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:

<table>
<thead>
<tr>
<th>Level of Responsibility</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chairside</td>
<td>40%</td>
</tr>
<tr>
<td>Teaching</td>
<td>8%</td>
</tr>
<tr>
<td>Lab Work</td>
<td>10%</td>
</tr>
<tr>
<td>Business</td>
<td>30%</td>
</tr>
<tr>
<td>Other</td>
<td>12%</td>
</tr>
</tbody>
</table>

## CHAIRSIDE FUNCTIONS:

- **Sterilization/Disinfection**: 88%
- **Mixing/Preparing Materials**: 81%
- **Instruct Oral Hygiene**: 74%

## LEVELS OF RESPONSIBILITY FOR PURCHASING POWER FOR SUPPLIES AND EQUIPMENT:

- **Choose the Supplier**: 61%
- **Recommend to the Dentist**: 38%
- **Place the Order**: 78%

## 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

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

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
2020 EDITORIAL CALENDAR

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

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

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## RATE CARD

### AD SIZE SEMI-ANNUALLY

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>SEMI-ANNUALLY</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):

- 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

<table>
<thead>
<tr>
<th>ADVERTISEMENTS</th>
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</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.

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### 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

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

### EDITOR:
Judith Jones (630) 994-4247 x220 • publications@adausa.org
**SALES MANAGER:** Jay Kasper (630) 994-4247 x214 • jaykasper@adausa.org  
**EDITOR:** Judith Jones (630) 994-4247 x220 • publications@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 Top Banner</td>
<td>1000px X 200px</td>
<td>$576.68</td>
<td>$2,191.39</td>
</tr>
<tr>
<td>Dashboard Left Side Banner</td>
<td>150px X 450px</td>
<td>$385.00</td>
<td>$1,462.99</td>
</tr>
<tr>
<td>Types of Memberships Top Banner</td>
<td>1000px X 200px</td>
<td>$172.34</td>
<td>$654.89</td>
</tr>
<tr>
<td>Checkout Top Banner</td>
<td>1000px X 200px</td>
<td>$120.51</td>
<td>$457.93</td>
</tr>
<tr>
<td>CE Catalog Right Side Banner</td>
<td>250px X 500px</td>
<td>$159.35</td>
<td>$605.53</td>
</tr>
<tr>
<td>Benefits Right Side Banner</td>
<td>250px X 500px</td>
<td>$86.12</td>
<td>$327.27</td>
</tr>
<tr>
<td>Discount for Reserving All Placements</td>
<td></td>
<td>10%</td>
<td>Additional 5%</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

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WEBSITE AD SPECIFICATIONS

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

**Member Dashboard**
13,088 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**
6,064 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**
2,801 views a quarter
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**
5,211 views a quarter

**Checkout Page**
3,830 views a quarter

**Online Membership Application**
16,580 views a quarter