



American  
Dental  
Assistants  
Association



# 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](mailto:drobinson@kellencompany.com) or  
410-940-6584.

**[adaausa.org](http://adaausa.org)**

# ADAA Membership Profile

## An ADAA Member At-a-Glance

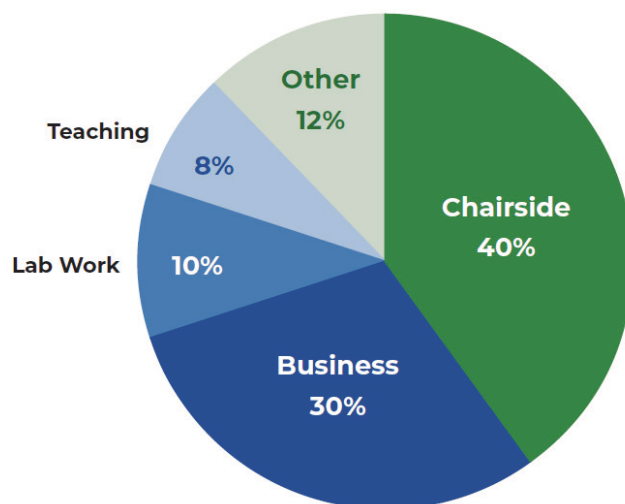
**Age and Gender** 45, female

**Length of Career as Professional Dental Assistant** 21 years

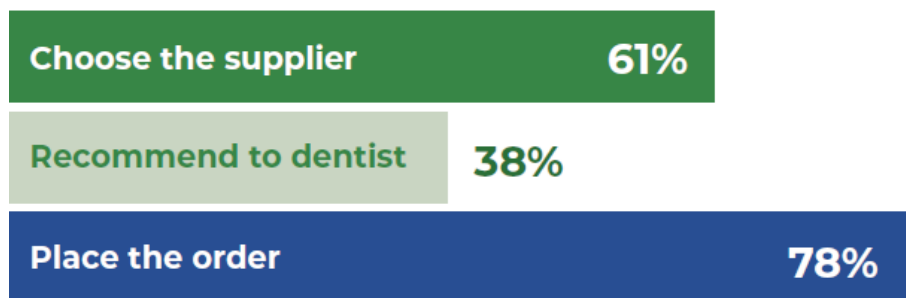
**Length with Current Employer** 12 years

**Tenure of ADAA Membership** 17 years

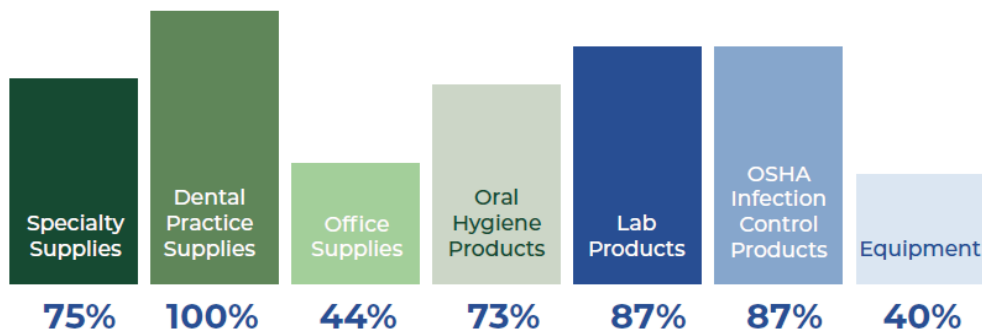
## Primary Professional Duties



## Level of Responsibility for Purchasing Supplies and Equipment



## Supplies/Products Purchased by the Dental Assistant



# ADAA Advertising Packages 2023

## The Dental Assistant

**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

<b>February 2023</b> <ul style="list-style-type: none"><li>• Career Development</li><li>• Awards &amp; Scholarship</li><li>• Dental Assistant Recognition Week Promotion</li><li>• Value of Membership</li></ul> Materials Due: January 3 Publication Date: February 1	<b>May 2023</b> <ul style="list-style-type: none"><li>• Dental Assistant Recognition Week Recap</li><li>• Value of Certification</li><li>• Congratulations Graduating Students</li><li>• Dental Care</li></ul> Materials Due: April 12 Publication Date: May 2
<b>August 2023</b> <ul style="list-style-type: none"><li>• Infection Control &amp; Oral Health</li><li>• Volunteerism &amp; Mentoring</li><li>• Annual Session Save the Date</li></ul> Materials Due: July 4 Publication Date: August 1	<b>November 1</b> <ul style="list-style-type: none"><li>• Giving Tuesday</li><li>• Professional Dental Assistants Education Foundation (PDAEF) Support</li><li>• Annual Session Recap</li><li>• Fellows &amp; Mastership Convocation Recap</li></ul> Materials Due: October 3 Publication Date: November 1

# ADAA Advertising Packages 2023

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)

### 2023 Publication Dates:

February 1, May 2, August 1, November 1

**Ads Due:** First 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.

\$1,000 (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

Submit your ad copy or questions to Devin Robinson, ADAA's Sales Associate, at [drobinson@kellencompany.com](mailto:drobinson@kellencompany.com).

**ADAA** Advertising Packages

# ADAA Sponsorship Packages 2023

## 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.

**RESERVE YOUR SPONSORSHIP**

### CORPRATE 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