

# 2024

## ADA Publishing and Business Product Portfolio

### MEDIA PLATFORM



ADA®

YOUR DENTAL MARKETING PLAN BEGINS HERE

UPDATED 9.27.2023

WEB ADA.org, ADANews.ada.org, JADA.ada.org  
140 Terry Dr Suite 103, Newtown, PA 18940

ADA®

POWERED BY BROADCASTMED



# ADA: Powering the Profession of Dentistry

**The mission of the American Dental Association** is guided by core values, including integrity, excellence and to empower dentists and dental professionals through evidence-based insights to provide quality oral care for all patients.

ADA's robust media and business portfolio not only leads the industry, but enables a unique and sophisticated engagement with dentists through an omnichannel platform of digital and print media. We can help your organization deliver on its goals with a comprehensive approach to marketing, including:

- News
- Clinical
- Advertising (digital and print)
- Database Licensing
- Business
- Education and Live Events
- Email marketing
- Consulting
- Brand Awareness
- Lead Generation

ADA News profile .....	3	ADA Morning Huddle e-newsletters.....	10	ADA Dental Database.....	18
ADA News editorial calendar .....	4	ADA Morning Huddle advertising specs.....	11	Health Policy Institute.....	19
ADA News print rates.....	5	JADA profile.....	12	SmileCon .....	20
ADA News print mechanical specs.....	6	PracticeUpdate profile, rates and specs.....	13	SmileCon live event coverage .....	21
ADA News extras.....	7	Vendor Showcase .....	14	Appendix: ADA News print specs.....	22-23
New Dentist News profile and planning calendar .....	8	Vendor Showcase Prime and Engage ....	15	Appendix: ADA Advertising Standards .....	24-25
Websites .....	9	Vendor Showcase Social Media .....	16		
(ADA.org, ADANews.org, JADA.ada.org)		Vendor Showcase Lead.....	17		
-Rates/specs					

## FOR MORE INFORMATION, PLEASE CONTACT:

**John Travaline**  
Director, Sales Operation & ADA Portfolio  
215-353-6981  
john.travaline@broadcastmed.com

**Betty Ann Gilchrist**  
Director, Business Development  
631-935-7675  
bettyann.gilchrist@broadcastmed.com

**Elizabeth Towers**  
Associate Director, Business Development – ADA  
631-629-0615  
elizabeth.towers@broadcastmed.com



WEB ADA.org, ADANews.ada.org, JADA.ada.org  
140 Terry Dr Suite 103, Newtown, PA 18940

# 2024

ADA

## ADA News: Unsurpassed Engagement

**Mission:** ADA News is the leading source for news in the dental industry. The media brand consistently ranks as the most popular news magazine in the industry based on its winning combination of covering relevant, timely, practical articles about a wide range of subjects important to dentists. Coverage pillars include science, business, technology, education, and government and advocacy.

As the #1 media brand in the industry, ADA News delivers insight, trends, and crucial updates for ADA members everyday online and monthly in print. Readers not only trust the content in ADA News, but remain engaged, which means your advertising also establishes a leadership position in the industry based on relevancy, trust, and actionable insight.



### PUBLICATION REACH:

**162,000+**

### ADA NEWS PRINT PUBLISHED

**12x ANNUALLY**

### PUBLICATION REACH:

**54,051** AVERAGE MONTHLY PAGE VIEWS

### TOTAL CIRCULATION:

**162,000+**

### E-NEWSLETTER REACH:

**100,000+**

### READERSHIP PROFILE

General Dentists: **113,160**

Orthodontics and  
Dentofacial Orthopedics: **7,868**

Pediatrics: **6,963**

Oral and Maxillofacial Surgery: **5,476**

Endodontics: **4,454**

Periodontics: **4,025**

Prosthodontics: **2,514**

Oral and Maxillofacial Radiology: **142**

Dental Anesthesiology: **111**

Dental Public Health: **541**

Oral and Maxillofacial Pathology: **278**

Other: **2,456**

Source: BPA Worldwide, June 2023

### ADA.ORG

**1,000,000:**

AVERAGE MONTHLY PAGE VIEWS

### ADA NEWS.ORG

**54,051:**

AVERAGE MONTHLY PAGE VIEWS

### ADA NEWS DIGEST

**100,000+ REACH;**

**10.38%-13.13% OPEN RATE**

### FOR MORE INFORMATION, PLEASE CONTACT:

**John Travaline**  
Director, Sales Operation & ADA Portfolio  
215-353-6981  
john.travaline@broadcastmed.com

**Betty Ann Gilchrist**  
Director, Business Development  
631-935-7675  
bettyann.gilchrist@broadcastmed.com

**Elizabeth Towers**  
Associate Director, Business Development – ADA  
631-629-0615  
elizabeth.towers@broadcastmed.com

ADA

POWERED BY BROADCASTMED

WEB ADA.org, ADANews.ada.org, JADA.ada.org  
140 Terry Dr Suite 103, Newtown, PA 18940

# 2024 Editorial Calendar

**ADA News** leads the industry with comprehensive, timely coverage about news and trends impacting dentistry. In print, the monthly publication delivers compelling news and features with leading experts and innovative dentists making an impact on oral health nationally or in the communities they serve. **Authoritative. In-depth. Practical. Timely.**

## SPECIAL ISSUES FOR 2024



March: Business



June: Technology



September: Back to School



December: Lifestyle

## ADA News Print Close Dates

Issue date	Jan 9	Feb 6	Mar 5	Apr 9	May 7	Jun 11	Jul 9	Aug 6	Sep 10	Oct 8	Nov 12	Dec 10
Issue close date	12/7/23	1/5/24	2/2/24	3/8/24	4/5/24	5/3/24	6/7/24	7/5/24	8/2/24	9/6/24	10/11/24	11/8/24
Ad material due	12/14/23	1/12/24	2/9/24	3/15/24	4/12/24	5/10/24	6/14/24	7/12/24	8/9/24	9/13/24	10/18/24	11/15/24

## FOR MORE INFORMATION, PLEASE CONTACT:

**John Travaline**  
Director, Sales Operation & ADA Portfolio  
215-353-6981  
john.travaline@broadcastmed.com

**Betty Ann Gilchrist**  
Director, Business Development  
631-935-7675  
bettany.gilchrist@broadcastmed.com

**Elizabeth Towers**  
Associate Director, Business Development – ADA  
631-629-0615  
elizabeth.towers@broadcastmed.com



# 2024 ADA News 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	\$16,680	\$16,320	\$17,730	\$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	\$5,540	\$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	\$11,420	\$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	\$7,670	\$7,530	\$7,510	\$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	\$5,2180	\$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.

