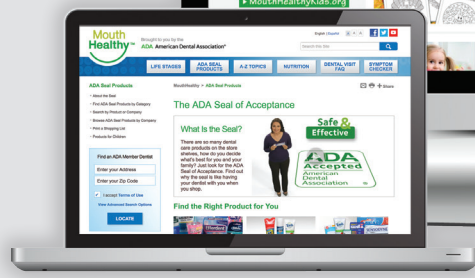
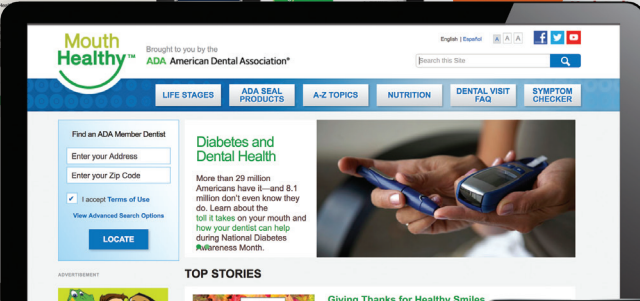
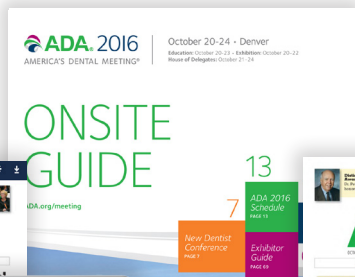
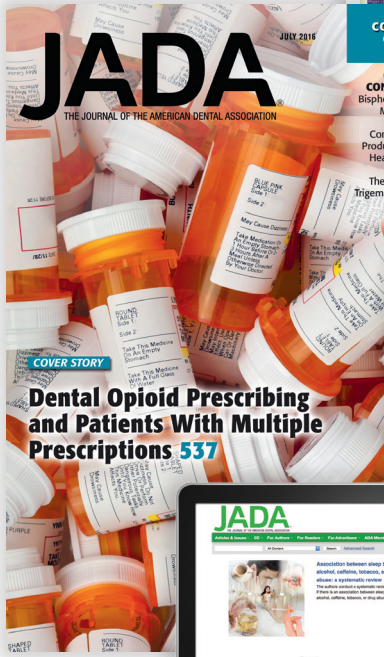


Print &
Digital

2017 Media Kit

readership



value

credibility

Leverage your marketing campaign with multimedia solutions that deliver results!



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Since the January 2015 issue, Elsevier has been the proud publishing partner of *JADA*. Elsevier is a trusted partner in the medical community and has provided the latest research and clinical information to healthcare professionals for over a century.



The Journal of the American Dental Association

Published monthly, this premier journal in dentistry contains peer-reviewed editorial on the latest developments in practice and research. Clinical reports, original research, case reports, and editorial on new techniques and improvements affecting dentistry serve to enhance the delivery of dental care.

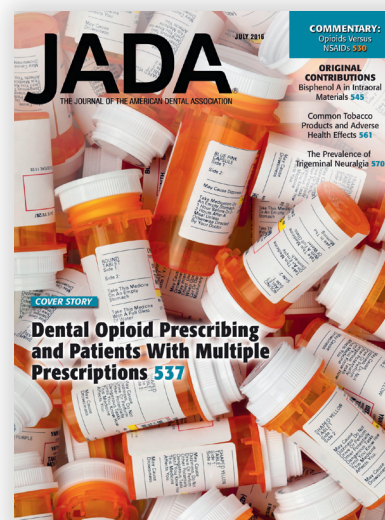
Since its premiere in 1913, *JADA* has cornered the market in dental science publishing. No other journal commands the same respect.

JADA is the "must-read" publication for the practicing dentist, the dental researcher, the dental educator. It's the best-read journal in dentistry!*

Today's *JADA* continues to offer a wide range of information. Readers benefit from:

- Clinical information in such areas as biomaterials, pharmacology, and cosmetic and esthetic dentistry, as well as general dental practice
- Reports on the increasingly important relationship between dental health and overall health
- Views on the issues of the day
- A continuing education program

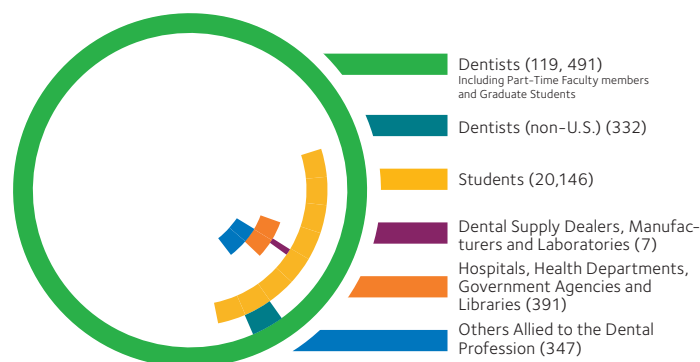
Yearly independent readership studies consistently rank *JADA* as the nation's best-read dental journal.



Circulation

Our BPA audited circulation leads the competition in total qualified paid circulation. These are numbers you can trust that detail a **high loyal readership**.

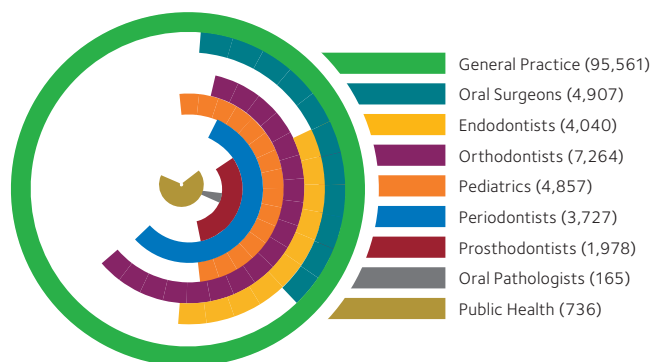
Breakout of Qualified Circulation by Business/Profession*



Distribution

JADA has an unparalleled distribution reach globally. With a qualified average circulation of 146,920*, *JADA* leads the way in reaching more of the dental market.

Dentists by Specialty*



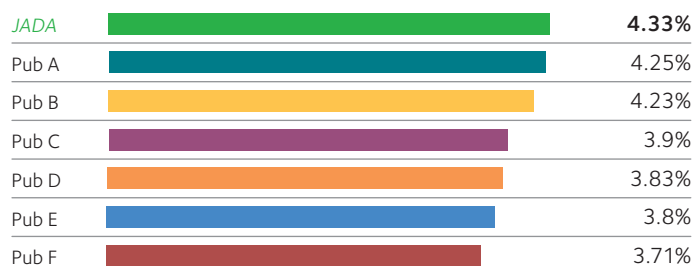
*BPA December, 2015.

Readership Profile

JADA delivers information dental professionals can't get anywhere else.

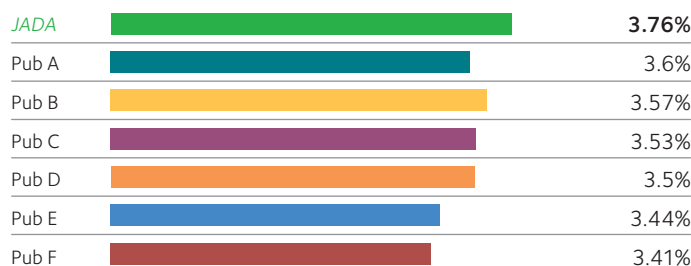
Has Quality Clinical Content**

(base = readers) Means (1 = Strongly Disagree to 5 = Strongly Agree)
(Total dentist sample)



Top Professional Resource**

(base = readers) Means (1 = Strongly Disagree to 5 = Strongly Agree)
(Total dentist sample)



**Kantar Media 2016, *JADA* vs. five dental periodicals not published by the ADA, excluding publications of less than 100,000 circulation.

Combine your *JADA* and *ADA News* schedules and qualify for **discount** frequency rates.

JADA Integrated Marketing Opportunities

PRINT

Advertising Research

A **free** advertising readership study is available to advertisers in the March issue of *JADA*.

You will receive a report that provides timely information on your ad's exposure, cost per sales contact, readership scores and comments from influential dentists.

Issue: March

Closing Date: January 24, 2017

PRODUCT NEWS Section

Maximize your ad exposure with a **free** product release in the PRODUCT NEWS section of select *JADA* and/or *ADA News* issues. With each ad page you reserve in specified issues of *JADA* and/or *ADA News*, you earn a **free** product release in that issue, highlighting any new product or service you want to feature. Your advertisement in *JADA* and/or *ADA News* will not only increase the high-level visibility of your message, it will also spotlight your products and services.

