

# 2020 BANNER ADVERTISING on ADA.org

ADA.org offers exceptional ways to connect with the dental community. More dentists than ever rely on ADA.org for resources they need to succeed. ADA.org offers you a direct link to this exclusive audience.

## 2020 Rate Card

Standard Onsite Display Banner Ads	Size	CPM
Home Page Leaderboard	728 x 90	\$85
Home Page Footer	728 x 90	\$35
ROS Leaderboard	728 x 90	\$55
ROS Rectangle	180 x 150	\$45
ROS Large Rectangle	300 x 250	\$50
ROS Skyscraper	160 x 600	\$70
ROS Footer	728 x 90	\$25

Ads are sold on an impressions basis (CPM). Various targeting options available.

ADA.org is a responsive website, which means all ads respond based upon the type of device on which the site is being viewed. See below for ad placement viewability based upon device type.

Placement	Size	Desktop	Tablet	Smartphone
Leaderboard/Footer (A, E)	728 x 90	✓	✓	
Large Rectangle (D)	300 x 250	✓	✓	✓
Rectangle (B)	180 x 150	✓	✓	✓
Skyscraper (C)	160 x 600	✓	✓	

## Ad Specifications

### Dimensions

728 x 90, 160 x 600, 300 x 250, 180 x 150

### File Formats

GIF, animated GIF, PNG, JPG, 3rd-party ad tag, HTML5

### File Size

40KB

### Looping

3 times

### Animation

15 seconds

No expandable ads accepted. Ad creative must be submitted 5 business days prior to campaign launch to allow for testing and to avoid delays.



### For sales inquiries please contact:

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