## FOR MORE INFORMATION, PLEASE CONTACT:

**John Travaline**  
Director, Sales Operation & ADA Portfolio  
215-353-6981  
john.travaline@broadcastmed.com

**Betty Ann Gilchrist**  
Director, Business Development  
631-935-7675  
bettyann.gilchrist@broadcastmed.com

**Elizabeth Towers**  
Associate Director, Business Development – ADA  
631-629-0615  
elizabeth.towers@broadcastmed.com

POWERED BY 

WEB ADA.org, ADANews.ada.org, JADA.ada.org  
140 Terry Dr Suite 103, Newtown, PA 18940

# 2024 Print Mechanical Specifications

## ADA NEWS Print Mechanical Specifications

ADA NEWS TABLOID SIZE							
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"						
Tabloid Ad Spread	21.75" x 14.25"						
Note: Bleed sizes include 1/4" bleed. Live matter should not exceed 9-7/8" x 13-1/4"							
Jr. Ad Size	Width/Depth						
Jr. Page	7" x 10"						
Jr. 2/3 Page	4-5/8" x 10"						
Jr. 1/2 Page Horizontal	7" x 4-7/8"						
Jr. 1/2 Page Island	4-1/2" x 7"						
Jr. 1/3 Page Vertical	2-1/4" x 10"						
Jr. 1/3 Page Square	4-5/8" x 4-7/8"						
Jr. 1/4 Page Horizontal	7" x 2-3/8"						
Tabloid Junior Ads are equivalent to JADA Ad sizes. They will float in the tabloid ad space.							

### Cover Card

- Trim size 8" x 4", Bleed size 8.25" x 4.25", 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.

### Outserts

- Trim size 7" x 10", Bleed size 7.25" x 10.25"
- If preprinted, submit creative to Harborside for content review prior to printing final copies. Ship in clearly labeled cartons to: LSC Communications, Attn: Mark Boma, 1600 N. Main St., Pontiac, IL 61764.
- Label should include: Name of Advertiser, Outsert for MM/DD YYYY ADA News.

### Business Reply Cards: Tip-In

- 185,400 (including overage) cards need to be supplied.
- 4-1/4" x 6" on 7pt. card stock
- Must tip to low-folio right-hand page.
- Must tip between form breaks.
- 1/8" bleed on all sides.

### 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, PSD, EPS, TIF, minimum resolution for continuous tone images is 300 dpi, line art is 1200 dpi.
- Adobe InDesign
- Open Type Fonts preferred.

See Appendix, p. 23, for information about ADA News Print Specs and ADA's Advertising Standards

## FOR MORE INFORMATION, PLEASE CONTACT:

**John Travaline**  
Director, Sales Operation & ADA Portfolio  
215-353-6981  
john.travaline@broadcastmed.com

**Betty Ann Gilchrist**  
Director, Business Development  
631-935-7675  
bettyann.gilchrist@broadcastmed.com

**Elizabeth Towers**  
Associate Director, Business Development – ADA  
631-629-0615  
elizabeth.towers@broadcastmed.com



# 2024

ADA

## New Dentist News



**New Dentist News** is a quarterly print supplement to ADA News, delivered to 70,000+ new dentists and dental students. This media brand offers in-depth stories, news and insight about new dentists' unique experiences across the practice paradigms in dentistry. Along with the New Dentist blog, the publications provide platforms for new dentists—those who graduated from dental school less than 10 years ago—to share their unique experiences and learn from their colleagues on topics. Check out the latest content from [New Dentist News](#) and the [New Dentist Blog](#).

**Package your program with New Dentist Weekly Huddle e-newsletter to maximize your reach and impressions to this important audience.**

### NEW DENTIST NEWS PROFILE

**Audience target:** Dentist graduating under 10 years

**Distribution:** Mailed to **70,000+** new dentists with ADA News (10 or fewer years in practice).

- Polybagged with ADA News
- Full Page: \$2,500
- Cover 2 premium position

### PLANNING CALENDAR: 2024 PRINT

**MARCH:** Wellness

Closing Date: **Jan. 19, 2024** • Materials Due: **Jan. 26, 2024**

**MAY:** Career paths

Closing Date: **Mar. 15, 2024** • Materials Due: **Mar. 22, 2024**

**AUGUST:** Leadership/advocacy

Closing Date: **June 14, 2024** • Materials Due: **June 21, 2024**

**OCTOBER:** Finance

Closing Date: **Aug. 9, 2024** • Materials Due: **Aug. 16, 2024**

### NEW DENTIST NEWS PRINT SPECS

**Final Trim:** 8.125" x 10.875" (+ 0.125" bleed)

**Ink:** CMYK 4-color process

**File Format:** PDF

**ADA New Dentist Weekly Huddle**, delivered every Wednesday, features news and tips to help them successfully transition from dental school to dental practice.

### DISTRIBUTION

Emailed to **70,000+ new dentists** (10 or fewer years in practice).

- Banner or native tile options

### DIGITAL SPECS

**Billboard Ad Position:** 970x250, 250k max

**Leaderboard Ad Position:** 728x90

**News Ad Position:** 300x250, 150k max

**Native Ad:** 180x150, 150k max

**File Type:** GIF/JPEG/PNG

Click Through URL

### PACKAGE PRICING—\$6,700

- 1 print ad in New Dentist News
- 4 banner or native ads in New Dentist Weekly Huddle
- 2,000 run-of-site impressions on ADA News website



### FOR MORE INFORMATION, PLEASE CONTACT:

**John Travaline**  
Director, Sales Operation & ADA Portfolio  
215-353-6981  
[john.travaline@broadcastmed.com](mailto:john.travaline@broadcastmed.com)

**Betty Ann Gilchrist**  
Director, Business Development  
631-935-7675  
[bettyann.gilchrist@broadcastmed.com](mailto:bettyann.gilchrist@broadcastmed.com)

**Elizabeth Towers**  
Associate Director, Business Development – ADA  
631-629-0615  
[elizabeth.towers@broadcastmed.com](mailto:elizabeth.towers@broadcastmed.com)



# ADA® 2024

## A Trifecta of Websites *Run-of-Site Advertising*

**ADA offers three important websites** to deliver ROS advertising. Our comprehensive media portfolio delivers options and results.

### [ADA.org](https://ada.org)

As the American Dental Association's premier website, ADA.org is also the most-visited website for dental professionals and generates more than 1 million page views per month. This comprehensive digital resource serves as the gateway to scientific and clinical resources, business and practice management insight, advocacy efforts, public programs, education and career information, the ADA Member Center, and the association's extensive portfolio of publications.

### [ADANews.adanews.org](https://adanews.adanews.org)

The online leader in delivering news and information to dentists and dental professionals.

### [JADA.adanews.org](https://jada.adanews.org)

This in-depth clinical website provides full-text articles as an added ADA member benefit from the current issue as well as a searchable archive dating back to 1913.



