

2021 BANNER ADVERTISING on ADA.org

ADA.org offers exceptional ways to connect with the dental community. More dentists than ever rely on ADA.org for resources they need to succeed. ADA.org offers you a direct link to this exclusive audience.

2021 Rate Card

| Standard Onsite Display Banner Ads | Size | CPM |
|------------------------------------|-----------|------|
| Home Page Leaderboard | 728 x 90 | \$85 |
| Home Page Footer | 728 x 90 | \$35 |
| ROS Leaderboard | 728 x 90 | \$55 |
| ROS Rectangle | 180 x 150 | \$45 |
| ROS Large Rectangle | 300 x 250 | \$50 |
| ROS Skyscraper | 160 x 600 | \$70 |
| ROS Footer | 728 x 90 | \$25 |

Ads are sold on an impressions basis (CPM). Various targeting options available.

ADA.org is a responsive website, which means all ads respond based upon the type of device on which the site is being viewed. See below for ad placement viewability based upon device type.

| Placement | Size | Desktop | Tablet | Smartphone |
|---------------------------|-----------|---------|--------|------------|
| Leaderboard/Footer (A, E) | 728 x 90 | ✓ | ✓ | |
| Large Rectangle (D) | 300 x 250 | ✓ | ✓ | ✓ |
| Rectangle (B) | 180 x 150 | ✓ | ✓ | ✓ |
| Skyscraper (C) | 160 x 600 | ✓ | ✓ | |

Ad Specifications

Dimensions

728 x 90, 160 x 600, 300 x 250, 180 x 150

File Formats

GIF, animated GIF, PNG, JPG, 3rd-party ad tag, HTML5

File Size

40KB

Looping

3 times

Animation

15 seconds

No expandable ads accepted. Ad creative must be submitted 5 business days prior to campaign launch to allow for testing and to avoid delays.



For sales inquiries please contact:

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