Issue Dates

JADA: April • December

ADA News: February 6 • April 3 • September 4 • November 6



DIGITAL



JADA Online (JADA.ADA.org)

The *JADA* website offers all print content as well as the exclusive Articles in Press, providing *JADA* readers with an initial view of the content prior to appearing in print edition. Advertising opportunities exist throughout *JADA.ADA.org* and permits exposure to the ADA membership for the duration of their online visit.



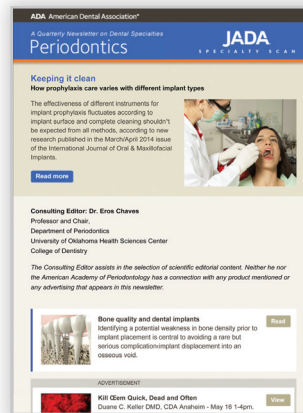
JADA Live

Building relationships with dental professionals, leaders, and dental organizations, is how *JADA Live* sponsorships allow you to help position your company as a leading educational advocate, as well as reach the buyers of your product and/or services. These live CE seminars provide information to dental professionals seeking to stay current with hands on techniques and procedures, earning up to 7.5 CE credits.



JADA eTOC

Over 80,000 monthly opt-in subscribers receive the electronic Table of Contents (eTOC) previewing what's upcoming in the next print issue. This push marketing effort offers three advertising slots per deployment and delivers your message in the ADA members e-mail inbox, whether it's viewed on smartphone, tablet or desktop computer.



JADA Specialty Scan e-Newsletter

These popular and highly anticipated quarterly e-mailed newsletters deliver the latest information on selected dental specialties—orthodontics, endodontics, prosthodontics, periodontics, cosmetic/esthetics and radiology—to the dental profession. Each issue provides news and the latest techniques used by practicing dentists and experts for each of the six specialties. Don't miss this valuable chance to promote your message directly in front of your core audience.



JADA Article Collections

Sponsor a subject category of *JADA* articles (Implants, Endodontics, etc.). Viewers will see your sponsor recognition and targeted banner ads each time they view an article collection.



JADA Mobile (iPad and iPhone)

Launched in 2015, *JADA* content will now be available on iPad and iPhone formats. Connect with digital savvy ADA members anytime and anywhere!

If you're the kind of marketer who likes to make important decisions "by the numbers," *ADA News* has good news for you. No other dental publication gives you better readership numbers. It's dentistry's best-read publication. The one dentistry could not do without. The best. The *ADA News*.

For over 46 years, *ADA News* has been the pre-eminent source of important news affecting dentistry. And as an advertiser, you have access to these loyal readers 22 times a year. What's more, they are responsive because they have the resources to buy your products or services.

Consider what readers find in each issue:

- No. 1 source of news and information about the many benefits and services the ADA delivers to its members each day
- The latest on scientific, socioeconomic, and legal developments affecting dentistry
- Regular updates on government actions related to health care from the statehouse to the White House
- Feature stories, letters to the editor, facts on dentistry, updates on U.S. health policy and health system reform, the latest on infection control, Association policy statements and more



PRINT

ADA News commands a high-profile audience of prequalified dental buyers. Place your ad in the most sought-after publication in dentistry.

Readership Profile

ADA News ranks No. 1 in readership and ad exposure.*

Projected average page exposures*

(Total dentist sample)

<i>ADA News</i>	43%
JADA	34%
Pub A	32%
Pub B	26%
Pub C	24%
Pub D	23%
Pub E	21%

Projected average issue readers*[†]

(Total dentist sample)

<i>ADA News</i>	63%
JADA	56%
Pub A	51%
Pub B	43%
Pub C	42%
Pub D	42%
Pub E	35%

*Kantar Media 2016, *ADA News* vs. five dental periodicals not published by the ADA, excluding publications of less than 100,000 circulation.

ADA News delivers maximum readership for maximum impact! *ADA News* reaches the full spectrum of dental decision-makers. No other dental publication comes close to this amazingly high level of readership.

Combine your *JADA* and *ADA News* schedules and qualify for **discount** frequency rates.



DIGITAL

ADA Digital News Edition

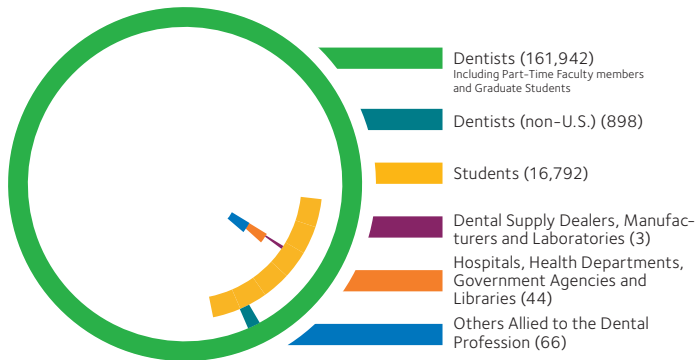
This innovative publishing option converts the familiar print *ADA News* into a dynamic online digital publication. Readers will receive an e-mail each time a new digital edition of the *ADA News* is released, with a link directly to the digital issue. Your ad can be seen on the first "splash" page they visit. This is an opportunity to make an impact and extend your message with ongoing exposure among highly targeted online audiences.

ADA News

Print Circulation

Advertising in *ADA News* does more than generate leads—it puts your product or service directly in front of over 157,856* (average qualified) dental professionals which is the **highest qualified circulation** compared to any other dental publication.

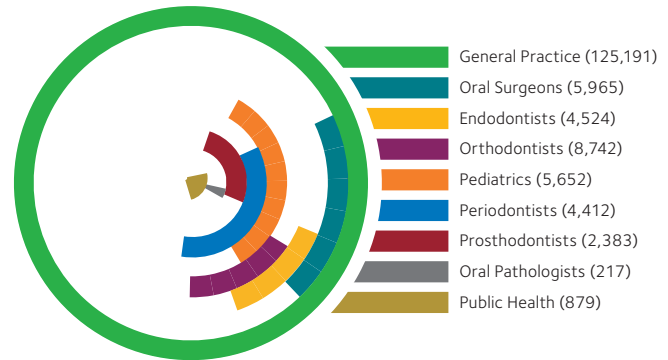
Breakout of Qualified Circulation by Business/Profession*



Print Distribution

When it comes to integration within the dental market, *ADA News* clearly is the leader with its wide-ranging blanket coverage to dental professionals.

Dentists by Specialty*



An additional qualified circulation is mailed to nonmember dental professionals seven times per year. That makes the total qualified circulation 179,748.*

ADA News Integrated Marketing Opportunities

Extended Reach Bonus Circulation Issues

Seven times per year, *ADA News* is sent to approximately 32,000 additional nonmember dentists beyond its regular circulation. And even better, that is an approximate 27% circulation bonus offered to you **free of charge!** Take advantage of this **free** offer—reach thousands more dentists and potential new customers who will see your ad.

Issue Dates

January 23 • March 20 • April 17 • May 15 • September 18 •
October 16 • November 6

Pre-show Issues

Major dental trade shows are key elements in nearly all dental marketing plans. Pre-sell your product or service by advertising in the *ADA News* pre-show issues, timed to hit the dentist's desk just before the largest dental meetings each year.

Issue Dates

January 9 • February 6 • March 6 • April 3 • October 2 • November 6

Also see the *ADA News* rate card for bonus and pre-show closing dates.

*BPA applied for June, 2016 issue.

2017 Marketing Opportunities

2017 JADA and ADA News Print Marketing Calendar

January

- 9 **ADA News** Pre-show issue (Yankee Dental Congress)
- 23 **ADA News Bonus Circulation** issue

February

- 6 **ADA News** Pre-show issue (Chicago Midwinter Meeting)
- ADA News** Product News issue

March

JADA Free Advertising Readership Study

- 6 **ADA News** Pre-show issue (Hinman Dental Meeting)
- 20 **ADA News Bonus Circulation** issue

April

JADA Product News issue

- 3 **ADA News** Pre-show issue (California Spring Meeting)
- ADA News** Product News issue
- 17 **ADA News Bonus Circulation** issue

May

- 15 **ADA News Bonus Circulation** issue

June

JADA Pre-convention issue (ADA 2016 — America's Dental Meeting)

JADA Free ad in the *Official Guide*

September

- 4 **ADA News** Pre-show issue (ADA 2016 — America's Dental Meeting)
- ADA News Product News** issue
- 18 **ADA News Bonus Circulation** issue

October

ADA 2016 — America's Dental Meeting
Official Guide, Convention Daily issues

- 16 **ADA News Bonus Circulation** issue

November

- 6 **ADA News** Pre-show issue (Greater NY Dental Meeting)
- ADA News Bonus Circulation** issue
- ADA News Product News** issue

December

JADA Product News issue

Marketing Services

POLYBAGS

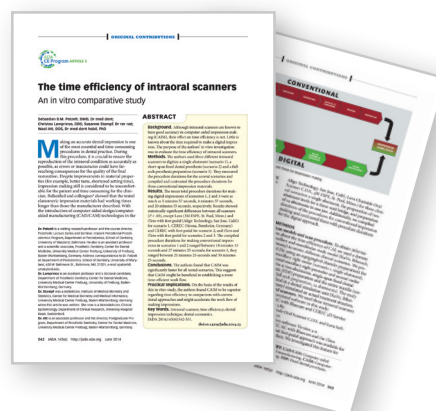
JADA and ADA News offer polybag capability to ensure prompt delivery of your product information. All proposed polybag material is subject to custom quote.