### **Pricing**

Run-of-site CPM: \$75  
CPM Geotargeted: \$100

### **Ad Formats Accepted:**

GIF, JPEG, SWF, 3rd Party Ad Tag\*  
Max File Size: 40KB  
Looping: 3x  
Animation: 0:15 seconds  
\*Ad tags must be secure

### **Ad Dimensions:**

728x90 (Leaderboard/Footer)  
300x250 (Large Rectangle)  
320x50 (Mobile)  
160x600 (Skyscraper, available on ADA.org and JADA.adanews.org)

### **Additional Guidelines:**

No expandables.  
All Flash files submitted need an accompanying back up GIF/JPEG version of the creative.  
Flash files must be Flash 10.1 or under.  
All ads will launch in a new window when clicked on.  
For a custom proposal, please contact your ADA sales representative.

### **FOR MORE INFORMATION, PLEASE CONTACT:**

**John Travaline**  
Director, Sales Operation & ADA Portfolio  
215-353-6981  
john.travaline@broadcastmed.com

**Betty Ann Gilchrist**  
Director, Business Development  
631-935-7675  
bettyann.gilchrist@broadcastmed.com

**Elizabeth Towers**  
Associate Director, Business Development – ADA  
631-629-0615  
elizabeth.towers@broadcastmed.com

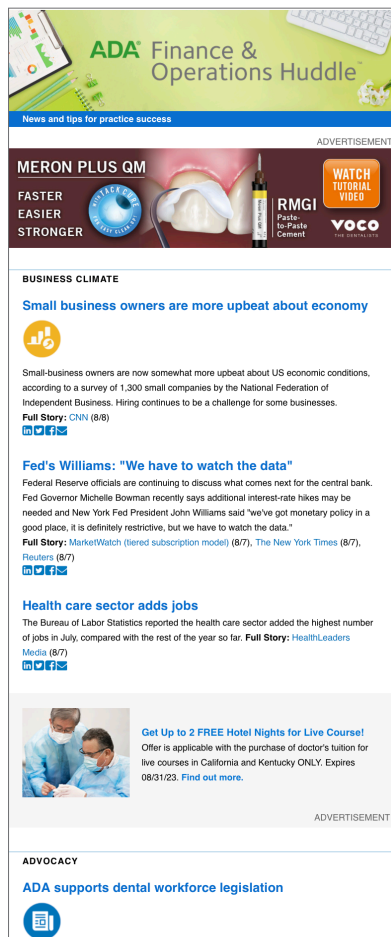
# 2024

ADA<sup>®</sup>

## ADA Morning Huddle E-newsletters

**ADA Morning Huddle** targets dentists, new dentists, dental students, and dental health professionals with diverse and comprehensive daily news to drive engagement and results to your marketing messages.

The ADA family of Huddle publications provides dentists and team members a daily connection to the latest news and trends affecting dentists and the dental profession.



### Key Benefits

- Keeps profession informed and complements and features ADA News coverage
- E-newsletters engage with dentists and dental health professionals more than 300 times a year
- Targets diverse audience segments to maximize exposure and engagement

**AVERAGE TOTAL OPEN RATE: 24.9%**

**ADA MORNING HUDDLE REACH:  
131,090, FIVE DAYS A WEEK**

### FOR RATES AND PACKAGES CONTACT YOUR SALES REPRESENTATIVES.

#### ADA Morning Huddle

**Profile:** Key ADA member benefit and delivers relevant news to dentists about the profession and issues impacting the industry.

**Frequency:** Monday-Friday, more than 250 times a year

**Audience:** 131,090

#### ADA Morning Huddle Future Dentists

**Profile:** Built to keep dental students aware of news impacting dentistry.

**Frequency:** Monday-Friday, about 250 issues per year

**Audience:** 22,723

#### ADA Morning Huddle Office Edition

**Profile:** Targets interests and needs of all dental professionals, including hygienists and office managers.

**Frequency:** Monday-Friday; about 250 issues per year

**Audience:** 52,720

#### ADA Weekend Huddle

**Profile:** Offers dentists important updates about the profession as they prepare for the week.

**Frequency:** Saturday; 50 issues/year

**Audience:** 137,970

#### ADA Weekend Huddle (Student Edition)

**Profile:** Delivers timely update for dental students to stay ahead of current events shaping the industry.

**Frequency:** Saturday; 50 issues/year

**Audience:** 23,623

#### ADA Finance and Operations Huddle

**Profile:** Focused on business news and business trends in dentistry.

**Frequency:** Saturday; 50 issues/year

**Audience:** 142,354

#### ADA New Dentist Huddle

**Profile:** Information specifically curated to help dentists under 10 years in practice.

**Frequency:** Wednesday, 50 issues/year

**Audience:** 71,583

#### Hygienist Weekly Digest

**Profile:** Offers hygienists important news updates and features to keep this important segment of the dental profession informed.

**Frequency:** Thursday, 50 issues/year

**Audience:** 160,896

### FOR MORE INFORMATION, PLEASE CONTACT:

**John Travaline**  
Director, Sales Operation & ADA Portfolio  
215-353-6981  
john.travaline@broadcastmed.com

**Betty Ann Gilchrist**  
Director, Business Development  
631-935-7675  
bettyann.gilchrist@broadcastmed.com

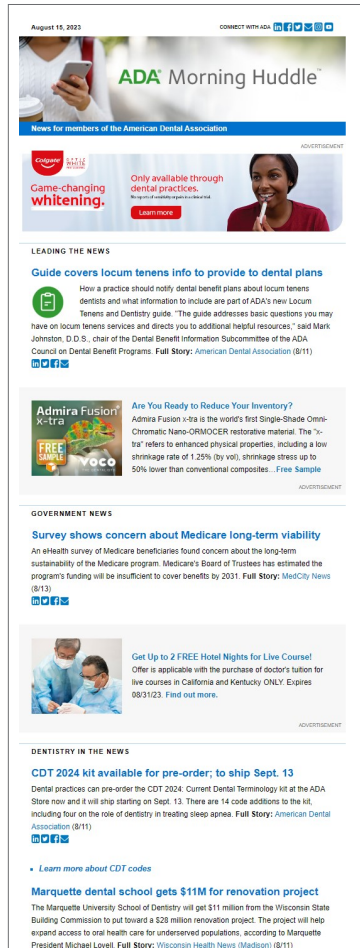
**Elizabeth Towers**  
Associate Director, Business Development – ADA  
631-629-0615  
elizabeth.towers@broadcastmed.com

ADA<sup>®</sup>

POWERED BY BROADCASTMED

WEB ADA.org, ADANews.ada.org, JADA.ada.org  
140 Terry Dr Suite 103, Newtown, PA 18940

# 2024 Advertising Specs



## HUDDLE E-NEWSLETTERS ADVERTISING SPECS

- All ad creatives must be site-served. SmartBrief can accept 3rd party clicktags and impression trackers (standard tags only).
- Animation is not supported by all email clients. When using animation, include branding and call-to-action on first frame.
  - Javascript is not supported in email.

