

# ADA® 2025 MEDIA KIT

## ADA: Powering the Profession of Dentistry

The mission of the American Dental Association is guided by core values, including integrity, excellence and empowering 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
- Business
- Clinical
- Education and Live Events
- Brand Awareness
- Advertising (digital and print)
- Email Marketing
- Lead Generation
- Database Licensing
- Consulting



**FOR MORE INFORMATION, PLEASE CONTACT:**

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# 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, and 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.



TOTAL CIRCULATION:  
**162,000+**

PUBLICATION REACH:  
**113,161** AVERAGE MONTHLY PAGE VIEWS

ADA eTOC REACH:  
**112,000**

ADA NEWS PRINT PUBLISHED  
**12x ANNUALLY**

### READERSHIP PROFILE

General Dentists: **112,138**  
Orthodontics and Dentofacial Orthopedics: **7,724**  
Pediatrics: **6,895**  
Oral and Maxillofacial Surgery: **5,396**

Endodontics: **4,419**  
Periodontics: **4,050**  
Prosthodontics: **2,441**  
Oral and Maxillofacial Radiology: **142**

Dental Anesthesiology: **113**  
Dental Public Health: **528**  
Oral and Maxillofacial Pathology: **263**  
Other: **2,625**

**ADA.ORG**  
**1,000,000:**  
AVERAGE MONTHLY PAGE VIEWS

**ADA NEWS.ORG**  
**113,161:**  
AVERAGE MONTHLY PAGE VIEWS

**ADA NEWS DIGEST**  
**100,000+ REACH;**  
**13% OPEN RATE**

To learn more about ADA's digital advertising solutions, contact [ADASales@Conexiant.com](mailto:ADASales@Conexiant.com)

Source: June 2024 AAM



# 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.**

## 2025 Editorial Key Topics

**Artificial Intelligence:** AI in dentistry, covering both guidelines and responsibilities, along with practical insights from dentists who've adopted the technology.

**Social Media and Reputation Management:** Expert advice on managing trends seen by patients on social media platforms, along with strategies for reputation management and best practices for social media use.

**Patient Interaction and Retention:** Guidance on patient retention strategies, dealing with an apprehensive or nervous patients, and addressing the needs of special populations such as teens, special needs patients, and patients with guarded family members.

**Practice Management:** Focus on team leadership, recruitment, and working within intergenerational partnerships. Also includes a spotlight on reputation management and conflict resolution within dental teams.

**Dental Workforce Shortages:** Updates on the ongoing workforce shortage, including perspectives from dentists on the challenges and potential solutions being implemented.

**Tech and Innovation:** A roundup of major tech purchases made by dentists, along with an exploration of HIPAA compliance and training concerns related to integrating AI and other new technologies.

**Post SmileCon Coverage:** Insights and key takeaways from SmileCon, the ADA's flagship conference.

### THESE ARE JUST SOME OF THE KEY HIGHLIGHTS SHAPING THE EDITORIAL FOCUS IN 2025!

ADA News Print Close Dates												
Issue date	Jan 6th	Feb 3rd	Mar 3rd	Apr 7th	May 5th	Jun 2nd	Jul 7th	Aug 4th	Sep 8th	Oct 6th	Nov 3rd	Dec 8th
Issue close date	12/6/24	1/3/25	2/3/25	3/7/25	4/4/25	5/2/25	6/6/25	7/4/25	8/1/25	9/5/25	10/10/25	11/7/25
Ad material due	12/13/24	1/10/25	2/10/25	3/14/25	4/11/25	5/9/25	6/13/25	7/11/25	8/8/25	9/12/25	10/17/25	11/14/25
Supplied Insert Material Due	12/20/24	1/17/25	2/17/25	3/21/25	4/18/25	5/16/25	6/20/25	7/18/25	8/15/25	9/19/25	10/24/25	11/21/25

#### PRODUCT NEWS ISSUES:

- February
- April
- September
- November

#### PRODUCT NEWS ISSUE SPECS:

- 70 words (or less) of descriptive copy
- 4-color image, minimum of 3" wide, 300 dpi

All submissions will be edited to fit guidelines. \$3,000 net.