JADA SUPPLEMENTS

Editorial supplements to JADA may be single or multi-sponsored by industry leaders. For additional information, contact your ADA Sales Representative.

JADA CUSTOM REPRINTS

Reach target audience with original, authoritative content. Whether you are launching a new product, trying to increase sales of existing products or repositioning existing brands, article reprints provide an exclusive and distinctive way to promote your message in both print and digital formats. For more information, call Derrick Imasa at 212.633.3874 or e-mail d.imasa@elsevier.com.



Elsevier reprints contact:

Derrick Imasa

Elsevier
360 Park Avenue South
New York, NY 10010
e-mail: d.imasa@elsevier.com

DIRECT MARKETING RESOURCES

Take advantage of the ADA database of association members, nonmembers, dental students and other dental professionals. Contact your local ADA Sales Representative to help you create a list that will best suit your marketing needs.

ADA Catalog Package Inserts

Here is your chance to market directly to ADA Catalog customers. Your marketing piece will be inserted with every ADA Catalog shipment for a predetermined period of time.

Take advantage of this amazing opportunity to market to a captive audience. You provide the direct mail piece, and the ADA does the rest. For more information, please review ADA Package Insert Program Rate Card and Specifications on page 13 of this Media Kit, or e-mail labingerd@ada.org.

Digital Media

Versatile formats, flexible options tailored to your advertising needs.

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. Call us now, your most qualified prospects are waiting for you.

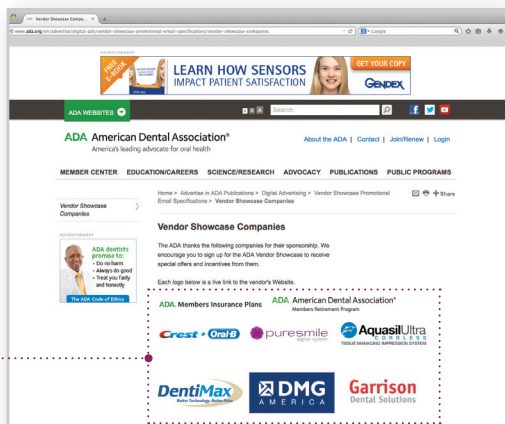
Location, Location, Location

To increase sales, you need to know how to contact your prospects. When dentists visit **ADA.org**, they're looking for products, services, resources and news for their practice and they're looking for you!

Extend Your Reach

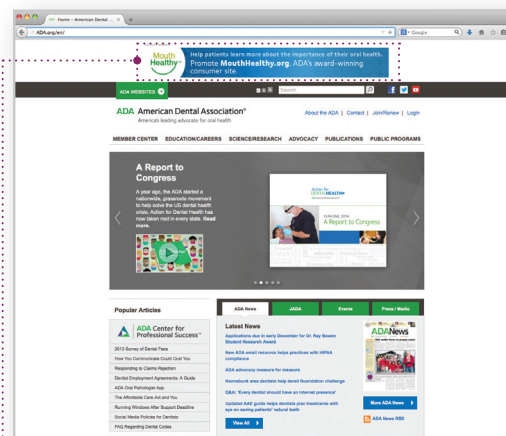
ADA.org can give dentists direct and immediate access to your products and services. It's like reaching out and bringing them right to your door.

To get connected,
contact your ADA
Sales Representative.



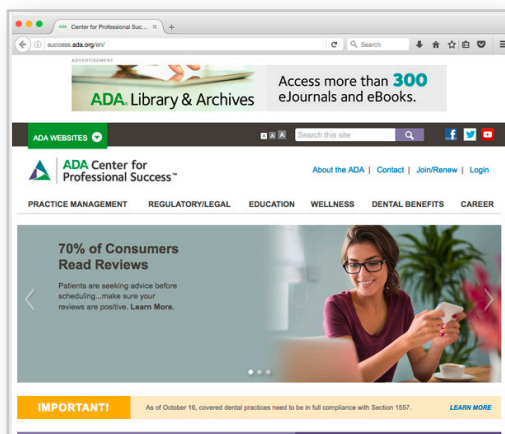
• ADA Vendor Showcase Company Logo

With your ad placement in *JADA* and/or *ADA News*, you receive a free logo and link on the ADA Vendor Showcase page, with the opportunity to promote your special discounts and new product offers.



• Banner Ad

Just a click from your banner ad and your prospect is connected to your Web site.



ADA Center for Professional Success

Success.ADA.org

One of our most popular and most visited interactive web resources for our members, the ADA Center for Professional Success delivers comprehensive practice management information, decision support tools and applications along with a portfolio of online and in-person executive management certifications programs, and relevant solutions to the business challenges dentists face every day in their offices.

Terms and Conditions

ADA Publishing welcomes advertising on the ADA's website ADA.org as an important means of keeping dentists, allied professionals and consumers informed about new products and services available in the practice of dentistry.

Companies or their products and services eligible for advertising on ADA.org must be germane to, effective and useful in the practice of dentistry. Products or services offered by responsible advertisers that are not related to dentistry, but are of interest to dentists are eligible for advertising. The publisher reserves the right to accept or reject any advertisement at its sole discretion.

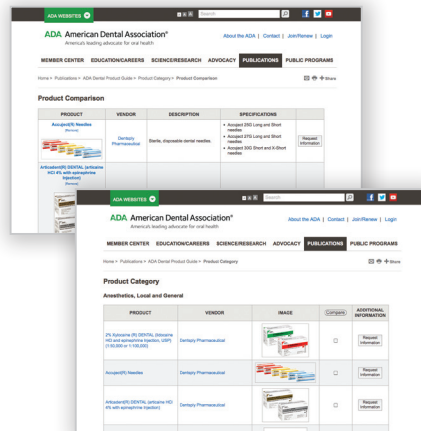
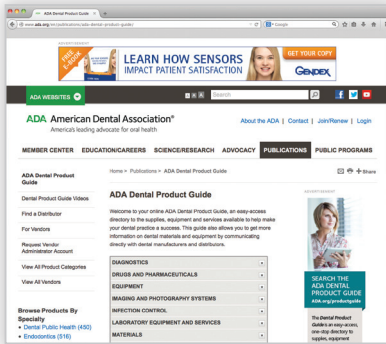
Online copy must be submitted to the publisher at least 10 working days before each calendar month to allow for timely review and processing. Any changes to existing copy within the same calendar month may be subject to production charges.

Payment terms are net 30 days.

Rates, position availability and production charges are subject to change without notice.

The *Dental Product Guide* is a comprehensive online resource of over 150 categories of products and services for the entire dental staff. This valuable tool is your customer's one-stop connection to all of their dental needs from equipment to therapeutics to dental materials. The *Guide* allows visitors to locate your company's products quickly and easily, featuring many integrated research capabilities.

ADA.org/productguide



Position your company in front of key decision makers with the *ADA Dental Product Guide*!

Contact your ADA Sales Representative for more information.

e-Publications

Expand your reach with our sought-after e-Publications.



Dental Practice Success: Your Guide to a Healthy Practice

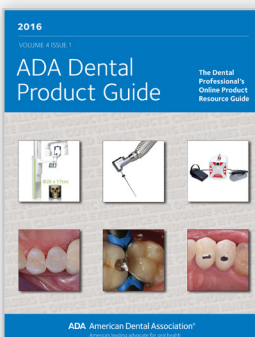
Our e-Publications are designed with the dental professional in mind. This highly anticipated, well-read e-Pub features must-read articles that offer the practicing dentist resources and information to help them succeed as dental practitioners and small business owners.

