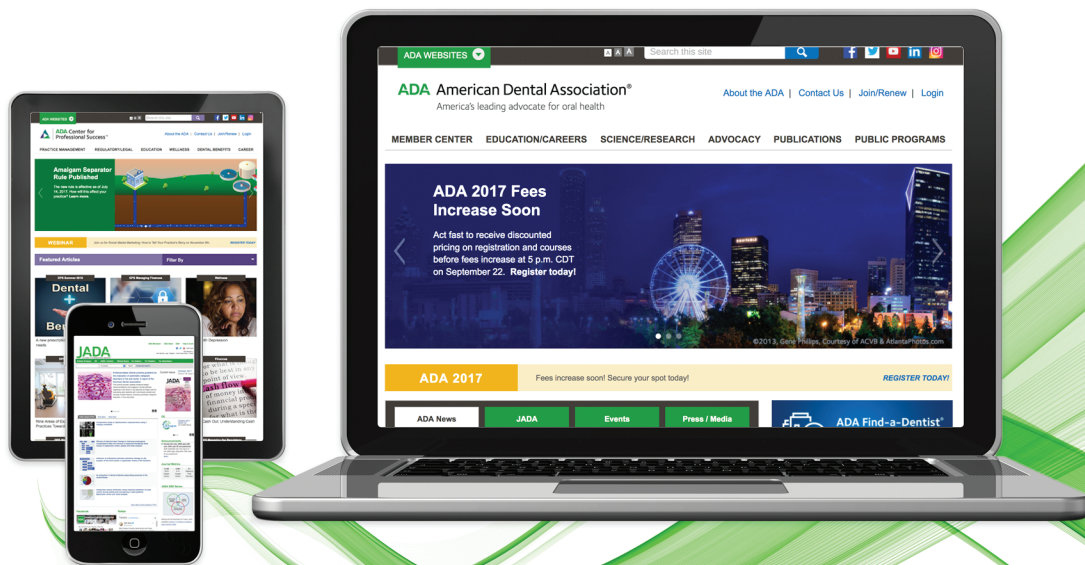


2018 Print & Digital Publishing Media Kit



ADA American Dental Association®
America's leading advocate for oral health

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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

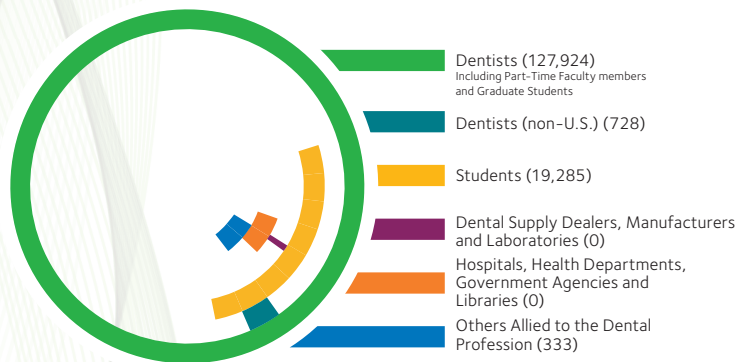
Yearly independent readership studies consistently rank JADA as the nation’s best-read dental journal.



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*

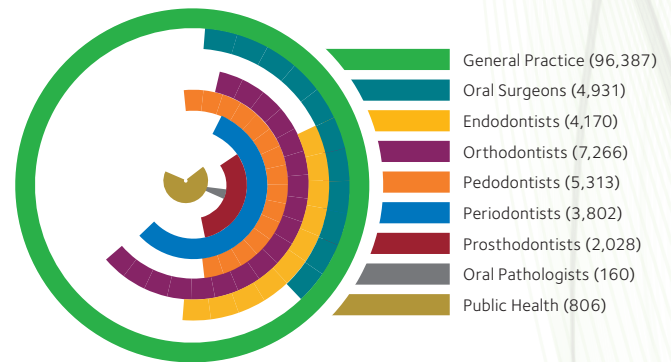


*BPA June 20, 2017.

Distribution

JADA has an unparalleled distribution reach globally. With a qualified average circulation of 146,884*, JADA leads the way in reaching more of the dental market.

