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

LEVELS OF RESPONSIBILITY FOR PURCHASING
POWER FOR SUPPLIES AND EQUIPMENT:

SUPPLIES/PRODUCTS PURCHASED BY THE DENTAL ASSISTANT:

- Specialty 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)
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.

Two of the world-renowned Smithsonian museums. Opening General Session and Distinguished Speaker Series, featuring Eleanor Clift. Scholarships. Charles Krauthammer. Winners will be announced at the 2015 Dwight. Please click here.

And, don't miss the eventscribe.com/2015/ADA. President’s Message. Staff Highlight. Membership Highlight. Website Highlight. Don’t wait any longer to register. Rates increase after October 9.

A welcome to the dental assisting workforce of tomorrow: 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.

Build a powerful national network and have fun at ADA 2015! An all-new Welcome Reception. Listen to different perspectives on the political issues of the day from ADAA as you serve an extremely vital role in the delivery to quality dental care. Click here.

In This Issue/DANB Forum, which will be held during the American Dental Assistant CE track. Register today at ADA.org/meeting.

Applications are now being accepted for the 2015 Scholarship. Applications will be accepted through by September 2015. 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. Welcome to your professional organization. Please read more from the President.

September means “back to school” and the President’s Message. Staff Highlight. Membership Highlight. Website Highlight. October 11, 2015.

2019 EDITORIAL CALENDAR

SALES MANAGER: Jay Kasper (630) 994-4247 x214 • jaykasper@adaausa.org
EDITOR: Angela Brady (630) 994-4247 x220 • abrady@adaausa.org

January/February
Career Development
ADAA Awards
Guidelines & Due dates

Materials Due: January 4
Live: January 31

March/April
Practice Efficiency
SPECIAL: Free Continuing Education Course

Materials Due: March 5
Live: March 29

May/June
Annual Session Preview
Legislative Update
Highlights from DARW

Materials Due: May 3
Live: May 31

July/August
New Research
SPECIAL: Free Continuing Education Course

Materials Due: July 5
Live: July 31

September/October
ADAA Annual Session Recap
Patient Care

Materials Due: September 3
Live: September 30

November/December
Volunteerism
SPECIAL: Free Continuing Education Course

Materials Due: November 7
Live: December 2

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

SALES MANAGER: Jay Kasper (630) 994-4247 x214 • jaykasper@adausa.org
EDITOR: Angela Brady (630) 994-4247 x220 • abrady@adausa.org

<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>
</tr>
</tbody>
</table>

PREMIUM POSITIONS (full page only):

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
</tr>
</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></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8.5” x 11”</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>7” x 4.875” (includes white space around ad) or 8.5” x 5.5” (no white space)</td>
</tr>
<tr>
<td>1/4 Page</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.
**The ADAA Update**

2019 EDITORIAL CALENDAR

**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.
Rate Card

<table>
<thead>
<tr>
<th>AD</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Side Banner</td>
<td>$500</td>
</tr>
</tbody>
</table>

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.

- 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

*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.
RATE CARD

AD SIZE | SEMI-ANNUALLY
--- | ---
Full Page | $900
1/2 Page | $535

PREMIUM POSITIONS (full page only):

<table>
<thead>
<tr>
<th>Position</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>INSIDE FRONT COVER</td>
<td>$1,230</td>
</tr>
<tr>
<td>INSIDE BACK COVER</td>
<td>$1,120</td>
</tr>
</tbody>
</table>

Circulation: Distributed at major dental shows/meetings
Format: Print (also available online)
Placement for advertising: Interspread

MECHANICAL SPECIFICATIONS

<table>
<thead>
<tr>
<th>ADVERTISEMENTS</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8.5” x 11” with a .25 inch bleed</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>7” x 4.875” (includes white space around ad) or 8.5” x 5.5” with a 0.25 inch bleed (includes no white space around ad)</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

*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.*
**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>
</tr>
</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>
</tr>
<tr>
<td>Checkout</td>
<td>Top Banner</td>
<td>1000px X 200px</td>
<td>$120.51</td>
</tr>
<tr>
<td>CE Catalog</td>
<td>Right Side Banner</td>
<td>250px X 500px</td>
<td>$159.35</td>
</tr>
<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></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price For Reserving all Placements</td>
<td></td>
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</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

*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.

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WEBSITE AD SPECIFICATIONS

SALES MANAGER: Jay Kasper (630) 994-4247 x214 • jaykasper@adausa.org
EDITOR: Angela Brady (630) 994-4247 x220 • abrady@adausa.org

Member Dashboard
12,776 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.

Continuing Education Online Course Catalog Page
5,288 views a quarter

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.

ADAA Member Benefits Page
2,858 views a quarter

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 ADAA Member Benefits page.
Placement: Rotation based on a first come, first served basis. All placements are above the fold.
SALES MANAGER:  Jay Kasper (630) 994-4247 x214 • jaykasper@adausa.org
EDITOR:  Angela Brady (630) 994-4247 x220 • abrady@adausa.org

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

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**Types of Membership Page**
5,719 views a quarter

**Checkout Page**
3,999 views a quarter

**Online Membership Application**
19,137 views a quarter