

## CUSTOM CONTENT = CUSTOMERS



## Build a Campaign to Educate, Inform and Engage with Dentists to Improve Oral Care

Combined with traditional advertising, ADA Custom Publishing will help your organization develop and distribute a robust set of sponsored media tools to help educate, inform, inspire, and engage practicing dentists to help advance the field of dentistry and improve oral care for patients. Use these tools individually or build a custom content campaign to help foster collaboration, extend your organization's thought leadership position, and generate leads with the most influential publications in the industry — ADA News, JADA, Dental Practice Success and New Dentist News.

### YOUR ADA CUSTOM PUBLISHING TOOLKIT, INCLUDES:

- + **Webinars:** Empower an interactive experience through a best-in-class platform.
- + **Podcasts:** Inform and educate on timely issues or advances in dentistry.
- + **Print or Digital Supplements:** Go in-depth on important subjects.
- + **Article or Series of Articles:** Hosted as a native advertisement online, a sponsored article or series reinforces commitment to education and creates active calls to action.
- + **Roundtable Discussions:** Convene experts to explore thought-provoking subjects.
- + **Whitepapers/Case Studies:** Digital downloads help foster engagement and generate leads.
- + **E-books:** Reinforce your organization's expertise on a subject through a comprehensive, downloadable digital asset.

*\*All sponsored content must adhere to ADA's advertiser/sponsorship standards.*

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## Ignite Your Marketing Strategy Through Sponsored Webinars

Using a best-in-class digital platform, sponsored webinars promise to engage, educate, and equip practicing dentists with the right information to make informed business and clinical decisions.

Whether a marketing goal is to showcase your organization's thought leadership on key industry issues or demo a new product, sponsored webinars give companies, speakers, and attendees interactive and easily accessible digital tools to share insight, address questions, and build community to improve oral care.

### SOME OF THE KEY FEATURES:

- + Powerful online platform to connect speakers and attendees throughout the United States
- + Video dashboard that allows attendees to watch presenters and other streaming videos/slideshows at the same time
- + Simple registration process with follow-up reminders to maximize attendance and generate leads
- + Simulcast options to target time zones
- + Live Q&A during the event
- + Online polling
- + Ability to provide downloadable support materials during the event

### EVEN MORE BENEFITS:

- + Event promotion through ADA publications, e-newsletters, and website(s)
- + On-demand access for registered dentists (one year)
- + KOL recommendations
- + Webinar program input

This webinar platform gives sponsors powerful digital tools in a cost-effective platform to connect with dentists and other nonmember audiences through the strength of ADA's network.

For more information on how you can leverage this sponsored webinar solution, contact your ADA sales representative, or visit [ADA.org/en/advertise](https://ada.org/en/advertise) for details on other lead generating content solutions.

Generate high-quality sales leads per event, and promote your company's key opinion leaders to

**158,045**

dental professionals.  
Fact: custom  
= customers.

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## Let's Talk About Podcasts

Podcasts are popular. Most of the estimated **86 million** podcast listeners in the United States cite a number of reasons why they favor the medium: to learn, to stay up-to-date, and to feel inspired (Statista, Aug. 2019).

Sponsored podcasts can combine an easy-to-access medium with subject-matter experts to help educate dentists on a range of relevant topics and trends.

### FEATURES AND BENEFITS OF THE SPONSORED PODCAST PROGRAM:

- + Engage key opinion leaders on a variety of topics (average length 30-45 minutes)
- + Work with ADA's custom content team to ideate, plan, and execute a series
- + Reinforce educational programming or campaigns by addressing relevant professional topics
- + Maximize three touch points per episode to promote your company, products, and services:
  1. Pre-roll message: 15 second introduction by host
  2. Mid-roll message: 30-45 second spot featuring sponsored company's message
  3. Post-roll message: 15-20 second spot (by host) reinforcing sponsorship message, thanking sponsor(s) and directing them to additional sponsor resources for more information
- + Podcast promotion through ADA publications, e-newsletters, and website(s)
- + Accessible on demand
- + Host and KOL recommendations
- + Podcast program input

For more information on how you can leverage sponsored podcasts, contact your ADA sales representative, or visit [ADA.org/en/advertise](https://ada.org/en/advertise) for details on lead generating sponsored content solutions.