Sent out quarterly.



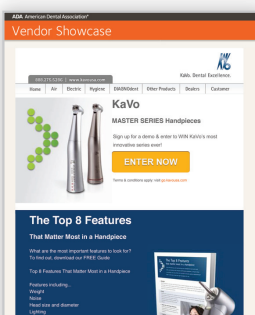
ADA Vendor Showcase Marketplace

It's a more affordable opportunity at 1/4 the rate to 1/2 the e-mail list. Together with up to four non-competing companies, market your product and/or a special offer through our new e-mail marketing campaign.



ADA Dental Product Guide

One of our most comprehensive e-mail packages, the *Dental Product Guide* e-Pub features Peer2Peer summaries of hands on demonstrations of selected products on the market today. Each issue will showcase different dental products being used by ADA member dentists in their everyday practices and explain step by step how the products helped them respond to different patient needs and concerns. Stand out, and let your ad in the *Guide* e-Pub work for you.



ADA Vendor Showcase e-Campaign

Provides an exceptional opportunity to use the ADA e-mail list (approximately 100,000 names), for your company's specific messaging.

ADA 2017 — America's Dental Meeting

The ADA annual meeting is one of the largest and most prestigious exhibitions in the dental industry.

Thousands of dental professionals attend the annual meeting to find out what new products and services are available, to meet with their colleagues, meet with their sales reps, stay informed on ADA activities, participate in Continuing Education courses, attend the Distinguished Speaker Series and much more!

We offer several valuable marketing opportunities for you to promote your product that will deliver maximum advertising exposure for your marketing campaign.



ADA News Convention Daily

Increase your booth traffic every day of the exhibition with your ad in the *ADA News Convention Daily*. It reports convention news, highlights of the ADA election, events and announcements.

Distributed to thousands of attendees at the convention center, the *Daily* is also available at major convention hotels first thing in the morning. Therefore, your ad will wind up in the hands of thousands of attendees ready to buy your products and services even before the show opens each day!

This is the publication where the news and the show come together.



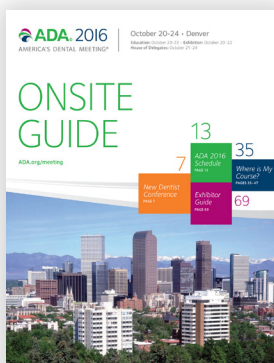
June JADA Pre-Convention Show Coverage

(Includes a FREE ad in the *Exhibitor Guide*)

Planning to make a market impact as an exhibitor? *JADA* offers a special advertising package that gives you two ads for the price of one! When you advertise in the June pre-convention issue of *JADA*, your ad will be repeated **free of charge** in the *Exhibitor Guide*, which is distributed to thousands of registrants as they arrive at the convention center.

The *Onsite Guide* contains listings of all exhibitors and advertisers cross-indexed by product type.

Issue: June Closing Date: April 21, 2017



Onsite Guide Additional Advertising Opportunities

From tab dividers, gatefolds and covers advertising opportunities, your ad in the *Onsite Guide* will maximize and deliver your message and brand. Every day of the show, reach the buyers of your products and/or service. Make potential customers aware of who you are, and let them find you! (Contact your ADA Sales Representative for rates and closing dates.)

Advertising Points Program

Put the numbers right in your marketing mix!

Every dollar you spend on advertising in ADA publications and ADA.org, you will qualify to participate in the program and get one point toward the ADA annual meeting exhibitor space draw process.

Each point accumulated may allow exhibitor advancement in the selection placement in order to obtain a better booth location at ADA annual meeting. The more you advertise, the more points you earn.

For more information on this exciting opportunity, please contact your ADA Sales Representative, call 800.621.8099 ext. 2740 or e-mail boydm@ada.org.

2017 Rate Card

Advertising Rates. Mechanical Specifications. Closing Dates. Advertising Standards.

General Information

FREQUENCY DISCOUNT RATES

Earned rates are based on frequency. Space purchased by a parent company and subsidiaries can be combined for compilation of earned rate.

Frequency discounts are guaranteed throughout contract; however, rates are subject to change per calendar year.

COMBINATION RATES

Advertisers can combine their schedule in *JADA* with a schedule in the *ADA News* to earn a lower rate.

AGENCY COMMISSIONS

15% agency commission when material is provided. No cash discount.

PAYMENT TERMS

Net 30 days. Bills are rendered within 1 week after the issue has been mailed. Any advertiser whose account is more than 90 days past due may not advertise in the current issue or any future issue unless the account is paid in full. Any accounts 90 or more days past due are subject to collection. In the event of nonpayment, the publisher reserves the right to hold the advertiser and/or advertising agency jointly and/or separately liable for the monies that are due and payable to the publisher. Insertion orders generated by advertising agencies containing payment disclaimer clauses will not be acknowledged. Cancellations after the published closing date will not be accepted, and the advertiser is liable for the cost of scheduled advertisement.

The publisher reserves the right to decline acceptance of any advertisements for which prepayment has not been received on or before the material deadline.

GENERAL RATE POLICY

Publisher covenants that published rates are uniform to all advertisers. Advertisers will be charged for composition of ads.

ADVERTISING STANDARDS

All advertised products must conform to the official published standards of the American Dental Association. It is required that copy for new advertisements or new products be submitted at least 10 working days before deadline to allow time for Association review.

A copy of the ADA Advertising Standards is appended to this rate card and is available online at ADA.org/advertisingstandards.

JADA PRODUCTION COORDINATOR

Elsevier
Le-Andrea Sylvester
360 Park Avenue South
New York, NY 10010
Tel: 212.633.3649
Fax: 212.633.3820
e-mail: le.sylvester@elsevier.com

American Dental Association Publishing Division

211 East Chicago Avenue
Chicago, Illinois 60611-2678

Gilbert X. Muñoz

Sr. Director of Advertising
and Production Services
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Fax: 312.440.2550
e-mail: munozg@ada.org

Michelle Boyd

Advertising Sales Manager
Tel: 312.440.2740
Fax: 312.440.2550
e-mail: boydm@ada.org

ADA News print production questions contact: Liz Grace

Advertising and Production Coordinator
Tel: 312.440.2739
Fax: 312.440.2550
e-mail: gracee@ada.org

Advertising Representatives

Allen L. Schwartz

Director of Sales, Western Region
10225 NW Brentano Lane
McMinnville, Oregon 97128
Tel: 503.472.8614
Cell: 503.784.8919
Fax: 503.961.0445
e-mail: allen@ssmediasol.com

Jim Shavel

Director of Sales, Eastern Region
1554 Surrey Brook Court
Yardley, Pennsylvania 19067
Tel: 215.369.8640
Cell: 215.499.7342
Fax: 215.369.4381
e-mail: jim@ssmediasol.com

David Schuh

Southwest Region
12340 Seal Beach Boulevard
Suite B-393
Seal Beach, California 90740
Tel: 562.981.4480
Fax: 503.961.0445
e-mail: david@ssmediasol.com

Bill Kittredge

Director of Sales, Midwest Region
21171 Via Alisa
Yorba Linda, California 92887
Tel: 714.264.7386
Fax: 503.961.0445
e-mail: bill@ssmediasol.com

ADA Classified Recruitment and Advertising

Russell Johns Associates

1001 S. Myrtle Avenue #7
Clearwater, Florida 33756
Tel: 877.394.1388
Fax: 727.445.9380
e-mail: jada@russelljohns.com

Print and Electronic Media Specifications

Print Media Specifications

JADA

Bind-In

- 151,000 (including overage) cards need to be supplied
- 4 1/4" x 6" on 7 pt. card stock
- Perf 1/2" from the spine, to allow 1/8" for grind-off (final flat trim on 4 1/4" x 6" would be 4 1/4" x 6 1/2")
- Jogs to foot, allow 1/8" for foot trim
- Must insert between form breaks

Category Sponsorship

- Logo should be 500 pixels wide at 300 DPI resolution
- Format: TIF or EPS

ADA NEWS

Business Reply Cards: Tip-In

- 157,000 (including overage) cards need to be supplied*
- 4 1/4" x 6" on 7 pt. card stock
- Must tip to low-folio right-hand page
- Must tip between form breaks

Business Reply Cards: Bind-In

- 157,000 (including overage) cards need to be supplied*
- 4 1/4" x 6" on 7 pt. card, with 3 1/2" hanger flap and 1/4" for perforation (final flat trim on 4 1/4" x 6" card is 4 1/4" x 9 3/4")
- Jogs to head, allow 1/8" for head trim
- Card must stitch to high-folio side with hanger on low-folio side
- Must stitch between form breaks

*Check with Sales Representative for exact quantities prior to printing

Cover Card

- Cover cards are on two different paper stocks, the heavier stock (9 pt.) for a BRC
- Non-mailer card size: 4" x 8" stock: 80# gloss

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

Preferred File Formats

- Transfer Media: CD, DVD
- PDF/X-1a:2001 compliant files
- Adobe Illustrator CS5
- Adobe Photoshop CS5, PSD, EPS, TIF; minimum resolution for continuous tone images is 300 DPI, line art is 1200 DPI
- Quark Express 9
- Adobe InDesign CS5
- Fonts: All screen and printer fonts 100% embedded or outlined
- Open Type fonts preferred

JADA AND ADA NEWS

BRC Delivery Instructions

Contact the Production Coordinator for complete shipping instructions and the quantity required.

