

ADA News is the No. 1 media brand in the dental industry when measured by combined publication and website reach, readership and ad exposure. The digital and print brand offers comprehensive and timely coverage of news events, market trends and economic developments to a robust network of 180,398 (total qualified) dentists.

The online media brand netted 4.2 million page views for the first nine months in 2020. In March, website traffic to ADA News surged to 1.4 million page views as the market grappled with business closures from the COVID-19 pandemic and as dentists turned to the most comprehensive and credible source of news to help them navigate the business and health impacts from the pandemic.

This brand reaches the full spectrum of dental decision-makers and delivers maximum readership that will generate an even bigger impact.



Unsurpassed Engagement

ADA News profile

BPA Audited
Circulation:

180,398
(total circulation)



Readership

69%

General Practice

30%

Specialists

0.5%

Public Health



Web Traffic:

496,884

average per month for first seven months of 2020



Frequency:

Daily Online,
12x In Print



Readership Strength:

#1

In average page exposures, average issue readers and reach for both website and publication



ADA News 2021 Print Rates

Tabloid Size: 10" x 14"

	1x	3x	6x	9x	12x	18x	24x	36x	48x	60x	72x	84x	96x
Page	\$18,350	\$18,150	\$17,880	\$17,660	\$17,290	\$17,090	\$17,870	\$16,680	\$16,620	\$16,510	\$16,320	\$15,730	\$15,620
3/4	\$16,230	\$16,040	\$15,750	\$15,550	\$15,210	\$14,950	\$14,850	\$14,730	\$14,600	\$14,480	\$14,350	\$13,780	\$13,650
1/2	\$11,520	\$11,290	\$11,040	\$10,800	\$10,700	\$10,450	\$10,360	\$10,260	\$10,090	\$10,010	\$9,890	\$9,510	\$9,410
1/4	\$6,710	\$6,580	\$6,340	\$6,270	\$5,990	\$5,900	\$5,760	\$5,640	\$5,550	\$5,420	\$5,280	\$5,090	\$5,050
1/8	\$3,670	\$3,600	\$3,540	\$3,420	\$3,320	\$3,320	\$3,320	\$3,320	\$3,320	\$3,320	\$3,320	\$3,320	\$3,320

Junior Page Size (7" x 10")

	1x	3x	6x	9x	12x	18x	24x	36x	48x	60x	72x	84x	96x
Page	\$12,940	\$12,540	\$12,110	\$12,030	\$11,650	\$11,420	\$11,170	\$11,040	\$10,980	\$10,800	\$10,700	\$10,340	\$10,210
2/3	\$9,340	\$9,100	\$8,950	\$8,340	\$8,260	\$8,170	\$8,000	\$7,910	\$7,780	\$7,670	\$7,530	\$7,260	\$7,170
1/2	\$8,170	\$8,080	\$8,000	\$7,780	\$7,510	\$7,670	\$7,530	\$7,430	\$7,290	\$7,200	\$7,070	\$6,410	\$6,330
1/3	\$5,760	\$5,710	\$5,640	\$5,550	\$5,360	\$5,420	\$5,370	\$5,280	\$5,240	\$5,180	\$5,100	\$4,560	\$4,520

Combination Rates

Standard Color	Matched Color	4 Color	3 Color
\$ 900	\$ 1,150	\$ 2,000	\$ 2,000

Combination Rates

Advertisers can combine their schedule in the **ADA News** with a schedule in **JADA** to earn a higher discount.

Covers & Preferred Position Rates

Cover 2: \$16,220

Cover 3: \$14,970

Cover 4: \$17,570

All cover rates are based on 12X rate and include 4-color and bleed.

All other specified positions are 15% additional.

Furnished Insert Rates

Special Positions: Contact your ADA Sales Representative for quotes.

Postcards: Used in conjunction with run of book space (minimum of full page) \$1,300. Postcards may be stitched or tipped in.

Variations from standard 2-page inserts subject to special quotation. Regional inserts are available, contact your ADA Sales Representative for more information.

Additional Notes:

Frequency discounts are guaranteed throughout contract; however, rates are subject to change per calendar year. Space purchased by a parent company and subsidiaries can be combined for compilation of earned rate. Rates include agency commission.*

We cannot guarantee accommodation of colors other than process within 4-color form.