AD MATERIALS ARE DUE 3 FULL BUSINESS DAYS PRIOR TO THE SEND DATE.

## BILLBOARD

- Creative Size: 970 x 250
- File Size: 250k maximum
- File Type: GIF/JPEG/PNG
- Click Through URL
- Animation: 15 seconds maximum
- Animation is not supported by all email clients. Include sponsor branding and call-to-action on first frame.
- Note: Ad will display at 650x167 in desktop view and scale on mobile devices.
- Note: Creatives sized at 728x90 may also be accepted

## MEDIUM RECTANGLE

- Creative Size: 300x250
- File Size: 150k maximum
- File Type: GIF/JPEG/PNG
- Click Through URL
- Animation: 15 seconds maximum

## RECTANGLE-TEXT AD UNIT

- Ad Image: 180 x 150; 50k maximum; GIF/JPEG/PNG
- Headline: 40 characters, excluding spaces
- Ad Copy: 250 characters, excluding spaces
- Click Through URL
- Sponsor Logo (Optional):
- 120 x 60; 50k maximum
- Please provide PNG with transparent background

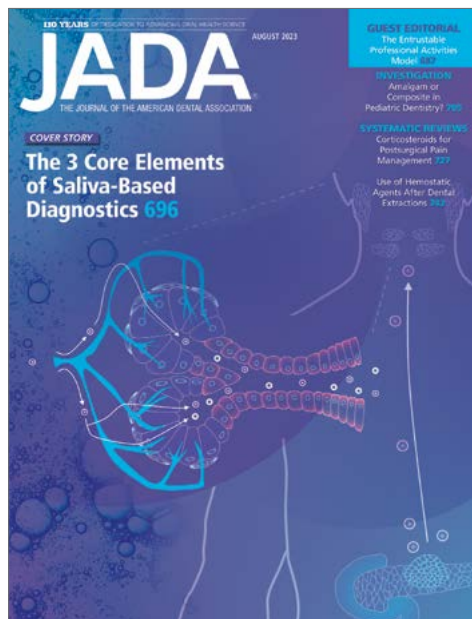
## FOR MORE INFORMATION, PLEASE CONTACT:

**John Travaline**  
Director, Sales Operation & ADA Portfolio  
215-353-6981  
john.travaline@broadcastmed.com

**Betty Ann Gilchrist**  
Director, Business Development  
631-935-7675  
bettyann.gilchrist@broadcastmed.com

**Elizabeth Towers**  
Associate Director, Business Development – ADA  
631-629-0615  
elizabeth.towers@broadcastmed.com

# ADA 2024 JADA



## Editor-in-Chief

J. Tim Wright, DDS, MS,  
Adams School of Dentistry,  
University of North Carolina  
at Chapel Hill,  
Chapel Hill, NC

**The Journal of the American Dental Association (JADA)**, the most widely read clinical journal for dentists, is a highly respected, peer-reviewed media brand that influences clinical decision makers and consistently delivers practical insight to help dentists stay informed about advances in dentistry and related medical disciplines. For more than 100 years, JADA has been the leader in disseminating dental and dental science research through:

- Up-to-date clinical practice guidelines
- Peer-reviewed research on current and developing topics in dentistry
- Clinical information for both general dentists and specialists
- Reports on the relationship between dental health and overall health
- Scientific news and views on current issues
- Explorations of practice building and legal topics
- Continuing education

## JADA PROFILE

Audited Circulation: **141,193**  
Print Frequency: **Monthly**  
Website: [jada.ada.org](http://jada.ada.org)  
Web Traffic: **79,800** page views per month  
**42,647** average sessions per month

(Source: BPA Worldwide, June 2023)

Opt-in Email Subscribers: **211,753**

(Source: Adobe Analytics: Average of January – June 2022)

## READERSHIP STRENGTH:

- **#1 clinical journal** and the top ranked source for dentists when looking for quality clinical content to use in their practices.
- **Nearly 90% of dentists** chose JADA as the most trusted source to provide unbiased, evidence based and accurate information. (Signet Research, August 2022)
- **Nearly 32% of all dentists** say JADA is the journal they would most like to receive. (Source: Dentistry 2023 Media Measurement Study, Kantar)

## Optimized article presentation for Mobile Access

Publication Reach: **141,193+**  
Website Reach: **79,800** page views per month  
JADA eTOC: **100,000+**

## CIRCULATION BY SPECIALTY

General Practice: <b>78,324</b>	Orthodontists: <b>6,215</b>	Prosthodontists: <b>1,967</b>	Unspecified: <b>1,856</b>
Oral Surgeons: <b>4,660</b>	Pedodontists: <b>5,312</b>	Oral Pathologists: <b>202</b>	1-year qualification: <b>122,672</b>
Endodontists: <b>3,732</b>	Periodontists: <b>3,370</b>	Public Health: <b>411</b>	

## JADA Print Close Dates

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Issue close date	11/28/23	12/20/23	1/23/24	2/23/24	3/27/24	4/25/24	5/24/24	6/21/24	7/26/24	8/23/24	9/26/24	10/24/24
Ad material due	12/1/23	12/27/23	1/26/24	2/28/24	3/29/24	4/29/24	5/31/24	6/27/24	7/31/24	8/29/24	9/30/24	10/28/24

## FOR MORE INFORMATION, PLEASE CONTACT:

**John Travaline**  
Director, Sales Operation & ADA Portfolio  
215-353-6981  
[john.travaline@broadcastmed.com](mailto:john.travaline@broadcastmed.com)

**Betty Ann Gilchrist**  
Director, Business Development  
631-935-7675  
[bettyann.gilchrist@broadcastmed.com](mailto:bettyann.gilchrist@broadcastmed.com)

**Elizabeth Towers**  
Associate Director, Business Development – ADA  
631-629-0615  
[elizabeth.towers@broadcastmed.com](mailto:elizabeth.towers@broadcastmed.com)



# 2024 PracticeUpdate

**PracticeUpdate Clinical Dentistry** provides dental professionals and students with free curated, cross-disciplinary research in dentistry and medicine that they can use in their daily practice, plus the latest news, commentary and continuing education opportunities. Users can opt-in to emails covering the topic areas of their choice — including 10 health care disciplines, three centers of excellence and two disease spotlights. PracticeUpdate Clinical Dentistry is designed to keep dental professionals current on the latest research that can affect their patients' oral and overall health. PracticeUpdate publishes e-newsletters, including Breaking News, CME Alerts, Conference Coverage, Daily Digest, Expert Insight, Monthly Top Ten, Third Party Promotions, and Topic Alerts.