Dentists by Specialty*



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 2017, JADA vs. five dental periodicals not published by the ADA, excluding publications of less than 100,000 circulation.

ADA News Circulation

The Leading Voice in Dentistry



American Dental Association News

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.

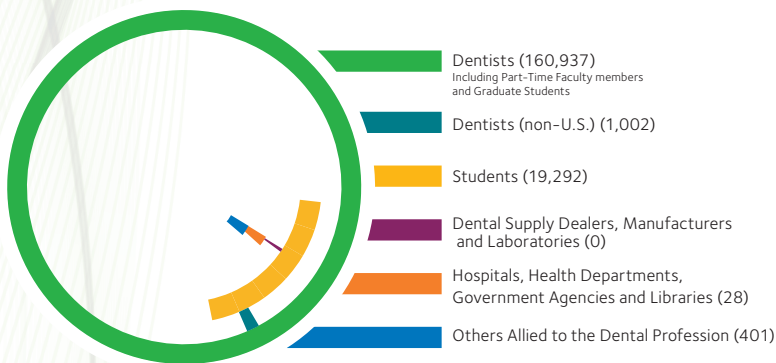
Consider what readers find in each print issue:

- 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
- Annual editorial/advertising ratio: 50% editorial matter, 50% advertising.

Print Circulation

Advertising in *ADA News* does more than generate leads—it puts your product or service directly in front of over 158,045* dental professionals which is the highest qualified circulation compared to any other dental publication.

Breakout of Qualified Circulation by Business/Profession*



*BPA June, 2017.

An additional qualified circulation is mailed to nonmember dental professionals seven times per year. That makes the total qualified circulation 181,780.*

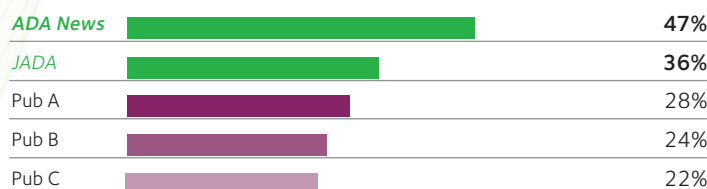
Readership Profile

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

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.

Projected average page exposures*

(Total dentist sample)



Projected average issue readers*

(Total dentist sample)

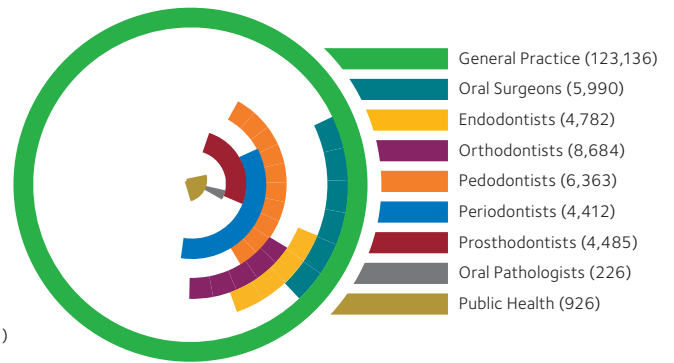


*Kantar Media 2017, *ADA News* vs. five dental periodicals not published by the ADA, excluding publications of less than 100,000 circulation.

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*



Digital Media

Versatile formats, flexible options tailored to your advertising needs.

JADA.ADA.org and **ADA.org** offer exceptional ways to connect with the dental community.

JADA Mobile

Go mobile on a tablet and smartphone with your digital advertisement!

Connect with digital savvy ADA members anytime and anywhere! Call us now, your most qualified prospects are waiting for you.