Product Showcase Guidelines

- 70 words or less of descriptive copy
- All submissions will be edited to fit guidelines
- 4-color image—minimum of 3" wide and 300 DPI

Electronic Media Specifications

Dental Product Guide

Display Banner Ads

- Leaderboard** 920 x 90 pixels; GIF format
- Button** 200 x 200 pixels; GIF format
- Sub Category** 920 x 90 pixels; GIF format

ADA News Digimag/Splash Page

- Image resolution: minimum resolution of 200 DPI
- Fonts and transparency: embed complete fonts (not a sub-set of) and flatten transparencies
- Document size: set to final trim without bleed or printer marks (in case of ADA News, final trim is 10 7/8" x 14 1/4")
- Masked text: masked text not allowed
- Selectable text: full text search capabilities are available on all text that is selectable as text, but not on outlined text or raster images. Unicode characters are not searchable
- Preferred format: PDF
- Color space: RGB

ADA Vendor Showcase/Eblast

- HTML format ONLY (please use CSS inline)
Note: we do not accept Flash animation or Java Script
- Layout (520-600 pixels x 1500 pixels)
- Images (if not hosted on a server)
- Plain text copy (not to include html)
- Subject line
- Include valid contact information
- All linked and relevant product landing pages must be completed and available for review
- Contests, sweepstakes, and special offers must include asterisk (*) to terms and conditions in footnote and/or link
- Claims must have supporting documents and available for review
- Content subject to review for ADA standards

Contact Angela James: jamesa@ada.org

JADA Specialty Scan Newsletter Sponsorship (quarterly)

- 60 words describing product for inline advertising
- Photos of graphics: 100 x 85 pixels
- Prefer JPEG file format for photos

JADA Ad Sizes and Specifications—Website, eTOC, Article Collections

Placement	Size (px)	ePublication(s)
Leaderboard	728 x 90	JADA.ADA.org: GIF, JPG, SWF JADA Article Collections JADA eTOC*: GIF, JPG
Skyscraper	160 x 600	JADA.ADA.org: GIF, JPG, SWF JADA Article Collections JADA eTOC*: GIF, JPG
Rectangle	300 x 250	JADA.ADA.org: GIF, JPG, SWF JADA eTOC*: GIF, JPG

*eTOC = electronic Table of Contents

JADA Mobile (iPad)

Leaderboard 728 x 90 pixels
Skyscraper 160 x 600 pixels

- File formats: JPG or GIF (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or Doubleclick)
- Maximum file size: 40 KB; larger files acceptable via 3rd party serving
- Rich media ads: Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for quality assurance testing
- Target URL required

Full Screen Interstitials 768 x 1024 pixels (portrait view)
 1024 x 768 pixels (landscape view)

- File formats: JPG or GIF (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or Doubleclick)
- Maximum file size: 200 KB; larger files acceptable via 3rd party serving
- Rich media ads: Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for quality assurance testing
- Target URL required

JADA Mobile (iPhone)

Bottom Banner 300 x 50 pixels

- File formats: JPG or GIF (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or Doubleclick)
- Maximum file size: 40 KB; larger files acceptable via 3rd party serving
- Rich media ads: Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for quality assurance testing
- Target URL required

Full Screen Interstitials 320 x 480 pixels

- File formats: JPG or GIF (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or Doubleclick)
- Maximum file size: 200 KB; larger files acceptable via 3rd party serving
- Rich media ads: Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for quality assurance testing
- Target URL required

ADA Center for Professional Success (Success.ADA.org)

Standard Onsite Display Banner Ads

Rectangle (A) 180 x 150 pixels
Skyscraper (B) 160 x 600 pixels
Footer (C) 728 x 90 pixels

- Sold on impression basis (CPM and flat rate options)
- Various targeting options available
- Founding Sponsor packages available
- File formats accepted: GIF, JPEG, SWF*, 3rd party ad tag
- Maximum file size: 20 KB GIF/JPEG; 40 KB SWF
- Maximum looping: 3x
- Maximum animation time: 0:15 seconds
- No expandables
- All Flash submitted files require an accompanying back up GIF/JPEG version of the creative
- Ad creative should be submitted 5 business days prior to campaign launch to allow for testing, otherwise campaign launch may be delayed

* We accept Flash 10.1 and under.

Video Ads

Pre-Roll 325 pixels or 450 pixels wide; maximum length 0:15 seconds
 Post-Roll 325 pixels or 450 pixels wide; maximum length 0:30 seconds
 Stand Alone Ad 325 pixels or 450 pixels wide; maximum length 0:60 seconds

- File formats accepted: MPEG, WMF, MOV
- Maximum file size: 5 GB

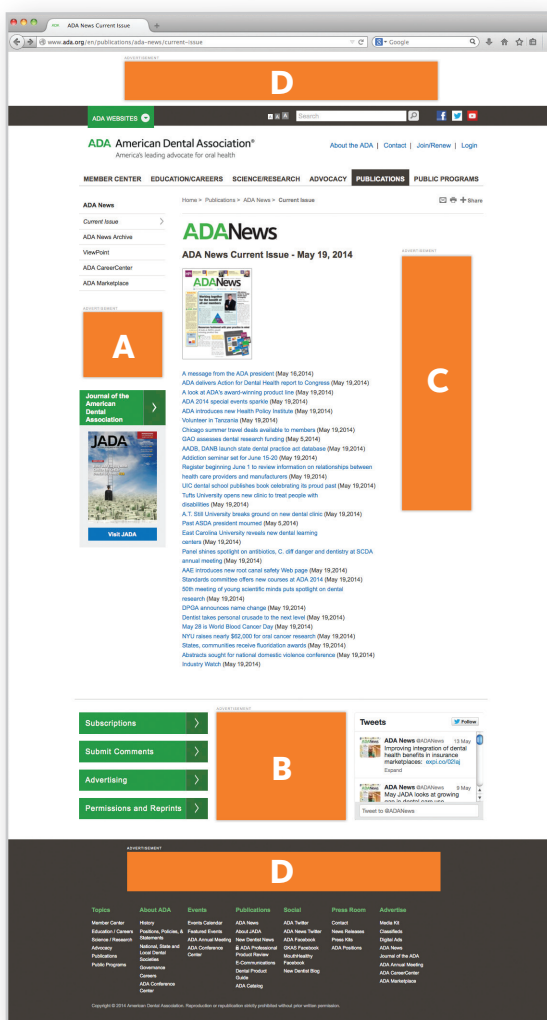
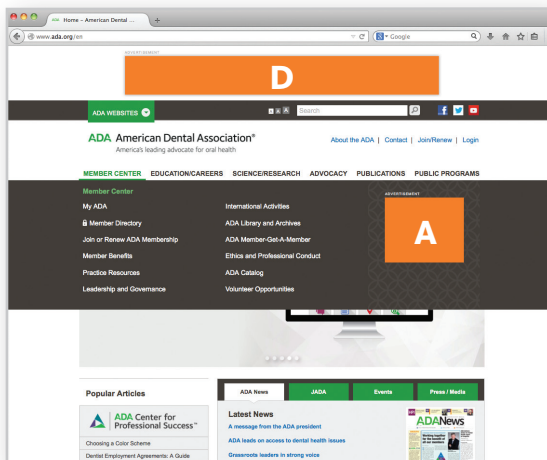
For sales inquiries and current rates, please contact:

Amber Carlson
 Manager, Digital Advertising
 Communications Division
 American Dental Association
 211 East Chicago Avenue
 Chicago, Illinois 60611
 Tel: 312.440.2777
 e-mail: carlsona@ada.org

Allen L. Schwartz
 Director of Sales, Western Region
 10225 NW Brento Lane
 McMinnville, Oregon 97128
 Tel: 503.472.8614
 Cell: 503.784.8919
 Fax: 503.961.0445
 e-mail: allen@ssmediasol.com

Jim Shavel
 Director of Sales, Eastern Region
 1554 Surrey Brook Court
 Yardley, Pennsylvania 19067
 Tel: 215.369.8640
 Cell: 215.449.7342
 Fax: 215.369.4381
 e-mail: jim@ssmediasol.com





Standard Onsite Display Banner Ads

- Rectangle (A)** 180 x 150 pixels
- Rectangle (B)** 300 x 250 pixels
- Skyscraper (C)** 160 x 600 pixels
- Footer/Leaderboard (D)** 728 x 90 pixels

- Sold on impression basis (CPM and flat rate options)
- Various targeting options available
- File formats accepted: GIF, JPEG, SWF*, 3rd party ad tag
- Maximum file size: 20 KB GIF/JPEG; 40 KB SWF
- Maximum looping: 3x
- Maximum animation time: 0:15 seconds
- No expandables
- All Flash submitted files require an accompanying back up GIF/JPEG version of the creative
- Ad creative should be submitted 5 business days prior to campaign launch to allow for testing, otherwise campaign launch may be delayed

* We accept Flash 10.1 and under.