## PracticeUpdate PROFILE

**DIGITAL SUBSCRIPTIONS:**  
**19,808**

**SUBSCRIBER DEMOGRAPHICS:**  
**71% UNITED STATES;**  
**29% INTERNATIONAL**

**E-NEWSLETTERS UNIQUE OPEN RATE:**  
**46%**

### Features:

- Regular emails featuring new journal articles with take-home messages and expert commentary.
- Email alerts on the latest developments in the topic areas that you choose, including general dentistry, endodontics, evidence-based dentistry, implants and prosthodontics, oral and maxillofacial surgery, orofacial pain, orthodontics, pediatric dentistry, periodontics, radiology, technology and dental hygiene.
- Information on continuing education opportunities.
- Access to information on other health care channels to stay current on conditions that could impact the health of patients.

*Note: PracticeUpdate is open to dentists and dental teams at no cost.*

### PracticeUpdate Rates

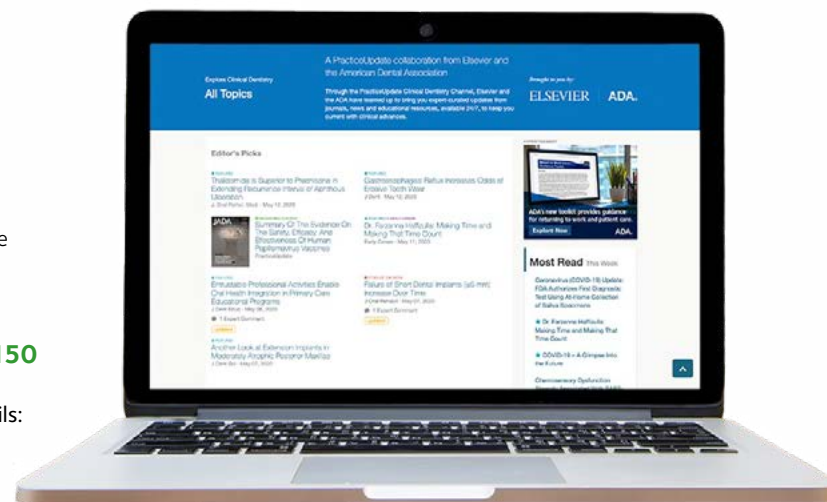
ROS Banners: Leaderboard,  
Medium Rectangle, Skyscraper  
**\$75 CPM**

### Daily Digest Emails:

Distribution: 5,500 subscribers  
Ad sizes: Leaderboard, Medium Rectangle  
**\$500 per banner**

### Monthly package available:

23,000 monthly ROS impressions: **\$1,150**  
(\$50 CPM)  
4 Daily Digest and 4 Expert Insight emails:  
(8 total): **\$2,400**  
\$3,550 per month



### FOR MORE INFORMATION, PLEASE CONTACT:

**John Travaline**  
Director, Sales Operation & ADA Portfolio  
215-353-6981  
john.travaline@broadcastmed.com

**Betty Ann Gilchrist**  
Director, Business Development  
631-935-7675  
bettyann.gilchrist@broadcastmed.com

**Elizabeth Towers**  
Associate Director, Business Development – ADA  
631-629-0615  
elizabeth.towers@broadcastmed.com

# ADA 2024

## VENDOR SHOWCASE

### *Take Your Marketing Message from Awareness to Action*

The combination of advertising, re-engagement tactics, and advanced retargeting combined with a powerhouse lead generation custom content program are all hallmarks of a strong email marketing program. In 2024, you will have ADA Vendor Showcase tiers to engage more than 100,000 dentists and dental professionals who have opted to receive industry sponsored emails. Your message carries the credibility the ADA has earned in the dental community and offers a suite of digitally empowered tools and analytics that allow you to track and monitor your messages and progress.

### FEATURES:

- Tiered email distribution platform to offer multiple option based on your marketing budget and goals
- Submit supplied html or work with ADA to co-create your marketing email
- Vendor Showcase Engage includes social media marketing through Meta
- Target list size or segment to specific market segments and audiences (dentists, hygienists and/or office managers)

### SEGMENTATION OPTIONS:

- Specialty
- Geography
- State
- Practice Size
- Years in Practice

ADA American Dental Association®  
Vendor Showcase Prime

**glidewell.io™**  
IN-OFFICE SOLUTION

**FASTPRINT.IO™: THE SIMPLE, INTUITIVE, HANDS-OFF 3D PRINTING SOLUTION**

COMING SOON  
**fastprint.io**  
3D PRINTING SOLUTION

LEARN MORE

Discover an efficient and cost-effective 3D print combines the innovation of LuxCero with the glidewell.io™ In-Office Solution.

- Use a range of Glidewell resins to easily nightguards, plus a variety of LuxCero crowns, retainers, and aligners.
- Boost your efficiency and output with the software used in Glidewell's lab.
- Directly print clear appliances with minimal through LuxCero Digital Polishing™.

LEARN MORE

**3M Science. Applied to Life.™**

**A solution for virtually any restoration.**

Do you wish that you could clear away the clutter and complexity of having multiple adhesives, cements and composites? Simplify your tray — and your day with the **3M Universal Series**.

This series is made up of three award-winning products that are designed to help you:

- Save time — without compromising on performance or results
- Reduce inventory to save on space and waste
- Deliver a positive patient experience

Talk with a 3M expert about what the 3M Universal Series dental products can do for your patients — and your practice.

Book Now

**glidewell.io™**  
IN-OFFICE SOLUTION

4141 MacArthur Blvd. • Newport Beach, CA 92660  
www.glidewell.io • 844-941-1111

This e-mail was sent by the American Dental Association, 211 E. Chicago Ave., Chicago, IL 60611, USA. We respect your right to privacy. View our policy and terms.

**New Software Introduction:**  
**Invisalign Smile Architect™**

Powered by Invisalign

WEBINAR: NOW AVAILABLE ON-DEMAND

REGISTER NOW

**About The Webinar**

Invisalign Smile Architect™ is a first of its kind software that allows for orthodontic treatment planning in a single platform when treating patients with Invisalign® clear aligners. Through this workflow enhancement to the Align Digital Platform™, doctors will be able to visualize anticipated restorative outcomes for patients who require restorative treatment after orthodontic treatment, making complex treatment plans easier for patients to visualize and inspiring treatment acceptance.

This webinar will share the benefits of using Invisalign Smile Architect and demonstrate a variety of orthodontic treatment plans developed by key experts.