*Listed gross cost. 15% advertising agency commission deducted for net cost.

Issue	Ad Closing	Materials Due
11-Jan	11-Dec	21-Dec
8-Feb	8-Jan	18-Jan
8-Mar*	5-Feb	15-Feb
12-Apr	12-Mar	22-Mar
10-May*	9-Apr	19-Apr
14-Jun	14-May	24-May
12-Jul	11-Jun	21-Jun
9-Aug*	9-Jul	19-Jul
13-Sep	13-Aug	23-Aug
11-Oct*	10-Sep	20-Sep
8-Nov	8-Oct	18-Oct
13-Dec	12-Nov	22-Nov

*Includes New Dentist News

ADA NEWS Print Mechanical Specifications

ADA News Ad Size	Width/Depth
Trim Size	10-7/8" x 14-1/4"
Full Page bleed	11-1/8" x 14-1/2"
Full Page	9-7/8" x 13-1/4"
3/4 Page	7-3/8" x 13-1/4"
1/2 Page Horizontal	9-7/8" x 6-5/8"
1/2 Page Vertical	4-7/8" x 13-1/4"
1/4 Page Square	4-7/8" x 6-5/8"
1/4 Page Horizontal	9-7/8" x 3-1/8"
1/4 Page Vertical	2-1/4" x 13-1/4"
1/8 Page Horizontal	4-3/4" x 3-1/8"
1/8 Page Vertical	2-1/4" x 6-7/8"
1/12 Page Square	3-1/2" x 3-1/2"

Note: Bleed sizes include 1/4" bleed. Live matter should not exceed 9-7/8" x 13-1/4"

ADA NEWS TABLOID SIZE

Trim Size
10-7/8" x 14-1/4"
(11-1/8" x 14-1/2" bleed)

Full Page
9-7/8" x 13-1/4"

3/4 Page
7-3/8" x 13-1/4"

1/2 Vertical
4-7/8" x 13-1/4"

1/2 Horizontal
9-7/8" x 6-5/8"

1/4 Square
4-7/8" x 6-5/8"

1/4 Horizontal
9-7/8" x 3-1/8"

1/4 Vertical
2-1/4" x 13-1/4"

1/8 Horizontal
4-3/4" x 3-1/8"

1/8 Vertical
2-1/4" x 6-7/8"

1/12 Square
3-1/2" x 3-1/2"

ADA NEWS TABLOID JUNIOR SIZE

Junior Page
7" x 10"

Junior 2/3 Page
4-5/8" x 10"

Junior 1/2 Horizontal
7" x 4-7/8"

Junior 1/2 Island
4-1/2" x 7"

Junior 1/3 Vertical
2-1/4" x 10"

Junior 1/3 Square
4-5/8" x 4-7/8"

Junior 1/4 Horizontal
7" x 2-3/8"

Cover Card

- Non-mailer card size: 4" x 8" stock: 80#

Cover Peel

- 1/12 tab page, 3-1/2" x 3-1/2" with live area for ad at 45 degree right angle at lower right hand corner. The gray area is reserved for editorial

Business Reply Cards: Tip-In

- 185,400 (including overage) cards need to be supplied
- 4-1/4" x 6" on 7 pt. card stock.
- Must tip to low-folio right-hand page.
- Must tip between form breaks.

Business Reply Cards: Bind-In

- 185,400 (including overage) cards need to be supplied
- 4-1/4" x 6" on 7 pt. card, with 3-1/2" hanger flap and 1/4" for perforation (final flat trim on 4-1/4" x 6" card is 4-1/4" x 9-3/4")
- Jogs to head, allow 1/8" for head trim

PREFERRED FILE FORMATS

- PDF/X-1a:2001 compliant files
- CMYK 4-color process colors, no Spots or Pantone
- Fonts: All screen and printer fonts 100% embedded or outline
- Adobe Photoshop CS5, PSD, EPS, TIF; minimum resolution for continuous tone images is 300 DPI, line art is 1200 DPI
- Include additional .125" bleed on all sides
- Adobe InDesign CS5
- Open Type fonts preferred

ADA News Print Ad Specifications

Binding: Saddle Stitch

Printing Process: Web Offset

Stock: 36# Coated

Delivery: Submit PDF files to <ftp://ftp.ada.org>; UserID: adapco;

Password: mickey1

File Format

PDF or PDF/X-1a compliant files, saved as PDF version 1.3.

Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flatten Presets to avoid overprint issues.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:

- InDesign version CS5 or higher
- Adobe Illustrator Note: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

Additional costs may apply if problems are encountered.

Images

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using Macintosh menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

Color Space

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

NOTE: Any non-intended spot colors will be converted to CMYK.

Miscellaneous

Continuous tone images (photos) must be high resolution (minimum 300 DPI effective output); total density not to exceed 300%.

Support materials must include a printout of media directory, color comp of electronic files, a contact person for electronic files and all colors set for 4-color separations or specific request for additional spot color.

Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet publication trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No Rotation.
- No content is to be within 1/4" of all trim edges.
- All fonts and graphics must be either embedded or included with the files

and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.

- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

Proofs

All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp. Proofs generated from any of the approved devices are acceptable.

Desktop inkjet printer proofs do not meet SWOP specifications. We cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied we will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

Conformance to Specs

Variances from the above specifications may not yield results that conform to quality control standards.

The ADA welcomes advertising in its publications as an important means of keeping the dentist informed of new and better products and services for the practice of dentistry. Such advertising must be factual, dignified, tasteful and intended to provide useful product and service information. These standards apply to all product-specific promotional material submitted to ADA programs. The publication of an advertisement is not to be construed as an endorsement or approval by the ADA or any of its subsidiaries, councils, commissions or agencies of the product or service being offered in the advertisement unless the advertisement specifically includes an authorized statement that such approval or endorsement has been granted. The fact that an advertisement for a product, service or company has appeared in an ADA publication will not be referred to in collateral advertising.

The ADA reserves the right to accept or reject advertising at its sole discretion for any product or service submitted for publication.

General Requirements

1. All advertisements submitted for display in an ADA publication are subject to review.
2. Products that are in an ADA Seal program must also satisfy all requirements of the Council on Scientific Affairs, in addition to these standards governing eligibility for advertising in ADA publications. Further information on the evaluation programs of the Council on Scientific Affairs is available by contacting the council office at 312.440.2734.
3. Advertisements must not be deceptive or misleading. All claims of fact must be fully supported and meaningful in terms of performance or any other benefit. The Association reserves the right to request additional information as needed.
4. Advertisements will not be accepted if they conflict with or appear to violate ADA policy, the ADA Principles of Ethics and Code of Professional Conduct or its Constitution and Bylaws, or if the advertisements are deemed offensive in either text or artwork, or contain attacks of a personal, racial or religious nature. The ADA reserves the right to decline advertising for any product involved with a government agency challenge or denial of product marketing, and for any technique or product that is the subject of an unfavorable or cautionary report by an agency of the ADA.
5. By submitting advertising copy, advertisers certify that such copy and the advertised product(s) are in accord with applicable government laws and regulations such as equal opportunity laws and regulations covering new drug applications and prescription drug advertising. For example, products that require approval by the U.S. Food and Drug Administration for marketing must receive this approval before being eligible and must include "full disclosure" when required. It is the responsibility of the advertiser to conform to regulations of the FDA and all legal requirements for the content of claims made for products. Acceptance of advertising in ADA publications is not to be construed as a guarantee that the manufacturer has complied with such laws and regulations.
6. Complete scientific and technical data, whether published or unpublished, concerning product safety, operation and usefulness will be required.
7. The advertisement may cite, in footnotes, references from dental and other scientific literature provided the reference is truthful and is a fair and accurate representation of the body of literature supporting the claim made.
8. Comparative advertising claims for competing products and services will not be accepted.
9. Display advertising with respect to employment, purchase of practice, participation or any other contractual relationship with any dental care delivery mode or system may be accepted for publication. Such opportunities may also be advertised in the classified section of ADA publications without any illustrations or graphics.
10. ADA image requirements for advertising materials showing dentists and their practices: In order to ensure timely review and approval, the advertiser is required to follow standard PPE procedures and is highly encouraged to use images appropriate for COVID-19. In lieu of meeting the requirements below, the advertiser can avoid displaying people in images and just show a gloved hand, for instance, or the product.