# ADA News Print Rates

## TABLOID SIZE 10" X 14"

	1x	3x	6x	9x	12x	18x	24x	36x	48x	60x	72x	84x	96x
<b>Page</b>	\$19,268	\$19,058	\$18,774	\$18,543	\$18,155	\$17,945	\$18,764	\$17,514	\$17,451	\$17,514	\$17,136	\$18,617	\$16,401
<b>3/4</b>	\$17,042	\$16,842	\$16,538	\$16,328	\$15,971	\$15,698	\$15,593	\$15,467	\$15,330	\$15,204	\$15,068	\$14,469	\$14,333
<b>1/2</b>	\$12,096	\$11,855	\$11,592	\$11,340	\$11,235	\$10,973	\$10,878	\$10,773	\$10,595	\$10,511	\$10,385	\$9,986	\$9,881
<b>1/4</b>	\$7,046	\$6,909	\$6,657	\$6,584	\$6,290	\$6,195	\$6,048	\$5,922	\$5,828	\$5,817	\$5,544	\$5,345	\$5,303
<b>1/8</b>	\$3,854	\$3,780	\$3,717	\$3,591	\$3,486	\$3,406	\$3,316	\$3,224	\$3,131	\$3,039	\$2,946	\$2,854	\$2,762

## JUNIOR PAGE SIZE 7" X 10"

	1x	3x	6x	9x	12x	18x	24x	36x	48x	60x	72x	84x	96x
<b>Page</b>	\$13,587	\$13,167	\$12,716	\$12,632	\$12,233	\$11,991	\$11,729	\$11,991	\$11,529	\$11,340	\$11,235	\$10,857	\$10,721
<b>2/3</b>	\$9,807	\$9,555	\$9,398	\$8,757	\$8,673	\$8,579	\$8,400	\$8,306	\$8,169	\$8,054	\$7,907	\$7,623	\$7,529
<b>1/2</b>	\$8,579	\$8,484	\$8,400	\$8,169	\$8,054	\$7,907	\$7,886	\$7,802	\$7,655	\$7,560	\$7,424	\$6,731	\$6,647
<b>1/3</b>	\$6,048	\$5,996	\$5,922	\$5,828	\$5,628	\$5,691	\$5,639	\$5,544	\$5,502	\$5,479	\$5,355	\$4,788	\$4,746

## 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 & Premium Position Add On Charges

**Cover 2:** \$3,000

**Cover 3:** \$2,000

**Cover 4:** \$4,000

*Base rate is determined by the b/w tabloid rate with frequency and color charges applied*

### Furnished Insert Rates

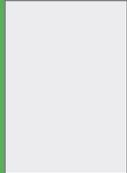
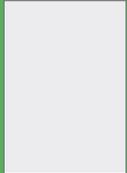
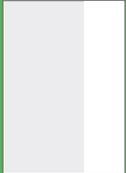
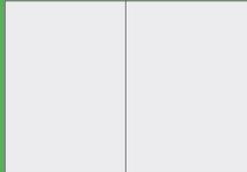
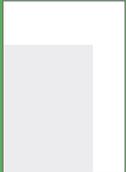
**Special Positions:** Contact your ADA Sales Representative for quotes.

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



# ADA News Specifications

## ADA News Print Mechanical Specifications

ADA NEWS TABLOID SIZE		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"	Trim Size 10-7/8" x 14-1/4" (11-1/8" x 14-1/2" bleed)	Full Page Non-bleed 9-7/8" x 13-1/4"	3/4 Page 7-3/8" x 13-1/4"	1/2 Vertical 4-3/4" x 13-1/4"	1/2 Horizontal 9-7/8" x 6-5/8"	1/4 Square 4-7/8" x 6-5/8"
1/2 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"	1/4 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"	
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"						
<i>Note: Bleed sizes include 1/4" bleed. Live matter should not exceed 9-7/8 x 13-1/4"</i>							
Jr. Ad Size		TABLOID AD SPREAD		ADA NEWS TABLOID AD JUNIOR SIZE			
Jr. Ad Size	Width/Depth						
Jr. Page	7" x 10"	Trim Size 21.75" x 14.25" (12" x 14.5" bleed)		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"
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 2.378"	Junior 1/4 Horizontal 7" x 2-3/8"	Junior 1/3 Vertical 2-1/4" x 10"	Junior 1/3 Square 4-5/8" x 4-7/8"			
<i>Tabloid Junior Ads are equivalent to JADA Ad sizes. They will float in the tabloid ad space.</i>							