Video Ads

- Pre-Roll** 325 pixels or 450 pixels wide; maximum length 0:15 seconds
- Post-Roll** 325 pixels or 450 pixels wide; maximum length 0:30 seconds
- Stand Alone Ad** 325 pixels or 450 pixels wide; maximum length 0:60 seconds

- File formats accepted: MPEG, WMF, MOV
- Maximum file size: 5 GB

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	Device
Leaderboard/Footer	728 x 90	<input type="checkbox"/> <input type="checkbox"/>
Rectangle	300 x 250	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Rectangle	180 x 150	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Drop-Down Menu Rectangle	180 x 150	<input type="checkbox"/> <input type="checkbox"/>
Skyscraper	160 x 600	<input type="checkbox"/> <input type="checkbox"/>

Key:

- Desktop
- Tablet (landscape and portrait orientation)
- Smartphone

For sales inquiries and current rates, please contact:

Amber Carlson
 Manager, Digital Advertising
 Communications Division
 American Dental Association
 211 East Chicago Avenue
 Chicago, Illinois 60611
 Tel: 312.440.2777
 e-mail: carlsona@ada.org

Allen L. Schwartz
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 McMinnville, Oregon 97128
 Tel: 503.472.8614
 Cell: 503.784.8919
 Fax: 503.961.0445
 e-mail: allen@ssmediasol.com

Jim Shavel
 Director of Sales, Eastern Region
 1554 Surrey Brook Court
 Yardley, Pennsylvania 19067
 Tel: 215.369.8640
 Cell: 215.449.7342
 Fax: 215.369.4381
 e-mail: jim@ssmediasol.com

ADA Package Insert Program

Rate Card and Specifications

Here is your chance to market directly to purchasers of ADA patient education and professional resource products. Your marketing piece will be inserted with every shipment for a predetermined period of time. Take advantage of this amazing opportunity to market to a captive audience. You provide the direct mail piece, and the ADA does the rest.

Rates, Insertion Orders and Payment Due Dates

\$1.00 per insert.

Insertion Order (IO) signed by Advertiser and draft copy of insert for review due eight (8) weeks prior to month of insertion (acceptance will be subject to advertising standards review of package insert).

Fifty percent (50%) due with insertion order; balance due at completion of order.

Specifications for Package Insert

Single page leaflet 8 1/2" x 11" or smaller (leaflet may be pre-folded). Maximum acceptable stock weight 80# book. Insert might need to be folded in half to fit into smaller packages. Design accordingly.

2017 MARKETING CALENDAR

Per Quarter commitment (3-consecutive-months minimum). Limited availability. Please check with Debbie Labinger before submitting an insertion order.

INSERT QUANTITY GUIDELINES

Quarter	Avg. # of Inserts
Q1 (January-March)	10,000
Q2 (April - June)	7,000
Q3 (July - September)	9,000*
Q4 (October - December)	12,000*

*Increase in number of orders shipped during second half of year is due to release of next year's CDT products.

GENERAL REQUIREMENTS

All package inserts must conform to the official published standards of the American Dental Association. It is required that copy for new advertisements or new products be submitted at least 10 working days before deadline to allow time for Association review. ADA Advertising Standards: ADA.org/advertisingstandards.

Package Insert Program Contact

Debbie Labinger

Product Development and Sales/Publishing Division

Tel: 312.440.7742

Fax: 312.440.2398

e-mail: labingerd@ada.org



Package Insert Delivery to ADA Fulfillment House

Ship directly to PBD-Chicago by 15th of month preceding start of campaign (e.g., by June 15 for stuffing to begin July 1). E-mail labingerd@ada.org (attach final insert) at time of shipment. **Outside boxes must contain the following information: advertiser and campaign name, beginning/end dates, number of inserts per box, and total number of boxes in shipment. Inserts should be bundled in packs of 250 to monitor inventory.**

PBD-Chicago

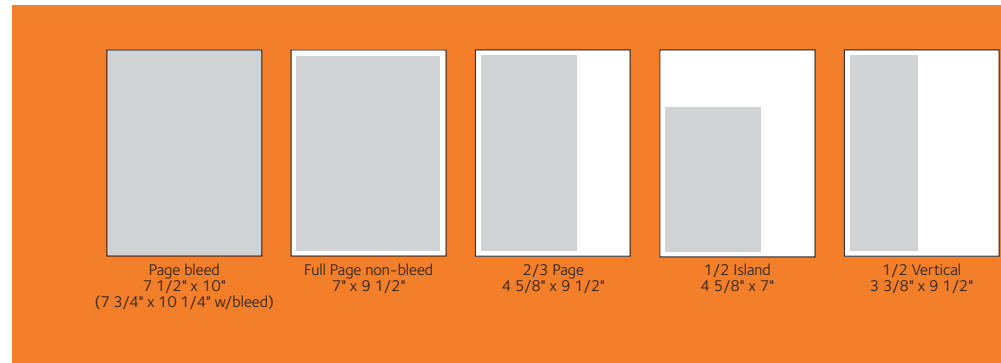
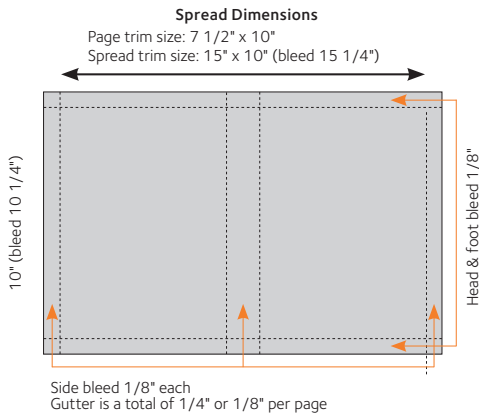
ADA Insert Program

905 Carlow Drive, Unit B

Bolingbrook, IL 60490

815.221.4105

2017 JADA Rates and Mechanical Specifications



	1x	3x	6x	9x	12x	18x	24x	36x	48x	60x	72x	84x	96x
Page	12260	11885	11475	11390	11045	10825	10565	10475	10410	10235	10230	9765	9665
2/3	8840	8630	8457	8240	7900	7740	7580	7495	7370	7275	7130	6875	6795
Isl 1/2	8575	8420	8240	8025	7440	7580	7495	7370	7275	7230	7040	6755	6675
1/2	7440	7650	7580	7495	7370	7275	7130	7040	6910	6815	6700	6070	6005
1/3	5475	5425	5340	5300	5255	5145	3720	3680	3610	3580	3530	3250	3220
1/4	4105	3855	3745	3705	3670	3630	3555	3525	3460	3425	3375	3110	3075
1/6	3695	3500	3375	3345	3265	3225	3195	3150	3110	3035	3015	2800	2780
1/8	3325	3075	2995	2950	2895	2895	2895	2895	2895	2895	2895	2780	2810

Combination Rates

Advertisers can combine their schedule in *JADA* with a schedule in the *ADA News* to earn a lower rate.

Color Rates

Standard Color: \$900 per page or fraction thereof. If more than one additional color is used on a page, the color charge will be the same as 4-color. Standard SWOP colors, red, blue, yellow, green.

Matched Color: \$1,150 per page or fraction thereof.

3-Color: \$2,000 per page restricted to process colors. Contact the Production Director before scheduling. ADA Publishing is not responsible when a color guide is not furnished and cannot guarantee accommodation of colors other than process within 4-color form.

