

Questions and answers regarding the advertising sales team transition

This document was created to help facilitate communication and address some of the common questions company representatives might have regarding the exclusive sales arrangement with Harborside.

What is the change?

ADA has named Harborside, of Huntington, N.Y., its exclusive sales agent for advertising and sponsorships for all ADA digital and print publications, SmileCon™ and ADA's robust product portfolio, including database licensing, sponsored/customized print/e-books and brochures, custom surveys and patient education materials.

When will this change take place?

Harborside will be selling campaigns that deploy on or after January 1, 2022. S&S Media Solutions will continue to handle inquiries and orders for campaigns that deploy through the end of 2021. To make communication, placing orders and transferring materials as seamless as possible, advertising and sponsorship schedules should be directed as follows:

2021 opportunities and orders: S&S Media Solutions will continue to handle inquiries and orders for the remainder of the 2021 calendar year. The process of submitting insertion orders and advertising/creative materials will remain unchanged during this time period. (See contact information below.)

2022 opportunities and orders: Harborside will be your point of contact for all 2022 advertising, sponsorships, custom campaigns, and product-related sales. (See contact information below.)

If you have a schedule slated to start in 2021 and continue through 2022, contact John Dupont of Harborside at jdupont@hbside.com; mobile: (516) 456-6127. (See full contact information below.)

How will this change affect our company?

Harborside has extensive expertise with all aspects of health care media, including print, digital marketing, sponsored events and continuing education, database licensing, book sales and custom projects.

Harborside is also working on detailed guidance to help you and your teams easily coordinate orders and placements, and that communication will be forthcoming over the next few weeks. Harborside uses current technology to facilitate the sales process more efficiently for all parties.

What are the advantages to my organization?

There are many strategic and operational advantages to this change that ultimately will help streamline our processes and help us expand our offerings. We believe there will be a clear benefit to your organization as it develops campaigns to reach and engage with ADA members in a variety of ways. Some of the advantages include:

- Consolidation of ADA's market-leading media portfolio to help build, customize, strategize and execute on campaigns that deliver engagement. Harborside has proven competencies in health care publishing to help generate awareness, sales leads and increase ROI.
- Sophisticated software and operational processes to ensure a smooth execution of campaigns from start to finish.

- Proven abilities to integrate comprehensive product portfolios in all aspects of digital and print publishing, marketing, events and much more.

Why is the change taking place?

Harborside was awarded the contract after responding to a request for proposal and undergoing a comprehensive evaluation of the company's past performance, strategic vision, operational expertise and customer service. The firm demonstrated its sales and leadership in medical publishing in the demanding oncology specialty through partnerships and collaborations with American Society of Clinical Oncology (ASCO), National Comprehensive Cancer Network, the Advanced Practitioner Society for Hematology and Oncology, Association of Community Cancer Centers, Cleveland Clinic and CancerCare.

ADA is confident that Harborside's proven successes in health care will be highly beneficial to the dental industry as we work together to educate dentists about innovations and scientific advances for dentistry and across the health care continuum.

What ADA advertising or sponsorship media brands/products are affected?

ADA has an extensive portfolio of media properties, continuing education/events and popular products for dentists including books, lists, surveys, etc. Here is a list of the current brands/products that are impacted by this exclusive sales agreement.

NEWS

- **ADA News, ADA News Digest, ADA News Convention Daily.** ADA News is the No. 1 media brand in the dental industry by virtue of its print and digital 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 monthly 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—dental students and dentists under 10 years in practice

EVENTS

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

*Please note that booth sales will continue to be handled by Rhonda King, Exhibits Manager for SmileCon, Corcoran Expositions, Inc.; email: Rhonda@corcexpo.com; (312) 617-2919

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

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

Can you tell me more 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. For more information, please visit the company's website HarborsideNexus.com.

How will the billing process change?

The billing process will not change. ADA and/or Elsevier will continue to provide order invoices and will remain your principal billing contact, as is the current practice.

Who are the key sales contacts?

For 2022 opportunities and insertion orders:

Harborside

John DuPont

Vice President, Strategy and Growth

94 North Woodhull Road

Huntington, NY 11743

Email: jdupont@hbside.com

Mobile: (516) 456-6127

For 2021 opportunities and insertion orders:

S&S Media Solutions

Allen Schwartz

Email: allen@ssmediasol.com

(503) 784-8919

Jim Shavel

S&S Media Solutions, LLC

Email: jim@ssmediasol.com

(215) 499-7342

For additional questions or other sales inquiries:

Christa Martin

Senior Director, Sales Enablement

ADA Business Group

Email: martinc@ada.org

(312) 440-7738