Banner Ads

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

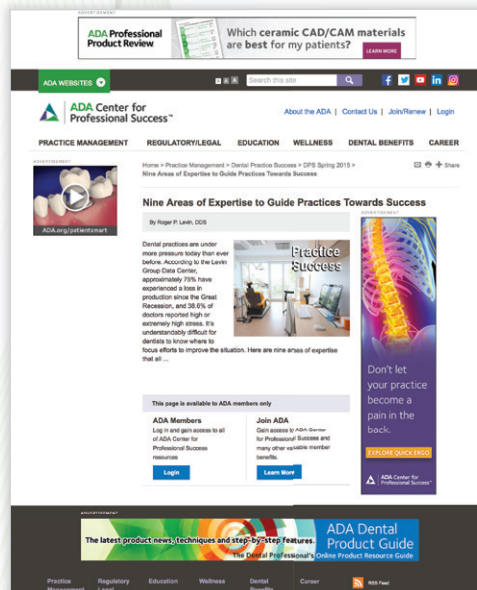
See all the sizes and placements available on pages 10 and 11.



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.

Integrated Marketing Opportunities

Digital



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.

Creative Banner Sizes

- Leaderboard/Footer: 728 x 90px
- Skyscraper: 160 x 600px
- Large Rectangle: 300 x 250px

See page 11 for digital specifications and placement details.



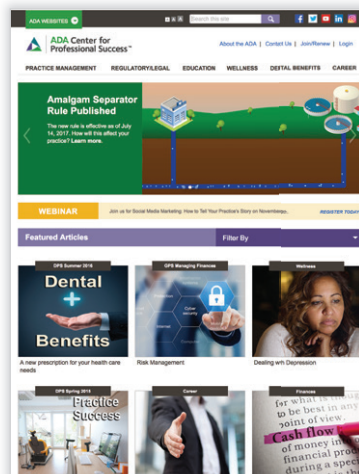
JADA eTOC

Over 120,000 monthly opt-in subscribers receive the electronic Table of Contents (eTOC) previewing the upcoming 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.

Creative Banner Sizes

- Leaderboard/Footer: 728 x 90px
- Skyscraper: 160 x 600px
- Large Rectangle: 300 x 250px

Call a representative on page 16 for more details.



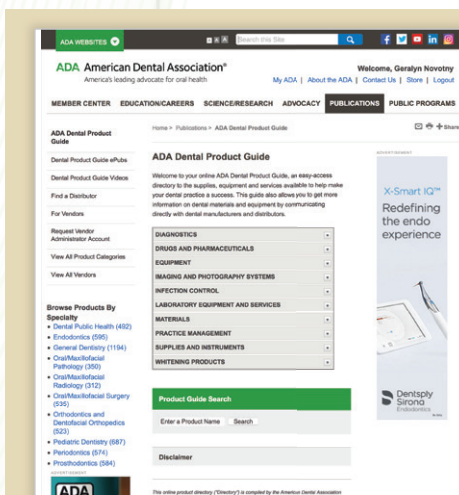
ADA Center for Professional Success

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

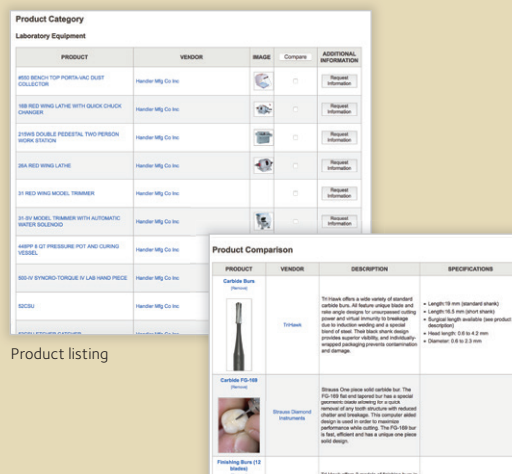
Creative Banner Sizes

- Leaderboard/Footer: 728 x 90px
- Skyscraper: 160 x 600px
- Large Rectangle: 300 x 250px

See page 11 for digital specifications and placement details.



Dental Product Guide online



Product listing

Product comparison

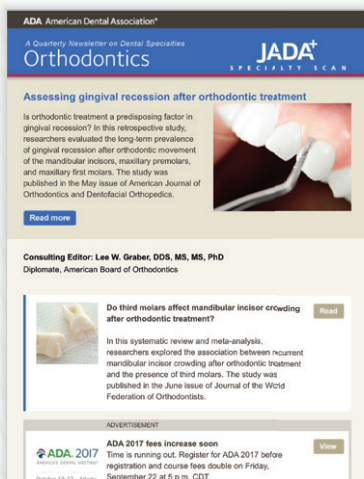
ADA Dental Product Guide Online! ADA.org/productguide

The ADA Dental Product Guide is a comprehensive online resource featuring many integrated research capabilities 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.