# 40%

of Americans  
54 or younger  
listen to podcasts  
monthly. (Edison

Research, *The Podcast  
Consumer 2019*)

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## Extend Your Leadership Position with Sponsored Supplements

A single-sponsored print or digital supplement is a **comprehensive solution to distribute relevant/timely information for practicing dentists and other dental health professionals.**

Topic supplements\* reinforce your organization's expertise and leadership position by helping dentists stay up-to-date on technological advances or crucial business trends emerging in a rapidly changing profession. Sponsors will work with ADA's Custom Publishing team to build 8-, 12-, or 16-page educational supplements around timely topics for dentists. The sponsoring company will have the opportunity to ideate, recommend key opinion leaders, and review the supplement before publication. Single-sponsored supplements are typically produced for print (polybagged with ADA News or JADA) or created as digital downloads.

While there is flexibility on how these custom content products are developed and distributed (based on the goals of the project), keep in mind that practical, insightful content for practicing dentists deliver the strongest results.

### FEATURES/BENEFITS OF SPONSORED SUPPLEMENTS:

- + Comprehensive coverage of relevant topics in an 8-, 12-, or 16-page print and digital (or digital-only) supplement
- + 100% share of voice
- + Lead generation through downloads
- + Branding and messaging for your core customers
- + Widescale distribution of information through print and digital channels using ADA's membership network
- + Integration of traditional page advertising to reinforce campaigns or products
- + Topic and KOL recommendations
- + Editorial review before publication

For more information on how you can leverage single-sponsored supplements, contact your ADA sales representatives, or visit [ADA.org/en/advertise](https://ada.org/en/advertise) for details on other lead generating content solutions.

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Sponsored  
supplements

## DELIVER

exposure through  
the most widely  
read dental  
publication(s) in the  
United States: ADA  
News and JADA.

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## Sponsored Articles Can Polish Your Marketing/Lead Generation Campaign

A sponsored article or series of articles offers your organization visibility and engagement with dentists to address relevant topics important to advancing oral care. Hosted as a native advertisement on ADA.org and promoted through ADA's leading media brands (ADA News, JADA, Dental Practice Success, or New Dentist News), these custom content solutions can deliver practical, comprehensive information for dentists. **A sponsored article or series reinforces education, builds awareness of an issue, and creates calls to action.**

A sponsored article\* is typically 1,500–2,000 words. A series is comprised of multiple articles on a single subject published at one time or rolled out to ADA's members over successive months. Photos, tables, and/or charts can all work in concert to help create compelling coverage about an important issue, development, or advancement in oral care.

Sponsors can supply the content (reviewed for conformance with ADA's advertising/sponsorship standards) or collaborate with ADA's Custom Publishing team to deliver on the project's goals.

### FEATURES/BENEFITS:

- ✦ Full-length article(s) about a significant development in dentistry to reinforce a sponsor's thought leadership position in the industry
- ✦ Content promotion through websites, e-newsletters, and print publications
- ✦ Downloadable digital articles to generate leads
- ✦ Topic and KOL recommendations
- ✦ Submit content (conforming to ADA advertising/sponsorship standards) or work with ADA's Custom Publishing team to create it
- ✦ Incorporate images, tables, and charts to help support key messages
- ✦ Native advertising placement on publication(s) home page
- ✦ Editorial review before publication

While there is flexibility on how custom content articles are developed and distributed (based on the goals of the project), we find that relevant, practical, educational content for practicing dentists delivers the strongest results.

Contact your ADA sales representative for more information on creating a sponsored article, series, or teaming up on other custom content solutions to strengthen your marketing program. Visit [ADA.org/en/advertise](https://ada.org/en/advertise) for details on other lead generating content solutions.

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Did you know that the print edition of ADA News delivers content to

**158,045**

dental professionals 22 times a year?