4-Color: 1/3 page or larger \$2,000, 1/3 page or less \$1,005.

Bleeds: No charge.

Covers & Preferred Position Rates

Cover 2: \$15,670

Cover 3: \$14,460

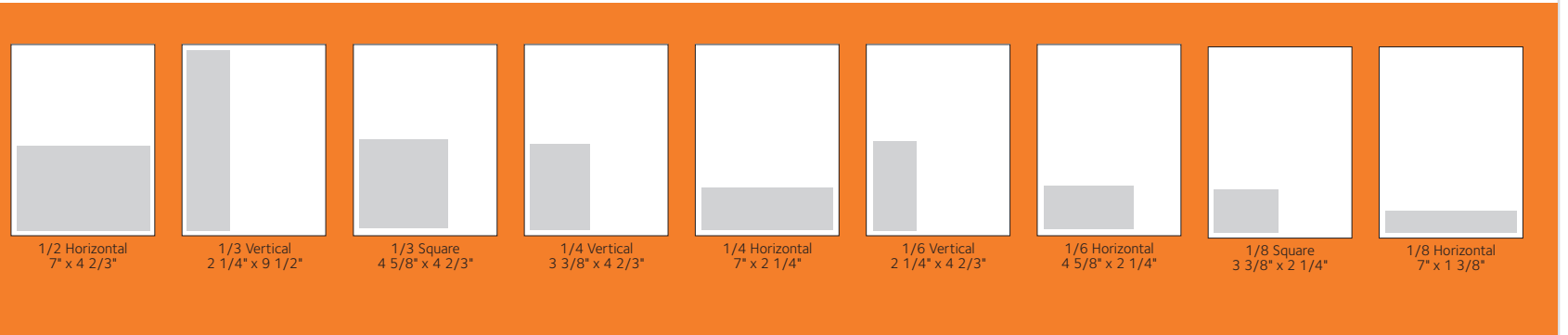
Cover 4: \$16,975

All cover rates are based on 12X rate and include 4-color and bleed. All other specified positions are 15% additional.

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

Production Coordinator

Elsevier
 Le-Andrea Sylvester
 360 Park Avenue South
 New York, NY 10010
 Tel: 212.633.3649
 Fax: 212.633.3820
 e-mail: le.sylvester@elsevier.com



Ad Size	Width/Depth
Full Page (Bleed)	7 1/2" x 10"
Full Page (Non-bleed)	7" x 9 1/2"
2/3 Page	4 5/8" x 9 1/2"
1/2 Page Island	4 5/8" x 7"
1/2 Page Horizontal	7" x 4 2/3"
1/2 Page Vertical	3 3/8" x 9 1/2"
1/3 Page Horizontal	2 1/4" x 9 1/2"
1/3 Page Square	4 5/8" x 4 2/3"
1/4 Page Horizontal	7" x 2 1/4"
1/4 Page Vertical	3 3/8" x 4 2/3"
1/6 Page Horizontal	4 5/8" x 2 1/4"
1/6 Page Vertical	2 1/4" x 4 2/3"
1/8 Page Horizontal	7" x 1 3/8"
1/8 Page Vertical	3 3/8" x 2 1/4"

JADA 2017 SPACE RESERVATIONS

Issue Dates	Closing Dates
January	November 28, 2016
February	December 20, 2016
March	January 24, 2017
April	February 28, 2017
May	March 27, 2017
June	April 26, 2017
July	May 26, 2017
August	June 23, 2017
September	July 28, 2017
October	August 28, 2017
November	September 25, 2017
December	October 25, 2017

Acceptable Electronic Files

Upload your JADA ads quickly, easily, and securely on Elsevier's ad portal. Send new print ad files and submit pickup ads to www.ads4els.com

File Format

- PDF or PDF/X-1a compliant files, saved as PDF version 1.3.
- Transparencies within the supplied PDF(s) will be rejected. 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.

The following layout applications yield the optimum results for creating a print-compliant PDF:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 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.

Fonts: All screen fonts, all printer fonts.

Miscellaneous: Continuous tone images (photos) must be high resolution (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.

Inserts: All inserts must meet postal regulations for publications of periodicals postage. Contact the Production Coordinator. Maximum acceptable stock weight 80# book.

2-Page Inserts (one sheet): 7 3/4" x 10 1/4" trims to 7 1/2" x 10". Other inserts, contact the Production Coordinator.

Trimming: Head, foot and side margins, 1/4" margin for live matter, inside of trim edge.

Insert Delivery: Direct to printer by 10th of month preceding month of insertion (space reservations due 25th of second month preceding month of issue). Consult Production Coordinator for shipping instructions and quantity required.

Mechanical Closings

Electronic files are due 1st of month preceding month of publication (e.g., June issue materials are due May 1).

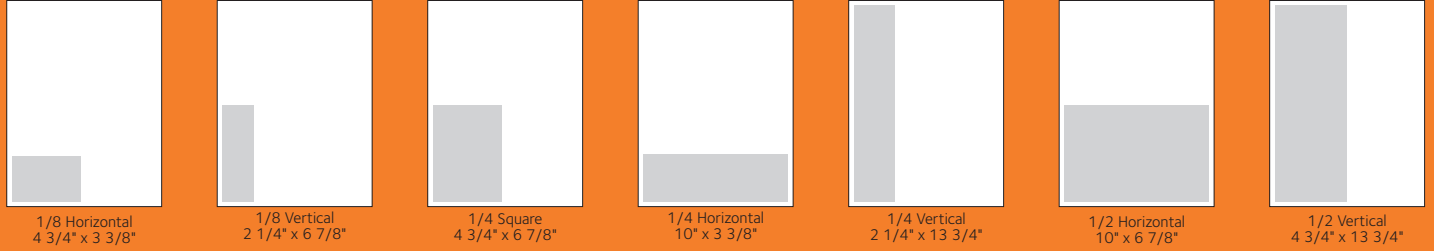
Special Issues

June: Convention issue. All ads in the June issue are repeated free of charge in the *Exhibitor Guide* to ADA annual meeting provided the advertiser is an exhibitor. The *Exhibitor Guide* is distributed to all registrants at the ADA annual meeting

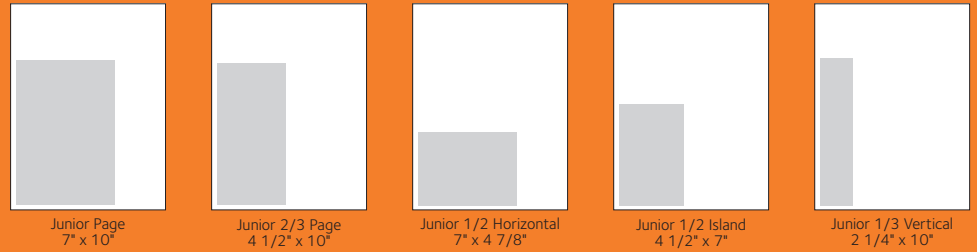
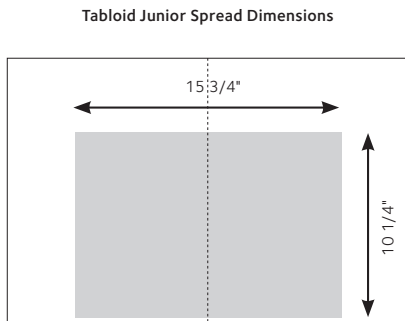
Earned rates apply to all special issues.