Place a banner ad here, too! See page 11 for specifications and more details.

Integrated Marketing Opportunities

e-Blast



JADA+ Specialty Scan e-Newsletter

These popular e-mailed newsletters deliver the latest information on dental specialties including orthodontics, endodontics, prosthodontics, periodontics, pediatrics and radiology, and two disciplines on cosmetics/esthetics and osseointegration to dental professionals. Each issue provides news and techniques used. Don't miss this valuable chance to promote your message directly.

Creative Specifications (Two Ads)

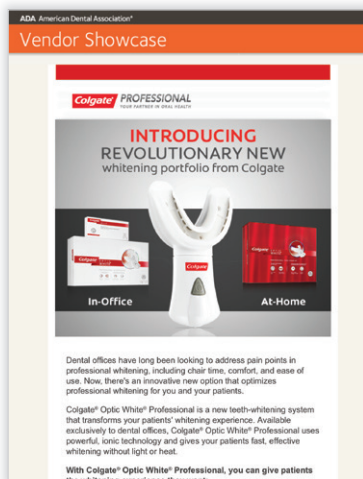
- 60 words describing product for inline advertising
- Images: 100 x 85px JPG

Creative Specifications for Product Spotlight

- Content copy: 100-150 words
- Images: 160 x 160px JPG

Contact a sales representative on page 16 for submission details.

e-Publications



ADA Vendor Showcase e-Campaign

This e-Blast provides an exceptional opportunity to use the ADA's e-mail list— approximately 80,000 names— for your company's specific messaging.

Creative Specifications

- Required format: HTML
- Template: 520-650 x 1500px
Note: content not meeting these requirements will be rejected.

- CSS: inline (to prevent issues with Microsoft Outlook)
Note: Div tags are not supported in Microsoft Outlook
- Flash animation or Java Script not accepted
- E-mail subject line, within ADA guidelines, must include vendor name and subject/offer (maximum 46 characters)
- Plain text file must be provided
- Include images that are not hosted
- All linked and relevant product landing pages must be completed and available.
- Contests, sweepstakes, and special offers must include asterisks (*) to terms and conditions in footnote or link
- Claims must have supporting documents and available for review
- Valid contact information must be included
- All content is subject to review

Inquiries contact for ADA Vendor Showcase submissions on page 16.



Dental Practice Success

The e-Pub with the dental professional in mind. This award winning, highly anticipated e-publication features articles that offer the practicing dentist resources and information to help them succeed as dental practitioners and small business owners.

Ad Specifications

- Document size: 8-1/8" x 10-7/8" set to final trim
- Preferred format: PDF/X-1a
- Resolution: minimum 200 dpi
- Fonts: embed fonts, masked text not allowed
- Search capabilities: available on all text that is selectable. Not available on outlined text or raster images. Note: unicode characters are not searchable.

Winter 2018 Issue

Article submissions: December 1
Ad closing: January 8

Spring 2018 Issue

Article submissions: March 2
Ad closing: April 2

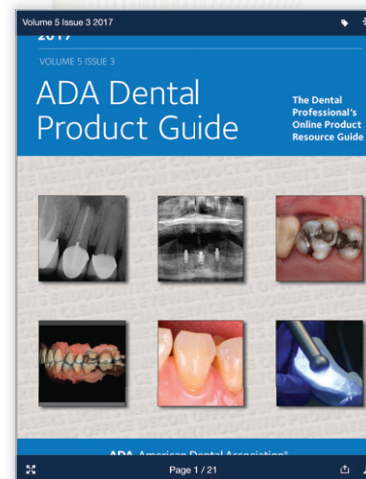
Summer 2018 Issue

Article submissions: June 1
Ad closing: July 2

Fall 2018 Issue

Article submissions: September 7
Ad closing: October 8

Contact a sales representative on page 16 for advertising and/or editorial content details.