**ACT**  
PROFESSIONAL

Explore now

Explore all the content in the **Fluoride Product Learning Center**, sponsored by ACT® Professional

Look for these useful resources from ACT® Professional

Fluoride: Access, emerging educational challenges pose risks to cavity prevention  
Explore now

Reinforcing the Importance of Fluoride Use for Lifelong Dental Health  
Explore now

Xerostomia: Understanding causes and treatment options  
Explore now

### FOR MORE INFORMATION, PLEASE CONTACT:

**John Travaline**  
Director, Sales Operation & ADA Portfolio  
215-353-6981  
john.travaline@broadcastmed.com

**Betty Ann Gilchrist**  
Director, Business Development  
631-935-7675  
bettyann.gilchrist@broadcastmed.com

**Elizabeth Towers**  
Associate Director, Business Development – ADA  
631-629-0615  
elizabeth.towers@broadcastmed.com

POWERED BY **BROADCASTMED**

WEB ADA.org, ADANews.ada.org, JADA.ada.org  
140 Terry Dr Suite 103, Newtown, PA 18940

# ADA<sup>®</sup> 2024 Vendor Showcase Prime and Engage

## VENDOR SHOWCASE PRIME

Your email messages are strategically deployed to 10,000 to 100,000 dental professionals, or 10,000 to 50,000 hygienists. Utilize the email advertising platform for high-impact adjacency with the ADA Vendor Showcase brand. It also offers you options to:

- Segment your messages to the right audience
- Send us a finalized HTML email, or save significantly on your internal design resources by using our templates

### Rates:

- 25k list: **\$6,250**
- 50k list: **\$7,500**
- Full list: **\$14,250**



## VENDOR SHOWCASE ENGAGE

Add all the features and benefits of Vendor Showcase Prime and extend the campaign's reach and impact:

### Three-Step Engagement Plan:

1. Initial deployment
2. Reinforced messaging through multiple touchpoints
3. Meta retargeting and/or retargeting options on microsites or non-endemic websites in the ADA Publishing portfolio

### Rates:

- 25k list: **\$9,250**
- 50k list: **\$10,500**
- Full list: **\$17,250**

### Best Practices for Email:

- Suggested email width: 600px
- Balanced text/image ratio
- Use alt text for images.
- Try to have multiple types of links near the top of the email: anchor/blue text links, buttons, images, etc.
- Use UTM parameters. Read more about the advantages.
- We suggest JPEG for images without text and PNGs for images with text. Read more about best practices for image heavy emails.
- If you use GIFs, keep in mind that some clients will only show the first frame.

## VENDOR SHOWCASE EMAIL SPECS

### Required assets

#### ADA created email

- Word doc or Google doc with text and links (optional, use this template)
- Images
- Subject line and preview text

#### Client supplied HTML

- Finalized HTML file
- Subject line and preview text

### Image requirements:

- Keep images less than 1 MB
- 600-pixel wide or less

### Best Practices for Email:

- Should not exceed 600-pixel width.
- Balanced text/image ratio.
- Use alt text for images.
- Try to have multiple types of links near the top of the email: anchor/blue text links, buttons, images, etc.
- Use UTM parameters. [Read more about the advantages.](#)
- We suggest JPEG for images without text and PNGs for images with text. [Read more about best practices for image heavy emails.](#)
- If you use GIFs, keep in mind that some clients will only show the first frame.

### Important Dates:

ALL MATERIALS FROM CLIENT DUE 7-10 BUSINESS DAYS PRIOR TO SCHEDULED SEND DATE

### FOR MORE INFORMATION, PLEASE CONTACT:

**John Travaline**  
Director, Sales Operation & ADA Portfolio  
215-353-6981  
john.travaline@broadcastmed.com

**Betty Ann Gilchrist**  
Director, Business Development  
631-935-7675  
bettyann.gilchrist@broadcastmed.com

**Elizabeth Towers**  
Associate Director, Business Development – ADA  
631-629-0615  
elizabeth.towers@broadcastmed.com

# 2024

ADA<sup>®</sup>

## Vendor Showcase Social Media

**Social media extends your reach** and delivers another potent option to reach dentists and dental professionals. Our Vendor Showcase program retargets your advertising messages to Meta to amplify marketing performance.

### SOCIAL (FACEBOOK, INSTAGRAM) RETARGETING

Rate: **\$3,000**

#### List of required items:

##### Option 1

No requirements. A draft will be created based on your email content.

##### Option 2

Text (Primary text; Headline; Link Description)

- An image or video
- Campaign Click-through URL

#### Image requirements:

- Aspect ratio of 1.91:1 to 1:1
- Width of at least 1080 px
- JPG or PNG
- Max file size is 30MB

#### Text requirements:

- Primary text: Up to 125 characters will appear on the ad's preview. However, you are allowed to write longer ad copies. The rest will be seen when the viewer clicks "See More."
- Headline: Up to 40 characters.
- Link description: Up to 30 characters.

#### Other Ad Options:

- Video: simply provide a video instead of the above image requirements
- Carousel: provide multiple images and text options for a side-scrolling ad with multiple products



#### FOR MORE INFORMATION, PLEASE CONTACT:

**John Travaline**  
Director, Sales Operation & ADA Portfolio  
215-353-6981  
john.travaline@broadcastmed.com

**Betty Ann Gilchrist**  
Director, Business Development  
631-935-7675  
bettyann.gilchrist@broadcastmed.com

**Elizabeth Towers**  
Associate Director, Business Development – ADA  
631-629-0615  
elizabeth.towers@broadcastmed.com

ADA<sup>®</sup>

POWERED BY BROADCASTMED

WEB ADA.org, ADANews.ada.org, JADA.ada.org  
140 Terry Dr Suite 103, Newtown, PA 18940



# 2024

## Vendor Showcase Lead *Custom Solutions for Lead Gen Opportunities*

This tier creates high-impact custom content solutions guaranteed to deliver marketing qualified leads and insights about a variety of business and clinical topics.

ADA American Dental Association®

Vendor Showcase Prime

**RevenueWell**  
Endorsed by  
ADA Member Advantage™

Marketing Toolkit • Free E-book

**The guide to attract and retain the right new patients for your practice**

Your practice growth is reliant on how well your team can attract and retain new patients. This comprehensive e-book offers a rich resource of practical ideas, tips, and expert advice to help you attract practices effectively and efficiently acquire new patients.

There are two key industry trends every dentist should be aware of: increasing competition for patients and the online behavior of patients. Not only does this mean that those core trends influencing patient behavior about seeking dental care, but the e-book also provides crucial steps to success: creating awareness, interest, and helping patients take that next step to an appointment.

Access the free E-book

**What's Inside?**

- How to create a marketing program
- Creating a budget and measuring return on investment
- How the front desk can help and practical training tips
- Refining your patient retention strategy
- Breaking down key marketing channels for dental practices
- Search engine optimization and paid search advertising
- Keys to social media marketing
- Patient referrals and word of mouth
- How to execute a plan for the busy front office

### HOW IT WORKS:

1 Supply your content (pending ADA approval) or work with the ADA Custom Content team to create informative white papers, e-books or articles (print and/or digital), webinars, surveys, or a variety of multimedia to magnify your strategic marketing goals.

