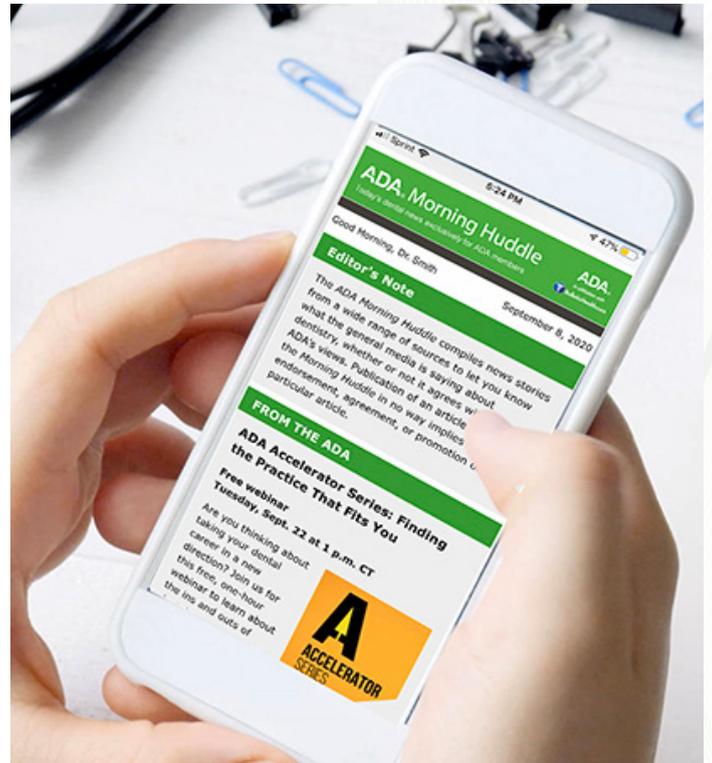


# About The Huddle E-Newsletter

The ADA Morning Huddle, a daily e-newsletter, keeps ADA members informed about the latest news and business trends influencing dentistry and dental care. The content mix features select news summaries from ADA and leading consumer and business-oriented publications to offer dentists a comprehensive/global view of relevant issues impacting the profession. The Morning Huddle is delivered to ADA members Monday through Friday. On Saturday, members receive the Weekend Edition—a wrap-up of the week’s top stories and an op-ed from a thought leader and the Finance & Operations Huddle—a digest of financial and practice management news and tips to help members focus on the business side of dental practice.



## Fast and comprehensive

### Morning Huddle profile

Circulation:

~127,000



Frequency:

6x per week

300 issues a year



Gross Action Rate:

50%



Average Open Rate:

30%



## Standard IAB & Animated GIFs Specs



JPGs, GIFs, or animated GIFs (3 frames max).  
 Dimensions: 300x250  
 File size must not exceed 80kb.

We do not accept Flash files.

**Animated Gifs:** Outlook 2007 and later versions do not support animated GIFs. Only a static representation of the GIF image shows, so please ensure that the first frame is sufficient on its own as a static image.

All ads with white or partially white backgrounds must use a black 1-pixel border.

## Sponsorship Logo Specs

JPG or GIF  
 Dimensions: 200x60 (max)  
 File size must not exceed 40kb.

Wednesday's Lead Stories



- Action For Dental Health Act Signed Into Law.
- Deadline Extended To Enroll In Federal Employees Dental And Vision Program.

Creative is due by 3pm, two business days prior to your first insertion date.

Please submit creative to the Ad Operations team:

Jamie Milano  
 jmilano@bulletinhealthcare.com

Kim Stumpe  
 kstumpe@bulletinhealthcare.com