2023 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 Devin Robinson, Sales Association at drobinson@kellencompany.com or 410-940-6584.
adaausa.org
ADAA Membership Profile

An ADAA Member At-a-Glance

Age and Gender: 45, female
Length of Career as Professional Dental Assistant: 21 years
Length with Current Employer: 12 years
Tenure of ADAA Membership: 17 years

Primary Professional Duties

- Chairside: 40%
- Business: 30%
- Lab Work: 10%
- Teaching: 8%
- Other: 12%

Level of Responsibility for Purchasing Supplies and Equipment

- Choose the supplier: 61%
- Recommend to dentist: 38%
- Place the order: 78%

Supplies/Products Purchased by the Dental Assistant

- Specialty Supplies: 75%
- Dental Practice Supplies: 100%
- Office Supplies: 44%
- Oral Hygiene Products: 73%
- Lab Products: 87%
- OSHA Infection Control Products: 87%
- Equipment: 40%

Submit your ad copy or questions to Devin Robinson, ADAA’s Sales Associate, at drobinson@kellencompany.com.
The Dental Assistant 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 and Executive Director, news briefs on dentistry topics, professional and student member spotlights, and updates from ADAA and partnering organizations.

**Frequency:** Quarterly | **Format:** Digital

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<th>February 2023</th>
<th>May 2023</th>
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<tr>
<td>• Career Development</td>
<td>• Dental Assistant Recognition Week Recap</td>
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<td>• Awards &amp; Scholarship</td>
<td>• Value of Certification</td>
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<td>• Dental Assistant Recognition Week Promotion</td>
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<td>• Value of Membership</td>
<td>• Dental Care</td>
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<td>Materials Due: January 3</td>
<td>Materials Due: April 12</td>
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<tr>
<td>Publication Date: February 1</td>
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<th>November 1</th>
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<td>• Infection Control &amp; Oral Health</td>
<td>• Giving Tuesday</td>
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<td>• Volunteerism &amp; Mentoring</td>
<td>• Professional Dental Assistants Education</td>
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<td>Materials Due: July 4</td>
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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.

RESERVE YOUR SPACE NOW

THE DENTAL ASSISTANT
A quarterly 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”)
- $1,275 (1 issue)
- $2,300 (2 issues)
- $3,200 (3 issues)
- $3,750 (4 issues)

Standard Full Page (8.5” x 11”)
- $825 (1 issue)
- $1,575 (2 issues)
- $2,250 (3 issues)
- $2,850 (4 issues)

Half Page
(8.5” x 5.5” with bleed, 7” x 4.875” no bleed with white margin)
- $550 (1 issue)
- $1,000 (2 issues)
- $1,500 (3 issues)
- $1,850 (4 issues)

Quarter Page (3.5” x 4.875”)
- $400 (1 issue)
- $775 (2 issues)
- $1,100 (3 issues)
- $1,350 (4 issues)

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.
- $1,000 (3 issues)
- $1,500 (6 issues)

High Placement
Your ad is placed in the middle of the newsletter.
- $800 (3 issues)
- $1,200 (6 issues)

Footer Placement
Your ad is placed at the bottom of the newsletter.
- $550 (3 issues)
- $800 (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

2023 Publication Dates:
February 1, May 2, August 1, November 1
Ads Due: First Tuesday prior to the month of publication

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ADAA Sponsorship Packages

ABOUT ADAA CORPORATE SPONSORSHIP
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 for ADAA members and supporter.

CORPORATE SPONSORSHIP OPTIONS

Gold Level – $10,000
- 3 sponsored emails sent to 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 on ADAA home page
- Acknowledgement on ADAA’s sponsorship webpage including your company name linked to your website
- Monthly recognition of your support in The ADAA Update and the Dental Assistant

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 on ADAA home page
- Acknowledgement on ADAA’s sponsorship webpage including your company name linked to your website
- Monthly recognition of your support in The ADAA Update and the Dental Assistant

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 on ADAA home page
- Acknowledgement on ADAA’s sponsorship webpage including your company name linked to your website
- Monthly recognition of your support in The ADAA Update and the Dental Assistant

Friend of ADAA - $1,500
- Your logo linked to your website on ADAA home page
- Acknowledgement on ADAA’s sponsorship webpage including your company name linked to your website
- Monthly recognition of your support in The ADAA Update and the Dental Assistant

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