ADA Dental Product Guide

One of our most comprehensive e-mail packages, the ADA Dental Product Guide features step-by-step Peer2Peer summaries of selected products used by ADA member dentists along with a Product News section to feature your new product. With maximum exposure, your ad in this e-Pub works effectively for you.

Product News Requirements

- Content copy: 70 words
- Images: 300dpi, JPEG
- URL address to ADA.org/productguide page required

Peer2Peer Feature

Contact a sales representative on page 16 for submission details.

Ad Specifications

- Document size: 8-1/8" x 10-7/8" set to final trim
- Preferred format: PDF/X-1a
- Resolution: minimum 200 dpi
- Fonts: embed fonts, masked text not allowed
- Search capabilities: available on all text that is selectable. Not available on outlined text or raster images. Note: unicode characters are not searchable.

2018 Closing Dates

February: February 5
April: April 2
June: June 4
September: September 3
October: October 8
November: November 5

Contact a sales representative on page 16 for more details.

Integrated Marketing Opportunities

JADA & ADA News Comprehensive Print Marketing Calendar

JADA & ADA NEWS COMPREHENSIVE PRINT MARKETING CALENDAR

ISSUE DATE	CLOSING DATES	
	JADA	ADA NEWS
JANUARY		
JADA	11/28/17	
8 ADA News Pre-show issue (Yankee Dental Congress, January 25-27, 2018)		12/1/17
22 ADA News Bonus Circulation		12/15/17
FEBRUARY		
JADA	12/21/17	
5 ADA News Pre-show issue (Chicago Midwinter Meeting, February 22-24, 2018) ADA News Product News issue		1/12/18
19 ADA News		1/26/18
MARCH		
JADA Free Advertising Research	1/23/18	
5 ADA News Pre-show issue (Hinman Dental Meeting, March 22-24, 2018)		2/9/18
19 ADA News Bonus Circulation		2/23/18
APRIL		
JADA Product News issue	2/27/18	
2 ADA News Pre-show issue (California Spring Meeting, May 17-19, 2018) ADA News Product News issue		3/9/18
16 ADA News Bonus Circulation		3/23/18
MAY		
JADA	3/27/18	
7 ADA News		4/6/18
21 ADA News Bonus Circulation		4/20/18
JUNE		
JADA Pre-convention issue (ADA 2018 – America's Dental Meeting, October 18-20, 2018) JADA Free ad in the Onsite Guide	4/26/18	
4 ADA News		5/11/18
18 ADA News		5/25/18
JULY		
JADA	5/27/18	
9 ADA News		6/15/18
AUGUST		
JADA	6/23/18	
6 ADA News		7/13/18
20 ADA News		7/27/18
SEPTEMBER		
JADA	7/30/18	
3 ADA News Pre-show issue (ADA 2018 – America's Dental Meeting, October 18-20, 2018) ADA News Product News issue		8/10/18
17 ADA News Bonus Circulation		8/24/18
OCTOBER		
JADA	8/27/18	
Onsite Guide, Convention Daily issues ADA 2018 — America's Dental Meeting October 18-20, 2018		8/27/18
1 ADA News		9/7/18
15 ADA News Bonus Circulation		9/21/18
NOVEMBER		
JADA	9/26/18	
5 ADA News Pre-show issue (Greater NY Dental Meeting, November 25-28, 2018) ADA News Product News issue Bonus Circulation		10/12/18
19 ADA News		10/26/18
DECEMBER		
JADA Product News issue	10/25/18	
10 ADA News		11/16/18



Product News

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 you earn a **free** product release highlighting any new product or service you choose to feature. Your advertisement will increase the high-level visibility of your message as well as spotlight your products and services.

Product News guidelines

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

Issues are highlighted in **blue** on the Comprehensive Print Marketing Calendar on this page on this page.

JADA PRINT ADVERTISING RESEARCH

A **free** advertising readership study is available to advertisers. 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. March issue.

ADA NEWS PRINT BONUS CIRCULATION

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!**

Issues are highlighted in **gold** on the Comprehensive Print Marketing Calendar on this page.

Pre-show Issues

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

Check the Comprehensive Print Marketing Calendar on this page for specific dates.

