



American
Dental
Assistants
Association



2022 Advertising and Sponsorship Packages

As the oldest and largest group representing professional dental assistants, the American Dental Assistants Association's (ADAA) publications reach clinical personnel, administrative staff, and those working in dental product sales, insurance, and education.

For Additional Questions:

Contact Cathy Vick, ADAA's Sales Development Manager
at cvick@adaausa.org or 410-940-6584.

adaausa.org

ADAA Sponsorship Packages 2022

RESERVE YOUR SPONSORSHIP

ABOUT ADAA AFFILIATE SPONSORSHIPS

As an organization who provides dental related products and service, this is your opportunity to reach and promote your products to dental professionals who influence key decisions in the dental office every day. We offer recognition at various levels of support, the more you invest, the more opportunities you will receive to promote yourself to ADAA members and supporters.

AFFILIATE OPTIONS

Gold Level – \$10,000

- 3 custom-crafted emails with your message reaching the entire ADAA membership
- 20% discount on advertising opportunities
- Opportunity to submit a featured article for the Journal promoting your company/products
- Recognition during the ADAA Annual Session
- Recognition during online courses and webinars.
- Your logo linked to your website, visible in every page of ADAA's website
- Monthly recognition of your support in The ADAA Update and the Dental Assistant Journal

Silver Level - \$8,000

- 2 sponsored emails sent to ADAA Membership
- 15% discount on advertising opportunities
- Recognition during the ADAA Annual Session
- Recognition during online courses and webinars.
- Your logo linked to your website, visible in every page of ADAA's website
- Monthly recognition of your support in The ADAA Update and the Dental Assistant Journal

Bronze Level – \$5,000

- 1 sponsored email sent to ADAA Membership
- 10% discount on advertising opportunities
- Sponsor of Dental Assistant Recognition Week
- Your logo linked to your website, visible in every page of ADAA's website
- Monthly recognition of your support in The ADAA Update and the Dental Assistant Journal

Friend of ADAA - \$1,500

- Your logo linked to your website, visible in every page of ADAA's website
- Monthly recognition of your support in The ADAA Update and the Dental Assistant Journal

Submit your logo or questions to Cathy Vick, ADAA's Sales Development Manager, at cvick@adaausa.org.

ADAA Sponsorship Packages

ADAA Advertising Packages 2022

RESERVE YOUR ADVERTISEMENT

If you are looking to engage and reach industry professionals with your company's products and services, this is the platform for you. Multiple advertising options are available for any budget and frequency.

THE DENTAL ASSISTANT JOURNAL

A bi-monthly digital professional journal distributed to all ADAA members and subscribers. Your ad is linked to your company website.

**Premium: Inside Front Cover or
Opposite Table of Contents
Full Page Only (8.5" x 11")**

- \$1,700 (1 issue)
- \$4,200 (3 issues)
- \$7,700 (6 issues)

Standard Full Page (8.5" x 11")

- \$1,100 (1 issue)
- \$3,200 (3 issues)
- \$5,900 (6 issues)

Half Page

**(8.5" x 5.5" with bleed,
7" x 4.875" no bleed with white margin)**

- \$740 (1 issue)
- \$2,100 (3 issues)
- \$4,000 (6 issues)

Quarter Page (3.5" x 4.875")

- \$540 (1 issue)
- \$1,600 (3 issues)
- \$2,900 (6 issues)

2022 Publication Dates:

February 1, April 1, June 1, August 1, October 3, December 1

Ads Due: Second Tuesday prior to the month of publication

THE ADAA UPDATE

A monthly e-newsletter distributed to all ADAA members. Your ad is linked to your company website. Only one ad per issue available in each placement.

Ad should be 600x200 pixels in .jpg or .png format.

Premium Placement

Your ad is placed at the top of the newsletter.

- \$1,500 (3 issues)
- \$2,500 (6 issues)

High Placement

Your ad is placed in the middle of the newsletter.

- \$1,200 (3 issues)
- \$1,900 (6 issues)

Footer Placement

Your ad is placed at the bottom of the newsletter.

- \$900 (3 issues)
- \$1,300 (6 issues)

Publication Dates:

Distributes the 15th of every month (when the 15th falls on a weekend, it distributes the next business day).

Ads Due: First Monday of the month

SOCIAL MEDIA ADVERTISING

Your 30-second commercial or image will be posted on ADAA's social media channels during the month of your choosing (two posts per month available).

MP4 video format no more than 30 seconds in length. Text is limited to 200 characters.

Per Post

- \$500

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THE DENTAL ASSISTANT

JOURNAL OF THE AMERICAN DENTAL ASSISTANTS ASSOCIATION

The Dental Assistant journal 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.

Each issue also includes a welcome from the ADAA President, news briefs on dentistry topics, professional and student member spotlights, and updates from ADAA districts across the nation.

Frequency: Bi-Monthly | **Format:** Digital

January/February <ul style="list-style-type: none"> Career Development/Value of Dental Assisting ADAA Awards and Scholarship Due Dates Preview: Dental Assistants Recognition Week 2022 <p>Materials Due: January 11 Publication Date: February 1</p>	March/April <ul style="list-style-type: none"> Maintaining Certification, Improving Clinical Efficiency DARW 2022 Volunteerism <p>Materials Due: March 8 Publication Date: April 1</p>	May/June <ul style="list-style-type: none"> DARW 2022 Retrospective Minimizing the Risk and Spread of Infectious Disease Clinical Documentation and the Role of DAs <p>Materials Due: May 10 Publication Date: June 1</p>
July/August <ul style="list-style-type: none"> Mental Health, Wellness, Ergonomics in Dentistry Volunteerism Mentoring <p>Materials Due: July 12 Publication Date: August 1</p>	September/October <ul style="list-style-type: none"> Giving Tuesday: November 30, 2022 Annual Session Preview New Research <p>Materials Due: September 13 Publication Date: October 3</p>	November/December <ul style="list-style-type: none"> Annual Session Retrospective Giving Tuesday: November 30, 2022 <p>Materials Due: November 8 Publication Date: December 1</p>