ADA News Rates and Mechanical Specifications

TABLOID SIZE



TABLOID JUNIOR SIZE

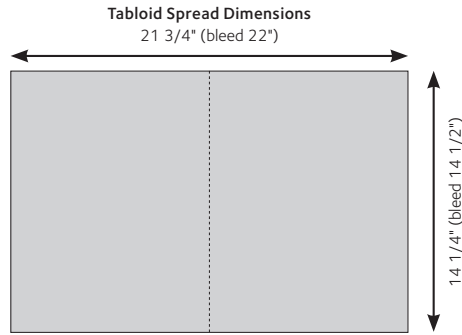
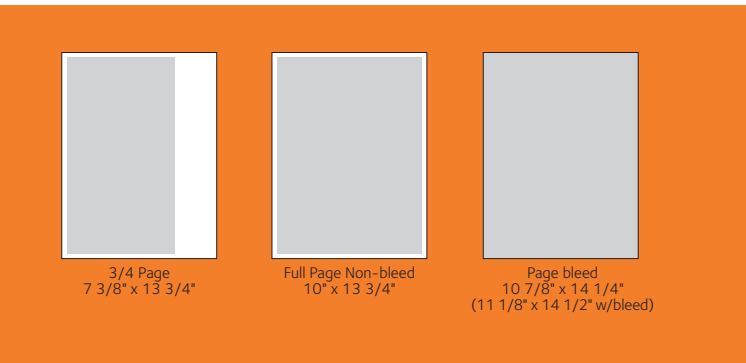


Tabloid Size (10" x 14") (Non-bleed)

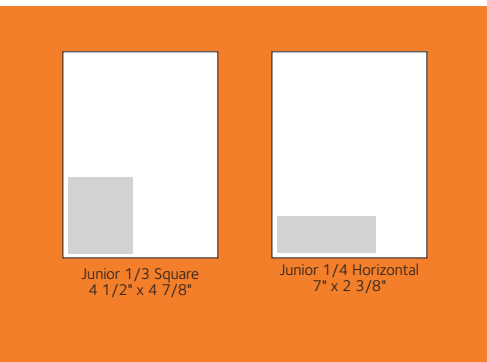
	1x	3x	6x	9x	12x	18x	24x	36x	48x	60x	72x	84x	96x
Page	16790	16610	16370	16160	15830	15640	15390	15270	15210	15110	14940	14400	14290
3/4	14850	14680	14420	14230	13920	13680	13590	13480	13360	13260	13130	12610	12490
1/2	10540	10330	10110	9880	9790	9570	9480	9390	9240	9160	9050	8710	8610
1/4	6140	6020	5810	5740	5480	5400	5280	5160	5080	4960	4830	4660	4620
1/8	3360	3290	3240	3130	3030	3030	3030	3030	3030	3030	3030	2950	2950

Junior Size (7" x 10")

	1x	3x	6x	9x	12x	18x	24x	36x	48x	60x	72x	84x	96x
Jr. Page	11850	11480	11080	11000	10670	10450	10220	10110	10050	9880	9790	9430	9340
Jr. 2/3	8540	8330	8190	7960	7630	7480	7320	7240	7120	7020	6890	6640	6560
Jr. 1/2	7480	7390	7320	7240	7120	7020	6890	6800	6670	6590	6470	5860	5800
Jr. 1/3	5280	5230	5160	5120	5080	4960	4920	4830	4790	4730	4670	4170	4140
Jr. 1/4	3970	3870	3760	3720	3690	3650	3570	3540	3470	3440	3390	3120	3090



Live copy dimensions should not exceed 21" x 13 3/4"
Bleed size would be 22" x 14 1/2"



Junior Ad Size	Width/Depth
Jr. Page	7" x 10"
Jr. 2/3 Page	4 1/2" 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 1/2" x 4 7/8"
Jr. 1/4 Page Horizontal	7" x 2 3/8"

Tabloid Ad Size	Width/Depth
Full Page (Bleed)	10 7/8" x 14 1/4"
Full Page (Non Bleed)	10" x 13 3/4"
3/4 Page	7 3/8" x 13 3/4"
1/2 Page Horizontal	10" x 6 7/8"
1/2 Page Vertical	4 3/4" x 13 3/4"
1/4 Page Square	4 3/4" x 6 7/8"
1/4 Page Horizontal	10" x 3 3/8"
1/4 Page Vertical	2 1/4" x 13 3/4"
1/8 Page Horizontal	4 3/4" x 3 3/8"
1/8 Page Vertical	2 1/4" x 6 7/8"

Frequency discounts are guaranteed throughout contract; however, rates are subject to change per calendar year. Space purchased by a parent company and subsidiaries can be combined for compilation of earned rate. Rates include agency commission.*

Combination Rates

Advertisers can combine their schedule in the *ADA News* with a schedule in *JADA* to earn a higher discount.

Color Rates

Standard Color: \$925 per page or fraction thereof. If more than one additional color is used on a page, the color charge will be the same as 4-color. Standard SWOP colors, red, blue, yellow, green.

Matched Color: \$1,200 per page or fraction thereof.

3-Color: \$2,050 per page restricted to process colors. Contact the Production Director before scheduling. The Production Director is not responsible when a color guide is not furnished. The Production Director cannot guarantee accommodation of colors other than process within 4-color form.

4-Color: 1/3 page or larger \$2,050, 1/3 page or less \$975.

Bleeds: Available free of charge for tab pages.

Insert: All inserts must meet postal regulations for publications of periodicals postage. Contact the Production Director. Maximum acceptable stock weight 80# book.

2-Page Inserts (one sheet):

7 3/4" x 10 1/4" trims to 7 1/2" x 10". Other inserts, consult publisher.

Trimming: Head, foot and side margins, 1/4" margin for live matter, inside of trim edge.

Inserts Delivery: Consult Production Director for delivery deadlines, shipping instructions and quantity required. See General Information for agency commissions and terms, shipping instructions and information on ADA advertising standards.

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. Refer to the Print and Electronic Media Specifications insert in the back pocket for additional information.

Variations from standard 2-page inserts subject to special quotation. Regional inserts are available. Contact the Production Coordinator.

*Listed gross cost. 15% advertising agency commission deducted for net cost.

Advertisements are also accepted in sizes designed for 7" x 10" type page referred to as junior sizes. Halftone screen may be 133-line maximum.

ADA News Mechanical Specifications, *continued*

Printing Specifications

Printed web offset on 36# coated stock, black and white and 4-color, saddle stitch. Five columns per page, columns 11 picas wide. Size before trim 11 1/8" x 14 1/2" trims to 10 7/8" x 14 1/4". Live copy: 10" x 13 3/4".

Acceptable Reproduction Material

Other material by special arrangement (including glossy photo with copy to set).

Materials are held for six months after publication and then destroyed unless otherwise instructed.

Split runs available. Contact your ADA Sales Representative. See General Information for agency commissions and terms, shipping instructions and information on ADA Advertising Standards.

Acceptable Electronic Files

Transfer Media: CD, DVD.

FTP Information:

ftp://ftp.ada.org
 UserID: adapco
 Password: mickey1

File Format: PDF/X-1a:2001 compliant files; Adobe Illustrator CS5; Adobe Photoshop CS5, PSD, EPS, TIFF; Quark Express 9; Adobe InDesign CS5

Fonts: All screen and printer fonts 100% embedded or outlined; Open Type fonts preferred

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.

Issuance/Circulation

Established in 1970 as the official newspaper of the American Dental Association, the ADA News serves practicing dentists and others allied to the dental profession in the United States and other countries.

Issued twice monthly, with single issuance in July and December, for a total of 22 issues per year; mailed on the Friday preceding issue date, 2nd class, cover label.

Editorial

News of dentistry including socioeconomic, governmental, scientific, educational, Association developments and other types of news that would be of interest to members of the dental profession and other interested readers. Advertising is interspersed with editorial matter on all pages except front page and page four. Annual editorial/advertising ratio: 50% editorial matter, 50% advertising.

ADA NEWS 2017 SPACE RESERVATIONS

Issue Dates	Closing Dates	Meeting Dates
January 9*	December 2, 2016	Yankee Dental Congress, January 25-29, 2017
January 23	December 16, 2016	
February 6*	January 13, 2017	Chicago Midwinter, February 23-25, 2017
February 20	January 27, 2017	
March 6*	February 10, 2017	Hinman Dental, March 23-25, 2017
March 20	February 24, 2017	
April 3*	March 10, 2017	California Spring, May 4-6, 2017
April 17	March 24, 2017	
May 1	April 7, 2017	
May 15	April 21, 2017	
June 5	May 12, 2017	
June 19	May 26, 2017	
July 10	June 16, 2017	
August 7	July 14, 2017	
August 21	July 28, 2017	
September 4*	August 11, 2017	
September 18	August 25, 2017	
October 2*	September 8, 2017	ADA 2016 – America's Dental Meeting, October 20-25, 2016
October 16	September 22, 2017	
November 6*	October 13, 2017	Greater NY Dental, November 25-30, 2017
November 20	October 27, 2017	
December 11	November 17, 2017	

*Denotes pre-show issues. Issue dates in **bold** denote bonus circulation issues.

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 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 must be unwarranted disparagements or unfair comparisons of a competitor's products or services will not be allowed.
- 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) Alcoholic beverages and tobacco products are not eligible for advertising.
- 11) Books and electronic media are eligible for advertising but a sample may be required in advance for review.
- 12) 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.
- 13) 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.
- 14) Advertising that simulates editorial content must be clearly identified as advertising. The word "advertisement" must be displayed prominently.
- 15) 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.
- 16) 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.

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ADA Classified Recruitment and Advertising

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