Integrated Marketing Opportunities

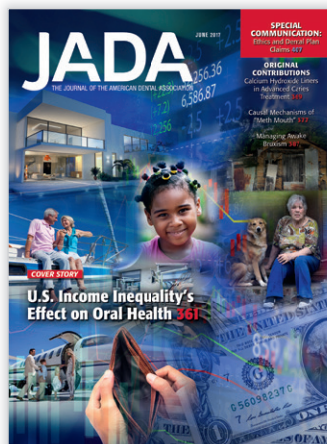
THE 2018 ADA ANNUAL MEETING

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 *ADA News Convention 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.

Closing Date: August 27, 2018

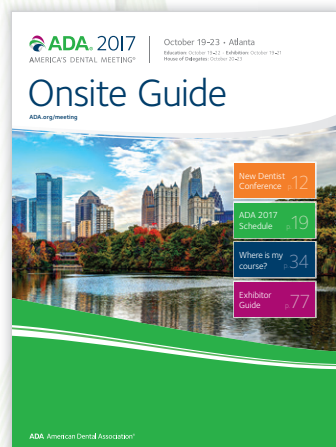
June JADA Pre-Convention Show Coverage

(Includes a **free** ad in the *Onsite 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 *Onsite 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.

Closing Date: April 26, 2018



Onsite Guide Additional Advertising Opportunities

Maximize your marketing message with the *Onsite Guide's* tab divider, gatefold and cover advertising opportunities. For all four days of the show, entice potential customers to your company's booth and excite interest in your product/service while increasing sales and brand exposure!

Closing Date: August 27, 2018

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.

Marketing Services



ADA Package Insert Program

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.

Market directly along side products from the *ADA Catalog 2018* — the ADA members resource for product education

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 8 weeks prior to month of insertion (acceptance will be subject to advertising standards review of package insert).
 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.

2018 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. Number 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

Custom Resources

POLYBAGS

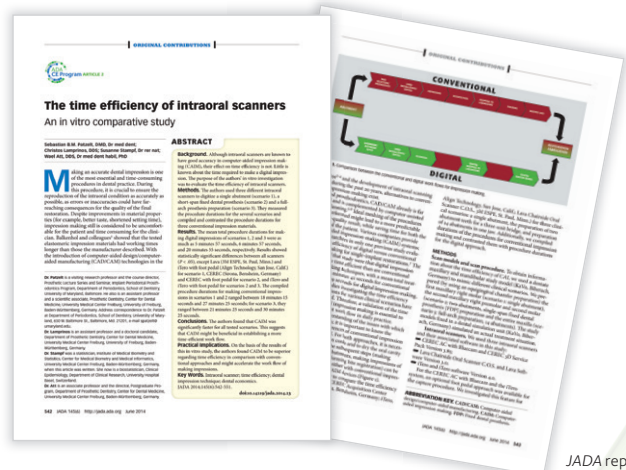
JADA and ADA News offer polybag capability to ensure prompt delivery of your product information. All proposed polybag material is subject to custom quote.

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.



JADA reprints

DIRECT MARKETING LISTS

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.

Business Reply Card Print Specifications

JADA

Business Reply Cards: Bind-In

- 151,000 (including overage) cards need to be supplied
- 4-1/4" x 6" on 7pt 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

ADA NEWS

Business Reply Cards: Tip-In

- 157,000 (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

Business Reply Cards: Bind-In

- 157,000 (including overage) cards need to be supplied
- 4-1/4" x 6" on 7pt 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

Business Reply Card Delivery Instructions

Contact the Production Coordinator (page 16) for complete shipping instructions and the quantity required.

Cover Card Print Specifications

JADA & ADA NEWS

Cover Card

- Cover cards are on two different paper stocks, the heavier stock (9 pt.) for a Business Reply Card
- Non-mailer card size: 5" x 7" stock: 80# gloss (JADA)
- Non-mailer card size: 4" x 8" stock: 80# gloss (ADA NEWS)

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 CC
- Fonts: All screen and printer fonts 100% embedded or outline
- Adobe Photoshop CC, PSD, EPS, TIF; minimum resolution for continuous tone images is 300dpi, line art 1200dpi
- Adobe InDesign CC
- Open Type fonts preferred

Publication Insert Requirements

JADA & ADA NEWS

2 page: 8-1/8" x 10-7/8"

4 page: 16-1/4" x 10-7/8", furnish folded to 8-1/8" x 10-7/8"

Bind-in: 1/8" bleed required on all sides. Keep all live matter 1/4" from all trim edges. Note that a 1/2" safety must also be applied to both sides of the gutter/spine.

