MISSION STATEMENT

“To advance the careers of dental assistants and to promote the dental assisting profession in matters of education, legislation, credentialing and professional activities which enhance the delivery of quality dental 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.
### 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 Functions**:
  - Sterilization/Disinfection: 88%
  - Mixing/Preparing Materials: 81%
  - Radiography: 82%
  - Instruct Oral Hygiene: 74%

### Levels of Responsibility for Purchasing Power for Supplies and Equipment:
- **Choose the Supplier**: 61%
- **Recommend to the Dentist**: 58%
- **Place the Order**: 78%

### 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)
• 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 to over 100,000 people a year
• Always available online to current members

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

Google Analytics - 7/25/2016 - 7/25/2017
• Pageviews: 853,394
• 61% New Visitors and 39% Returning Visitors
• Average Time on Page: 55 seconds

• Over 30,000 followers/members
**2018 EDITORIAL CALENDAR**

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

### January/February
- Career Development  
- ADAA Awards  
- Guidelines & Due dates

**Ad Close:** January 8  
**Materials Due:** January 19  
**Live:** January 31

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

**Ad Close:** March 5  
**Materials Due:** March 16  
**Live:** March 30

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

**Ad Close:** May 7  
**Materials Due:** May 18  
**Live:** May 31

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

**Ad Close:** July 2  
**Materials Due:** July 20  
**Live:** July 31

### September/October
- ADAA Annual Session and ADA 2017 Recap  
- Patient Care

**Ad Close:** September 3  
**Materials Due:** September 14  
**Live:** September 30

### November/December
- Volunteerism  
- SPECIAL: Free Continuing Education Course

**Ad Close:** November 1  
**Materials Due:** November 16  
**Live:** November 30

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

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

<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>
<tr>
<td>PREMIUM POSITIONS (full page only):</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>INSIDE FRONT COVER</td>
<td>$1,650</td>
<td>$1,398</td>
<td>$1,281</td>
</tr>
</tbody>
</table>

**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>8.5” x 11”</td>
<td></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.
**The ADAA Update**

**2018 EDITORIAL CALENDAR**

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

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>In Every Issue</th>
</tr>
</thead>
</table>
| Ad Close: January 1  
Materials Due: January 10  
Emailed: January 15 | Ad Close: February 1  
Materials Due: February 12  
Emailed: February 15 | Ad Close: March 1  
Materials Due: March 12  
Emailed: March 15 | **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. |

<table>
<thead>
<tr>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
</table>
| Ad Close: April 2  
Materials Due: April 11  
Emailed: April 16 | Ad Close: May 1  
Materials Due: May 10  
Emailed: May 15 | Ad Close: June 1  
Materials Due: June 12  
Emailed: June 15 |

<table>
<thead>
<tr>
<th>July</th>
<th>August</th>
<th>September</th>
</tr>
</thead>
</table>
| Ad Close: July 2  
Materials Due: July 11  
Emailed: July 16 | Ad Close: August 1  
Materials Due: August 10  
Emailed: August 15 | Ad Close: September 3  
Materials Due: September 12  
Emailed: September 17 |

<table>
<thead>
<tr>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
</table>
| Ad Close: October 1  
Materials Due: October 10  
Emailed: October 15 | Ad Close: November 1  
Materials Due: November 12  
Emailed: November 15 | Ad Close: December 3  
Materials Due: December 12  
Emailed: December 17 |

**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:** Angela Brady (630) 994-4247 x220 • abrady@adausa.org

### 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.

---

**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 all-new Welcome Reception — included in the cost of your registration — taking place at two of the world’s most 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.

---

**President’s Message**

A welcome to the dental assisting workforce of tomorrow:  
September means “back to school” and the American Dental Assistants Association (ADAA) 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 through membership in order to assure the highest level of care is extended to the public. For those dental assisting students, who are already members of the American Dental Assistants Association (ADAA), I look forward to serving your professional needs now and in the future as you serve an extremely vital role in the delivery of quality dental care.  

---

**In This Issue**

- President’s Message
- Executive Director’s Desk
- Staff Highlight
- Membership Highlight
- Website Highlight
- Education Highlight

---

**American Dental Assistants Association**

1436N, Rosslyn Blvd., Rosslyn, VA 22209-3377  
Toll free: 1-877-ADAA-4U  
Phone: 703-548-4061  
Fax: 703-548-4066  
www.adaa.org
RATE CARD

AD SIZE SEMI-ANNUALLY

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$900</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$535</td>
</tr>
</tbody>
</table>

PREMIUM POSITIONS (full page only):

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></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

EDUCATION CATALOG

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

MECHANICAL SPECIFICATIONS

<table>
<thead>
<tr>
<th>ADVERTISEMENTS</th>
<th></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.
**SALES MANAGER:** Jay Kasper (630) 994-4247 x214 • jaykasper@adausa.org  
**EDITOR:** Angela Brady (630) 994-4247 x220 • abrady@adausa.org

**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 1000px X 200px</td>
<td>$606.89</td>
<td>$2,306.19</td>
</tr>
<tr>
<td>Dashboard</td>
<td>Left Side Banner 150px X 450px</td>
<td>$385.67</td>
<td>$1,465.55</td>
</tr>
<tr>
<td>Types of Memberships</td>
<td>Top Banner 1000px X 200px</td>
<td>$175.53</td>
<td>$667.00</td>
</tr>
<tr>
<td>Checkout</td>
<td>Top Banner 1000px X 200px</td>
<td>$123.44</td>
<td>$469.07</td>
</tr>
<tr>
<td>CE Catalog</td>
<td>Right Side Banner 250px X 500px</td>
<td>$166.64</td>
<td>$443.25</td>
</tr>
<tr>
<td>Benefits</td>
<td>Right Side Banner 250px X 500px</td>
<td>$91.83</td>
<td>$348.94</td>
</tr>
<tr>
<td>Discount for Reserving All Placements</td>
<td>Right Side Banner 250px X 500px</td>
<td>10%</td>
<td>Additional 5%</td>
</tr>
<tr>
<td>Price For Reserving all Placements</td>
<td></td>
<td>$1,350.00</td>
<td>$5,400.00</td>
</tr>
</tbody>
</table>

**Circulation:** Over 70,000 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. 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.
WEBSITE AD SPECIFICATIONS

**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.

Online Membership Application
19,563 views a quarter

Types of Membership Page
5,658 views a quarter

Checkout Page
3,979 views a quarter