See Appendix for information about ADA News Print Specs and ADA's Advertising Standards

# ADA News Specifications

## 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 Norman Virtue at [norman.virtue@conexiant.com](mailto:norman.virtue@conexiant.com) for content review prior to printing final copies. Ship in clearly labeled cartons to: KODI Collective, Attn: Scott Harbison, 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

- 163,000 (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.

## Ad Materials to:

Email: [hspadmats@conexiant.com](mailto:hspadmats@conexiant.com)

For files too big to email, please request a link to our Sharepoint by emailing us at [hspadmats@conexiant.com](mailto:hspadmats@conexiant.com). You will be granted access to your personal access point into which you can drop your files.

See Appendix for information about ADA News Print Specs and ADA's Advertising Standards

# New Dentist News

**New Dentist News** is a quarterly print supplement to *ADA News*, delivered to 75,000 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:** Dental students and new dentists (10 or fewer years in practice)

**Distribution:** Mailed to **75,000**

- Polybagged with *ADA News*
- Full Page: \$4,000
- Cover 2: \$5,000
- Cover 4: \$5,500

## PLANNING CALENDAR:

### BUSINESS

Closing Date: **Jan. 10, 2025**  
Materials Due: **Jan. 17, 2025**

### EDUCATION

Closing Date: **Mar. 14, 2025**  
Materials Due: **Mar. 21, 2025**

### DIVERSITY

Closing Date: **Aug. 8, 2025**  
Materials Due: **Aug. 15, 2025**

### CAREER PATHS

Closing Date: **Oct. 17, 2025**  
Materials Due: **Oct. 24, 2025**

## NEW DENTIST NEWS PRINT SPECS

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

**Ink:** CMYK 4-color process

**File Format:** PDF

## NEW DENTISTS NEWS MULTI-CHANNEL SPONSORSHIP

- Digital and print advertising
- One (1) print ad in *New Dentist News*
- One (1) ad in two *New Dentist News* digital issues
- Six (6) months web advertising on *New Dentist News* article pages
  - Rotating Leaderboard (728x90)
  - Medium Rectangle (300x250)
- Targeted eBlast
- One banner in two (2) Monthly eTOCs
- Sent to 75,000 new dentists
- 2,000 run-of-site impressions on *ADA News* website
- \$12,000 net

**PACKAGES ARE LIMITED. RESERVE YOUR SPACE TODAY!**



# 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.

### 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.

# 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.

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 the ADA Advertising Standards and ADA Seal Brand Standards.
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, it is recommended the advertiser follow PPE guidelines as follows.
  - 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 goggles or a full face shield.
    - 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.
    - 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.

- Cannot be wearing a watch, bracelets, or rings – as these items can become contaminated.
- Operatory counter surfaces must be cleared of any unnecessary non-clinical objects when possible and necessary clinical objects must be properly protected. Examples (not comprehensive):
  - Necessary, permitted:
    - Clinical items such as a curing light, handpieces, bagged or open instruments (as the scene depicts)
    - Sharps disposal containers
    - Paper records should not be sitting out open and exposed
  - Unnecessary, clear when possible:
    - Photos along a counter
    - Decorative items of any kind
    - Boxes of additional PPE
- 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.

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 Business Products and Solutions at 312.440.3540 or by email at [kiserr@ada.org](mailto:kiserr@ada.org).

**FOR MORE INFORMATION, PLEASE CONTACT:**

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