If treating (or it looks like they are treating) a patient (Dentist, Assistant, and/or Hygienist) or if the wording of the piece gives a "clinical context" (eg. "Ready to return to work" and the picture is of, or implies, a clinic setting):

 - Must be wearing gloves.
 - Gloves are pulled up over the cuffs of the sleeves.
 - Must be wearing protective eyewear.
 - Face shield is highly recommended during the COVID-19 pandemic.
 - Must be wearing a mask and have it sitting correctly on the bridge of the nose. (If not treating: Mask should be properly on or off. Mask may not be pulled up on top of head or hang around neck or ears.)
 - Should be wearing long sleeves or gown – concern for cases that are more invasive.
 - Cannot be wearing a watch, bracelets, or rings – as these items can become contaminated.
 - No hanging eyewear.
 - If they are wearing any gown, it must be properly fastened in the back and at the neck.
 - Head coverings or shoe coverings are not required, though are optional.
 - Any practitioner with long hair must have it pulled back.

Patients:

 - Need to be wearing protective eyewear while being treated.
 - Need to be wearing a protective drape/bib during treatment.
 - If no patient is present, dentist and/or dental team member does not need protective gear but must be consistent, i.e. do not show one wearing gloves but no eyewear or mask, or some combination thereof. Must be all or none.

Continued on next page

X-Rays:

- If taking x-rays, patient should be wearing lead shield with thyroid collar when appropriate.
- X-ray images are moving away from film and should be shown on a digital screen as much as possible.
- Certain types of x-ray machines should not be shown (please request ADA review if selecting a photo).
- X-rays need to be shown on a light board or screen; do not hold them up to the light.

Specific COVID-19 Image Guidance (recommended)

- Operatory counter surfaces must be cleared of any unnecessary non-clinical objects and necessary clinical objects must be properly protected. Examples include:

Necessary, permitted:

- Clinical items such as a curing light, handpieces, bagged or open instruments (as the scene depicts)
- Sharps disposal containers
- Keyboards should be covered with protective covering, paper records should not be sitting out open and exposed without some sort of transparent covering

Unnecessary, not permitted:

- Photos along a counter
- Decorative items of any kind
- Boxes of additional PPE
- No patient information should be visible, in keeping with HIPAA regulations.

Non-treatment areas:**Front office check-in area:**

- Plexiglas/glass barrier or staff with proper PPE of face shield or goggles and mask (gloves not necessary), long sleeves
- Hand sanitizer recommended
- If multiple staffers in close proximity, proper PPE is a must even if Plexiglas barrier, as they should be protective of each other, not just incoming patients/visitors

Reception area:

- No magazines/brochures/toys on display
- Spacing of chairs to indicate 6 ft. social distancing or barriers between chairs

11. Alcoholic beverages and tobacco products are not eligible for advertising.

12. Books and electronic media are eligible for advertising but a sample may be required in advance for review.
13. An advertisement for an educational course is eligible if it is offered by a provider that is recognized by the ADA Continuing Education Recognition Program (ADA CERP) or conducted under the auspices of the following organizations: an ADA constituent or component dental society, an ADA-recognized dental specialty certifying board or sponsoring organization; an accredited dental or medical school; or any organization specifically referred to in the Bylaws of the ADA; and educational courses offered by providers recognized by the Academy of General Dentistry Program Approval for Continuing Education (AGD PACE). The eligibility of an advertisement for a course conducted by or under the auspices of an organization or commercial entity other than the aforementioned will be determined on a case-by-case basis.
14. The advertiser and the product or service being offered should be clearly identified in the advertisement. In the case of drug advertisements, the full generic name of each active ingredient will appear.
15. Advertising that simulates editorial content must be clearly identified as advertising. The word "advertisement" must be displayed prominently.
16. Guarantees may be used in advertisements provided the statements that are "guaranteed" are truthful and can be substantiated. However, no guarantee should be used without disclosing its conditions and limitations. When space or time restrictions preclude such disclosures, the advertisement must clearly reveal where the full text of the guarantee can be examined before purchase.
17. Advertisements must not quote the names, statements or writings of any individual, public official, government agency, testing group or other organization without their express written consent. Guidelines for the use of testimonials are available upon request.

For questions regarding the ADA Advertising Standards, please contact Rebecca Kiser in the Publishing Division at 312-440-3540 or by email.