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.
MARKETING PROSPECTUS

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 FUNCTIONS:
• Sterilization/Disinfection
• Mixing/Preparing Materials
• Radiography
• Instruct Oral Hygiene

LEVELS OF RESPONSIBILITY FOR PURCHASING POWER FOR SUPPLIES AND EQUIPMENT:

SUPPLIES/PRODUCTS PURCHASED BY THE DENTAL ASSISTANT:
When you attend ADA 2015 - America's Dental Meeting November 5-10 in Washington, D.C., you Build a powerful national network and have fun at ADA 2015!

Scholarship.

Two leading journalists. The 2015 Distinguished Speaker Series is presented by Church & Dwight. Applications will be accepted through by October 9, and the winners will be announced at the 2015 Opening General Session and Distinguished Speaker Series, featuring Eleanor Clift. An all-new Welcome Reception — taking place at two of the world-renowned Smithsonian museums. 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. Applications will be accepted through by October 9, and the winners will be announced at the 2015 Opening General Session and Distinguished Speaker Series, featuring Eleanor Clift. An all-new Welcome Reception — taking place at two of the world-renowned Smithsonian museums. Please click here and register today at ADA.org/meeting. Take advantage of these special events:

- Executive Director's Desk
- Staff Highlight
- Membership Highlight
- Website Highlight
- Education Highlight

A welcome to the dental assisting workforce of tomorrow: September means "back to school" and the welcome the thousands of dental assisting students beginning programs in your area and offer to introduce the American Dental Assistants Association 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, welcome to your professional organization! We look forward to serving your professional needs now and in the future forward to serving your professional needs now and in the future.

We would like to encourage you to reach out to any dental assisting young professionals. Hearing about these opportunities 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.

Google Analytics - 7/1/2017 - 6/30/2018
- Pageviews: 925,173
- 81% New Visitors and 19% Returning Visitors
- Average Time on Page: 53 seconds

Over 30,000 followers/members
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

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 and ADA 2017 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.
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):**

| INSIDE FRONT COVER | $1,650 | $1,398 | $1,281 |

**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**

**SALES MANAGER:** Jay Kasper (630) 994-4247 x214  •  jaykasper@adaausa.org

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

**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.
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.

150px X 450px

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.

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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>Cost</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

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**Mechanical Specifications**

**Advertisements**

<table>
<thead>
<tr>
<th>Size</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

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*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>10%</td>
</tr>
<tr>
<td>Price For Reserving All Placements</td>
<td></td>
<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

*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

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
WEBSITE AD SPECIFICATIONS

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

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

Types of Membership Page
5,719 views a quarter

Checkout Page
3,999 views a quarter

Online Membership Application
19,137 views a quarter