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ADA announces new partnership for advertising and sponsorship sales with Harborside

CHICAGO, September 29, 2021— The American Dental Association (ADA) names Harborside of Huntington, New York its exclusive agent for advertising and sponsorship sales. Harborside will be responsible for advertising and sponsorship sales for ADA Publishing, SmileCon™ and the ADA's comprehensive product portfolio that includes database licensing, coding resources, custom surveys, continuing education, customized patient education and much more. The agreement is effective immediately for future sales starting January 1, 2022.

"We selected Harborside after a rigorous review process. They use sophisticated techniques to communicate sponsors' messages in ways that provide engagement leading to sales – what advertisers and sponsors really want," said Jim Goodman, CMP, CAE, senior vice president of the ADA's Business Group. "In addition, Harborside's deep understanding of the health care space, proven success with scholarly, scientific publications, as well as business and news publications made them the ideal partner to support the ADA's efforts to use its multiple channels to match sponsorship messaging with audience in data-driven and effective campaigns."

"Harborside is delighted to partner with the ADA on their magnificent product portfolio, which includes the premiere sources of information for the dental profession," said Anthony Cutrone, president of Harborside. "We thank our colleagues at the ADA for their selection and look forward to working with the many companies who help support the ADA's important work as strong advocates for public health while growing their own businesses."

The sales agreement includes advertising and sponsorships for these ADA resources:

NEWS

- **ADA News, ADA News Digest, ADA News Convention Daily.** ADA News is the No. 1 media brand in the dental industry when measured by combined publication and website reach, readership and ad exposure.
- **ADA Morning Huddle**, a daily e-newsletter, including weekly sends for Finance & Operations, Weekend Edition and New Dentist Weekly

SCIENCE

- **The Journal of the American Dental Association**, which ranks as the best-read scientific journal in dentistry (Published in partnership with Elsevier.)

- **JADA Foundational Science**, a new cross-disciplinary, open access journal to bridge basic and clinical sciences in oral-health research. (Published in partnership with Elsevier.)
- **PracticeUpdate Clinical Dentistry** provides dental professionals with curated, cross-disciplinary research in dentistry and medicine. (Published in partnership with Elsevier.)

BUSINESS and CAREER

- **Dental Practice Success:** ADA's leading business publication
- **New Dentist News** and **New Dentist Now** created for a highly important demographic audience in dentistry—dentists under 10 years in practice

EVENTS

- **SmileCon™** advertising and sponsorships to help connect ADA members with industry innovation

MARKET INTELLIGENCE

- **Health Policy Institute services and consulting**, including customized surveys
- **Database licensing**
- **ADA Custom Publishing** offers a full suite of sponsored multimedia offerings, including e-books, whitepapers, multimedia and webinars through highly focused campaigns to help connect members and marketers to discover and learn.
- **Sponsored books and brochures** customized based on company goals and objectives
- **ADA Vendor Showcase** offers marketers a robust digital advertising platform

“We are thrilled to announce this strategic partnership to support our advertisers’ objectives, using the ADA’s market-leading positions with the best-read publications in the industry and world-class events, and expand their connection with our members.” Goodman said.

Visit ADA’s media kits to learn more about the association’s suite of [media solutions](#) and ADA’s [business product portfolio](#).

Explore and learn more [about Harborside](#) and the company’s versatile capabilities or contact John DuPont, vice president of strategy and growth, at dental@hbside.com.

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About the American Dental Association

The not-for-profit ADA is the nation's largest dental association, representing more than 162,000 dentist members. The premier source of oral health information, the ADA has advocated for the public's health and promoted the art and science of dentistry since 1859. The ADA's state-of-the-art research facilities develop and test dental products and materials that have advanced

the practice of dentistry and made the patient experience more positive. The ADA Seal of Acceptance long has been a valuable and respected guide to consumer dental care products. The monthly *The Journal of the American Dental Association (JADA)* is the ADA's flagship publication and the best-read scientific journal in dentistry. For more information about the ADA, visit ADA.org. For more information on oral health, including prevention, care and treatment of dental disease, visit the ADA's consumer website MouthHealthy.org.

About Harborside

Harborside is a medical media company whose products, partnerships and solutions have made it a destination that has earned the trust of clinicians, professional societies and health care marketers. The company is a multi-channel leader in oncology information that professionals turn to for accurate content, news and education. Harborside directs the sales efforts for three of the top 10 publications in oncology, the largest media market in health care. Beginning in 2022, Harborside will begin applying this same expertise in the dental space, representing the industry-leading portfolio of the ADA, including *Journal of the American Dental Association* and *ADA News*. Working once again with the top brands in the market, Harborside will leverage the leading society's peer-reviewed journal and clinical newspaper together as an attractive multi-channel offering that delivers the right audience to its customers.

In addition to its sales representation business, Harborside publishes *The ASCO Post*, *JNCCN—Journal of the National Comprehensive Cancer Network*, and the *Journal of the Advanced Practitioner in Oncology (JADPRO)*. The company produces JADPRO Live, a conference for advanced practitioners working in the field of oncology and is the society management company for the Advanced Practitioner Society for Hematology and Oncology (APSHO). Harborside also represents the *Journal of Clinical Oncology (JCO)* and the entire suite of JCO publications. For more information, please visit HarborsideNexus.com, or contact John DuPont, vice president of strategy and growth, at dental@hbside.com.