2 Based on your marketing goals, the ADA team will design a comprehensive and engaging lead generation program that aligns the most strategic platform to your target audience. This tier also includes creation of registration and promotional emails, marketing, and frequent reporting to start a full-scale lead generation campaign distributed throughout ADA's highly engaged network of dental health professionals.

3 Every step along the way, you will receive and gain access to the benefits of a strong lead generation campaign, including frequent reporting to track and measure dentist engagement and success.

### CONTENT DRIVERS FOR NEW QUALIFIED LEADS

- **Product Learning Channel** offers a rich digital resource of educational, informative content to help dentists discover and explore your products and services through a branded microsite.
- **E-books, White Papers, or Case Studies:** Reinforce your organization's expertise on a subject through a comprehensive, powerful content marketing tool.
- **Sponsored Surveys:** To help you gain market intelligence.
- **Webinars:** Empower an interactive experience through a best-in-class digital platform.
- **Roundtable Discussions:** Convene experts to explore thought-provoking subjects live or online.
- **Podcasts:** Inform and educate on timely issues or advances in dentistry.
- **Print or Digital Supplements:** Go in-depth on important themes/subjects for a publication.
- **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.

**FOR RATES AND PACKAGES  
CONTACT YOUR SALES  
REPRESENTATIVES.**

### FOR MORE INFORMATION, PLEASE CONTACT:

**John Travaline**  
Director, Sales Operation & ADA Portfolio  
215-353-6981  
john.travaline@broadcastmed.com

**Betty Ann Gilchrist**  
Director, Business Development  
631-935-7675  
bettyann.gilchrist@broadcastmed.com

**Elizabeth Towers**  
Associate Director, Business Development – ADA  
631-629-0615  
elizabeth.towers@broadcastmed.com

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

# ADA 2024

## ADA Dental Database

### *Expand Your Reach*

Reach the target dentists you want with the unmatched ADA Dentist Database. Offering both mailing lists and email lists, ADA licenses the most complete and current contact data available. From demographics to contact information, advanced options ensure you can easily tailor lists to maximize your ROI.

#### CHOOSE YOUR FREQUENCY

- **Postal mailing list:** one-time use, 4x use, annual (2x/week max), annual publishing
- **Email or combo list (email/postal):** one-time use, 4x use
- **Non-Contact License:** 3mo, 6mo, 12mo term — perfect for research projects! Contact us for details.

#### CHOOSE YOUR DATA

- **Base data:** ID number, name, preferred postal address or email
- **Additional fields** available — filtered upon request!
  - Retired or student status
  - Occupation (e.g. full vs. part time practice, Armed Forces, hospital)
  - Practice type
  - Region
  - Specialty
  - Birth year (age)
  - DSO status
  - Gender
  - Year in school (if student)
  - Practice size
  - Custom fields based on HPI/ADA data
  - **And many more!**

### ADA'S DATA IS UNMATCHED!

#### EXPANSIVE

Includes **all** U.S. dentists

#### DEEP

A wealth of data points and filtering options

#### FRESH

Contacts are updated frequently, via multiple touchpoints

**INVEST IN QUALITY LEADS AND MAXIMIZE YOUR REACH. GO STRAIGHT TO THE #1 DENTAL SOURCE, THE ADA DENTIST DATABASE.**

Please note that the ADA Dentist Database has restrictions that may vary based on the type of data and intended purpose. It is important to carefully review your license agreement before using the ADA Dentist Database to ensure compliance with the license restrictions. Broadcast Med is the exclusive sales agent for the ADA Dentist Database.

#### FOR MORE INFORMATION, PLEASE CONTACT:

**John Travaline**  
Director, Sales Operation & ADA Portfolio  
215-353-6981  
john.travaline@broadcastmed.com

**Betty Ann Gilchrist**  
Director, Business Development  
631-935-7675  
bettyann.gilchrist@broadcastmed.com

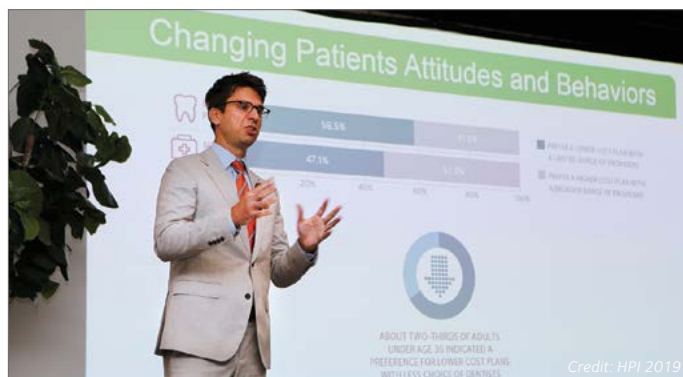
**Elizabeth Towers**  
Associate Director, Business Development – ADA  
631-629-0615  
elizabeth.towers@broadcastmed.com

ADA

POWERED BY BROADCASTMED

WEB ADA.org, ADANews.ada.org, JADA.ada.org  
140 Terry Dr Suite 103, Newtown, PA 18940

# ADA<sup>®</sup> 2024 Health Policy Institute



## HPI Speaking Engagements and Virtual Events

Tap into the ADA Health Policy Institute's deep knowledge, analysis and expertise within the dental industry for personalized speaking engagements, talks and workshops that will engage and inspire audiences like company boards, senior leadership and staff teams. Led by HPI Vice President Marko Vujicic, PhD, and other senior researchers, topics range from analysis of national and state-level trends and health policy reform to the future of the dental industry and trends in dental workforce and oral health outcomes.

Presentations can be customized to appeal to a wide range of live and virtual audiences, such as financial organizations, product manufacturers and distributors, payers, DSOs, dental schools and dental associations.

**[ADA.ORG/HPICONSULTING](https://ada.org/hpiconsulting) | [HPICONSULTING@ADA.ORG](mailto:HPICONSULTING@ADA.ORG)**



## HPI Consulting Brings Dental Industry Experts to You

Find answers to the specific questions you have about the dental market, patients and dentists. Drawing from the highest-quality database of dentists in the industry, HPI Consulting conducts exclusive surveys and research projects to help you gain the insights you need to better understand customer behavior.



