, which will be held during the American Dental Association Meeting in November. To learn more and for links to sign up for the scholarship please click here.

Ads should be named with advertiser name, month and year to be published (ie: ADAA_May_2015)

Advertiser must specify one URL link which will be referenced in a new window by clicking on the advertisement

Format: JPEG

Maximum File Size: 800kb

All fonts and graphics must be embedded

Convert all CMYK to RGB for web ready artwork

Email of advertisement preferred method of submission

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RATE CARD

AD SIZE

<table>
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<th>SEMI-ANNUALLY</th>
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<tbody>
<tr>
<td>Full Page</td>
</tr>
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<td>1/2 Page</td>
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</tbody>
</table>
| PREMIUM POSITIONS (full page only):  
| INSIDE FRONT COVER | $1,230  |
| INSIDE BACK COVER | $1,120  |

PREMIUM POSITIONS (full page only):

| INSIDE FRONT COVER | $1,230  |
| INSIDE BACK COVER  | $1,120  |

CIRCULATION:
Distributed at major dental shows/meetings

FORMAT:
Print (also available online)

Placement for advertising: Interspread

MECHANICAL SPECIFICATIONS

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<td>1/2 Page</td>
</tr>
</tbody>
</table>

• Ads should be named with advertiser name, placement and edition (ie: ADAA_InsideBackCover_Spring)
• High-Resolution digital media required (minimum 300dpi)
• Format: PDF, EPS, JPEG with bleed marks indicated
• All fonts and graphics must be embedded
• CMYK 4 color or black and white
• Email of advertisement preferred method of submission

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SALES MANAGER: Jay Kasper (630) 994-4247 x214 • jaykasper@adaausa.org
EDITOR: Judith Jones (630) 994-4247 x220 • publications@adaausa.org

Schedule: Semi-Annual

Spring
Ad Close: October 15
Materials Due: November 15
Distributed: January-June

Fall
Ad Close: April 15
Materials Due: May 15
Distributed: July-December
Schedule: 3 month minimum. Special circumstances will be considered.

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>$/3 months</th>
<th>$/year (5% discount)</th>
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</thead>
<tbody>
<tr>
<td>Online Application</td>
<td>Top Banner</td>
<td>1000px X 200px</td>
<td>$576.68</td>
</tr>
<tr>
<td>Dashboard</td>
<td>Left Side Banner</td>
<td>150px X 450px</td>
<td>$385.00</td>
</tr>
<tr>
<td>Types of Memberships</td>
<td>Top Banner</td>
<td>1000px X 200px</td>
<td>$172.34</td>
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<tr>
<td>Checkout</td>
<td>Top Banner</td>
<td>1000px X 200px</td>
<td>$120.51</td>
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<tr>
<td>CE Catalog</td>
<td>Right Side Banner</td>
<td>250px X 500px</td>
<td>$159.35</td>
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<tr>
<td>Benefits</td>
<td>Right Side Banner</td>
<td>250px X 500px</td>
<td>$86.12</td>
</tr>
<tr>
<td>Discount for Reserving All Placements</td>
<td>Right Side Banner</td>
<td>250px X 500px</td>
<td>$10%</td>
</tr>
<tr>
<td>Price For Reserving all Placements</td>
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<td></td>
<td>$1,350.00</td>
</tr>
</tbody>
</table>

Circulation: Over 75,000 visits per month, average of 70 seconds on a page

Frequency: 3 month minimum. Special circumstances will be considered.

Format: Digital

Placement for advertising: Rotation based on a first come, first served basis. Average view of 70 seconds per advertisement page. All placements are above the fold.

- Ads should be named with advertiser name, advertisement size, page to be advertised on, and quarter to be published in (ie: ADAA_250X500_OnlineCECatalog_Quarter1)
- Advertiser must specify one URL link which will be referenced in a new window by clicking on the advertisement
- High-Resolution digital media required (minimum 300dpi)
- Format: JPEG or GIF
- All fonts and graphics must be embedded
- Convert all CMYK to RGB for web ready artwork
- Maximum File Size: 800kb
- Email of advertisement preferred method of submission

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WEBSITE AD SPECIFICATIONS

**Member Dashboard**  
13,088 views a quarter

**Continuing Education Online Course Catalog Page**  
6,064 views a quarter

**ADAA Member Benefits Page**  
2,801 views a quarter

**Size:** 150 pixels by 450 pixels  
**Format:** Digital (JPEG or GIF)  
**Frequency:** 3 month minimum. Special circumstances will be considered.  
**Page/Location:** Side banner on member dashboard.  
**Placement:** Rotation based on a first come, first served basis. All placements are above the fold.

**Size:** 250 pixels by 500 pixels  
**Format:** Digital (JPEG or GIF)  
**Frequency:** 3 month minimum. Special circumstances will be considered.  
**Page/Location:** Right side banner on the continuing education online course catalog page and right side banner on the ADAA Benefits page.  
**Placement:** Rotation based on a first come, first served basis. All placements are above the fold.
WEBSITE AD SPECIFICATIONS

**Size:** 1000 pixels by 200 pixels

**Frequency:** 3 month minimum. Special circumstances will be considered.

**Format:** Digital (JPEG or GIF)

**Page/Location:** Top banner on the Online Membership Application, Checkout page, and Types of Membership page.

**Placement:** Rotation based on a first come, first served basis. All placements are above the fold.