

### ADA News 2020 Space Reservations

Issue Dates	Closing Dates	Meeting Dates
January 6*	Dec 6, 2019	Yankee Dental Congress, Jan 30–Feb 01, 2020
<b>January 20</b>	<b>Dec 20, 2019</b>	
February 3*	Jan 3, 2020	Chicago Midwinter, Feb 20–22, 2020
February 17	Jan 17, 2020	
March 2*	Jan 31, 2020	Hinman Dental, Mar 19–21, 2020
<b>March 16</b>	<b>Feb 14, 2020</b>	
April 6*	Mar 6, 2020	California Spring, May 14–16, 2020
<b>April 20</b>	<b>Mar 20, 2020</b>	
May 4	Apr 3, 2020	
<b>May 18</b>	<b>Apr 17, 2020</b>	
June 1	May 1, 2020	
June 15	May 15, 2020	
July 13	Jun 12, 2020	
August 3	Jul 3, 2020	
August 17	Jul 17, 2020	
September 7	Aug 7, 2020	ADA Annual Session, Oct 15-18, 2020
<b>September 21</b>	<b>Aug 21, 2020</b>	
October 5*	Sep 4, 2020	
<b>October 19</b>	<b>Sep 18, 2020</b>	
<b>November 2*</b>	<b>Oct 2, 2020</b>	<b>Greater NY Dental, Nov 26–Dec 1, 2020</b>
November 16	Oct 16, 2020	
December 7	Nov 6, 2020	

\*Denotes pre-show issues. Issue dates in **bold** denote bonus circulation issues.

**ADA NEWS 2020 Rates (adjusted)**

Tabloid Size (10" x 14")

	1X	3X	6X	9X	12X	18X	24X	36X	48X	60X	72X	84X	96X
Page	18350	18150	17880	17660	17290	17090	17870	16680	16620	16510	16320	15730	15620
# 3/4	16230	16040	15750	15550	15210	14950	14850	14730	14600	14480	14350	13780	13650
# 1/2	11520	11290	11040	10800	10700	10450	10360	10260	10090	10010	9890	9510	9410
# 1/4	6710	6580	6340	6270	5990	5900	5760	5640	5550	5420	5280	5090	5050
# 1/8	3670	3600	3540	3420	3320	3320	3320	3320	3320	3320	3320	3220	3220

Junior Size (7"x 10")

	1X	3X	6X	9X	12X	18X	24X	36X	48X	60X	72X	84X	96X
Jr. Page	12940	12540	12110	12030	11650	11420	11170	11040	10980	10800	10700	10340	10210
Jr. 2/3	9340	9100	8950	8340	8060	8170	8000	7910	7780	7670	7530	7260	7170
Jr. 1/2	8170	8080	8000	7780	7510	7670	7530	7430	7290	7200	7070	6410	6330
Jr. 1/3	5760	5710	5640	5550	5360	5420	5370	5280	5240	5180	5100	4560	4520

**COLOR RATES**

**Standard Color**

Original	900
Adjusted	900

**Matched Color**

Original	1150
Adjusted	1150

**3-Color**

Original	2000
Adjusted	2000

**4-Color**

Original	2000
Adjusted	2000

**JADA COVERS AND PREFERRED POSITION RATES**

**Cover 2**

Original	15670
Adjusted	16220

**Cover 3**

Original	14460
Adjusted	14970

**Cover 4**

Original	16975
Adjusted	17570