**Fact: custom = customers.**



## Align with Experts on Relevant and Timely Topics for Dentists

When your company wants to assert its leadership position by exploring innovative or essential trends for the dental profession, sponsoring\* a **roundtable discussion can generate a variety of useful ideas and perspectives to help dentists better understand the many dimensions of a subject**. Roundtable discussions offer a reliable platform to help attendees learn from their peers, align your brand(s) to key opinion leaders/experts in the industry, and facilitate an open forum to engage audiences and share ideas.

Whether the roundtable's published output is digital, print, or hosted during a live event, ADA's leading publications will maximize the distribution of the information to its network of 158,045 dentists in the United States.

### FORMAT OPTIONS INCLUDE:

- + Printed insert or outsert in ADA News and/or JADA
- + Downloadable pdf to generate and qualify leads
- + Video roundtable
- + Live event programming with published coverage

### FEATURES/BENEFITS:

- + Explore varied opinions on a subject from three thought leaders and a discussion moderator
- + Comprehensive coverage of a topic
- + Topic and KOL recommendations for roundtable participants
- + Selection of the moderator
- + Lead generation with digital downloads
- + Native advertising placement on publication(s) home page(s) and e-newsletters
- + Content promotion through ADA's publication websites and e-newsletters
- + Editorial review before publication

For more information on how you can organize a sponsored roundtable discussion, contact your ADA sales representative. Visit [ADA.org/en/advertise](https://ada.org/en/advertise) for details on other lead generating content solutions.

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The ADA  
Morning Huddle  
e-newsletter  
consistently delivers  
action rates of  
more than

# 30%

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## Market Intelligence Creates Strong Connections with Dentists

Actionable insight and education work together to support excellence in oral care.

Not only do sponsored whitepapers and case studies inform dentists about a business trend, clinical advancement, or new technology, they reinforce your company's position as a thought leader while generating quality leads.

ADA's Custom Publishing team can help your organization distribute and create whitepapers and case studies to educate dentists and to contribute to positive advances in oral care.

### FEATURES/BENEFITS:

- + Full-length article about practical applications or new developments in dentistry
- + Downloadable digital reports to drive topic interest, engagement, and generate leads
- + Showcase experts and key opinion leaders
- + Explore real-world examples and highlight successes
- + Topic and KOL recommendations
- + Promotion and distribution through ADA's publishing digital and/or print channels (ADA News, JADA, Dental Practice Success, and New Dentist News)
- + Submit content (must conform to ADA sponsor/advertiser standards), or work with ADA's Custom Publishing team to develop it
- + Use images, charts, graphs, and tables to help support the thesis
- + Editorial review before publication

For more information on how your company can plan, create, and/or distribute white papers and case studies, contact your ADA sales representative. Visit [ADA.org/en/advertise](https://ada.org/en/advertise) for details on other lead generating content solutions.

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JADA, the premier peer-reviewed journal in dentistry, reaches

**137,859**

dentists, dental researchers and dental educators.

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## E-books: Start a New Chapter for Your Lead Generation Campaigns

E-books deliver comprehensive insight about a topic to support excellence in oral care. This custom publishing option gives sponsors a powerful tool to build high-quality content coupled with a multi-touchpoint lead generation campaign with multiple measurable outcomes, including:

- + E-book downloads
- + Email engagement
- + Online engagement (website, social media likes/clicks)
- + E-newsletter promotion

ADA's Custom Publishing team can help your organization create and distribute the content with the top digital and print publications in the dental industry. ADA's Custom Publishing team will manage targeting and deployment of the multi-step program, delivering regular metrics and qualified MQLs.

### FEATURES/BENEFITS:

- + 8-, 12- to 16-page digital (or print) e-book covering a new advance or issue in dentistry
- + Downloadable digital reports to drive topic interest, engagement, and generate leads
- + Showcase experts and key opinion leaders
- + Explore real-world examples and highlight successes
- + Topic and KOL recommendations
- + Promotion and distribution through ADA's digital and/or print channels (ADA News, JADA, Dental Practice Success, and New Dentist News)
- + Editorial review before publication

For more information on how your company can plan, create, and/or distribute E-books, contact your ADA sales representative. Visit [ADA.org/en/advertise](https://ada.org/en/advertise) for details on other lead generating content solutions.

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E-books offer insight on timely topics and generate

# LEADS

all year long.

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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.