ADA American Dental Association<sup>®</sup>

### FOR MORE INFORMATION, PLEASE CONTACT:

**John Travaline**  
Director, Sales Operation & ADA Portfolio  
215-353-6981  
[john.travaline@broadcastmed.com](mailto:john.travaline@broadcastmed.com)

**Betty Ann Gilchrist**  
Director, Business Development  
631-935-7675  
[bettyann.gilchrist@broadcastmed.com](mailto:bettyann.gilchrist@broadcastmed.com)

**Elizabeth Towers**  
Associate Director, Business Development – ADA  
631-629-0615  
[elizabeth.towers@broadcastmed.com](mailto:elizabeth.towers@broadcastmed.com)

# ADA<sup>®</sup> 2024 SmileCon Sponsorships

**SmileCon<sup>®</sup> is the ADA's annual meeting, reimaged for the future.**

We offer a wide range of valuable sponsorship and advertising opportunities for you to promote your company that will maximize engagement, generate leads and ultimately increase your ROI.



## SMILECON SPONSORSHIPS ARE DESIGNED TO HELP COMPANIES

- Grow their brands by reaching thousands of dental professionals in every career stage and specialty
- Stand out from the competition
- Generate new business and nurture relationships with current and new customers
- Maximize booth investment

## OPPORTUNITIES INCLUDE:

- Engagement packages
- Opening session with keynote
- Friday Night Festspeaker
- Breakfast or lunch symposiums
- Exhibitor spotlights
- Onsite signage
- Tote bags
- Lanyards
- Digital and print media
- Pre- and post-show emails to meeting registrants



**VIEW THE SMILECON 2024 PROSPECTUS FOR MORE INFORMATION.**

SmileCon dates:  
**NEW ORLEANS, LA • OCT. 17-19, 2024**



SMILECON is a registered trademark of the American Dental Association.

## FOR MORE INFORMATION, PLEASE CONTACT:

**John Travaline**  
Director, Sales Operation & ADA Portfolio  
215-353-6981  
john.travaline@broadcastmed.com

**Betty Ann Gilchrist**  
Director, Business Development  
631-935-7675  
bettyann.gilchrist@broadcastmed.com

**Elizabeth Towers**  
Associate Director, Business Development – ADA  
631-629-0615  
elizabeth.towers@broadcastmed.com



# ADA<sup>®</sup> 2024

## SmileCon/Live Event Coverage

**SmileCon 2024 Onsite Guide** gives you direct access to attendees by aligning your ads with critical information they want and need at SmileCon! Only 3 ads are available in the Guide, so you'll be sure to stand out from the crowd and reach your highly engaged audience. SmileCon includes the best of the best in continuing education with a plethora of hands-on activities and immersive learning experiences. This onsite guide offers attendees critical information about the meeting and excellent exposure for your marketing message.

### PRINT AUDIENCE:

SMILECON 2024 ATTENDEES—  
DENTISTS AND DENTAL PROFESSIONALS.

### PRINT DISTRIBUTION:

**APPROXIMATELY 6,000 TOTAL RUN**, DISTRIBUTED AT  
REGISTRATION. COVER 2, COVER 3, AND COVER 4 POSITIONS AVAILABLE

### SMILECON 2024 ONSITE GUIDE

#### ADA NEWS CONVENTION DAILY PRINT & DIGITAL PACKAGE

The print and digital *ADA News Convention Daily* package is brimming with SmileCon events, features, and need-to-know information. The print edition drives booth traffic from onsite attendees, while the email promotes your company to an even wider audience of dental professionals.

### CONVENTION DAILY PRINT EDITION

**Print Audience:** SmileCon 2024 attendees—dentists and dental professionals.

**Print Distribution:** 6,000 total run distributed at multiple points throughout the meeting.

### CONVENTION DAILY E-NEWSLETTER

**Email Audience:** Full ADA member list of approx. 123,000

**Email Distribution:** 1 banner ad in 1 email send to all ADA members during Smilecon 2024 Thursday, Friday or Saturday.

#### Package Includes:

- 1 page ad in issues #1 and #2
- 1 email banner ad in 1 email send



### FOR MORE INFORMATION, PLEASE CONTACT:

**John Travaline**  
Director, Sales Operation & ADA Portfolio  
215-353-6981  
john.travaline@broadcastmed.com

**Betty Ann Gilchrist**  
Director, Business Development  
631-935-7675  
bettyann.gilchrist@broadcastmed.com

**Elizabeth Towers**  
Associate Director, Business Development – ADA  
631-629-0615  
elizabeth.towers@broadcastmed.com

POWERED BY **BROADCASTMED**

WEB ADA.org, ADANews.ada.org, JADA.ada.org  
140 Terry Dr Suite 103, Newtown, PA 18940



# 2024 APPENDIX

## ADA NEWS PRINT AD SPECIFICATIONS

### File Format

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 Flattener 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 Specs

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

CMYK 4-color process only. No Spots or Pantones. 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.

### FOR MORE INFORMATION, PLEASE CONTACT:

**John Travaline**  
Director, Sales Operation & ADA Portfolio  
215-353-6981  
john.travaline@broadcastmed.com

**Betty Ann Gilchrist**  
Director, Business Development  
631-935-7675  
bettyann.gilchrist@broadcastmed.com

**Elizabeth Towers**  
Associate Director, Business Development – ADA  
631-629-0615  
elizabeth.towers@broadcastmed.com



# 2024 APPENDIX

## 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.

## Conformance to Specs

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

## FOR MORE INFORMATION, PLEASE CONTACT:

**John Travaline**  
Director, Sales Operation & ADA Portfolio  
215-353-6981  
john.travaline@broadcastmed.com

**Betty Ann Gilchrist**  
Director, Business Development  
631-935-7675  
bettyann.gilchrist@broadcastmed.com

**Elizabeth Towers**  
Associate Director, Business Development – ADA  
631-629-0615  
elizabeth.towers@broadcastmed.com

POWERED BY 

WEB ADA.org, ADANews.ada.org, JADA.ada.org  
140 Terry Dr Suite 103, Newtown, PA 18940

# 2024 ADA Advertising 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.

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.

## FOR MORE INFORMATION, PLEASE CONTACT:

**John Travaline**  
Director, Sales Operation & ADA Portfolio  
215-353-6981  
john.travaline@broadcastmed.com

**Betty Ann Gilchrist**  
Director, Business Development  
631-935-7675  
bettyann.gilchrist@broadcastmed.com

**Elizabeth Towers**  
Associate Director, Business Development – ADA  
631-629-0615  
elizabeth.towers@broadcastmed.com

POWERED BY 

WEB ADA.org, ADANews.ada.org, JADA.ada.org  
140 Terry Dr Suite 103, Newtown, PA 18940



# 2024 ADA Advertising Standards

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.

#### **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

#### **FOR MORE INFORMATION, PLEASE CONTACT:**

**John Travaline**  
Director, Sales Operation & ADA Portfolio  
215-353-6981  
john.travaline@broadcastmed.com

**Betty Ann Gilchrist**  
Director, Business Development  
631-935-7675  
bettyann.gilchrist@broadcastmed.com

**Elizabeth Towers**  
Associate Director, Business Development – ADA  
631-629-0615  
elizabeth.towers@broadcastmed.com