Insert Stock Weight: For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.

Closing Dates: Same as ad space closing.

See the Comprehensive Print Marketing Calendar on page 6.

All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

INSERT QUANTITY

Contact Ad Sales Services on page 16 for conference copy distribution.

INSERT PACKING & SHIPPING INSTRUCTIONS

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with publication title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately.

PACKAGE INSERT DELIVERY

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 on page 16 for shipping instructions and quantity required.

JADA INSERT SHIPMENTS ADDRESS

The Journal of the American Dental Association (JADA)
LSC Communications
1600 North Main Street
Pontiac, IL 61764
Attn: Elsevier Team

ADA NEWS INSERT SHIPMENTS ADDRESS

American Dental Association
LSC Communications
1600 North Main Street
Pontiac, IL 61764
Attn: Mark Boma

DISPOSITION OF REPRODUCTION MATERIALS

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

Advertising Specifications

JADA.ADA.org



JADA Digital Banner

Creative Sizes

- Leaderboard/Footer: (A, E) 728 x 90px
- Skyscraper: (C) 160 x 600px
- Rectangle: (B) 180 x 150px
- Large Rectangle: (D) 300 x 250px

Table of Contents (TOC) Email Banner

Creative Sizes

- Leaderboard/Footer: (A) 728 x 90px
- Skyscraper: (C) 160 x 600px
- Large Rectangle: (D) 300 x 250px

JADA Mobile iPad

Creative Sizes

- Leaderboard: (A) 728 x 90px
- Skyscraper: (C) 160 x 600px
- Full Screen Interstitials: 768 x 1024px (portrait view); 1024 x 768px (landscape view)

JADA Mobile iPhone & Android

Creative Sizes

- Footer: (E) 300 x 50px
- Full Screen Interstitials: 320 x 480px

JADA Table of Contents (TOC)



File Specifications

- HTML5: Desktop/Tablet 150kb, Mobile (mWeb or In-App) 40kb Size: 40K max
- Rotation: Accepted. Not acceptable for JADA Table of Contents (TOC) Email Banner Ads
- Animated GIF: Max 3 loops of animation – up to 15 seconds per loop. Not acceptable for JADA Table of Contents (TOC) Email Banner Ads
- Required Resolution: 72 dpi
- Acceptable File: GIF, JPEG, SWF [rich media (e.g., Flash)]
- Rich Media: Yes. Flash SWF files must be accompanied by a backup GIF or JPG. Flash SWF files should not be hardcoded with URL. Not acceptable for JADA Table of Contents (TOC) Email Banner Ads
- Target URL: Required
- 3rd Party Tags: Not acceptable for JADA Table of Contents (TOC) Email Banner Ads

See page 11 for Additional Notes

JADA Rich Media Expanding & HTML In-Page Ads*

	728 x 90	300 x 250	160 x 600
Expanded (wXh px)	728 x 315	600 x 250	300 x 600
Expand direction	▼ Down	► Right	◄ Left
Initial size	40 KB	40 KB	40 KB
Subsequent size	2.2 MB	2.2 MB	2.2 MB
Back-up GIF	40 KB	40 KB	40 KB
Animation	15 seconds or 3 loops of 5 seconds	15 seconds or 3 loops of 5 seconds	15 seconds or 3 loops of 5 seconds
Video	No	No	No
Max video file size	N/A	N/A	N/A
Expansion method	On click	On click	On click
Hotspot requirements	Not to exceed 1/4 size of original ad	Not to exceed 1/4 size of original ad	Not to exceed 1/4 size of original ad
Close button requirements	8pt - 16pt (11- 21px)	8pt - 16pt (11- 21px)	8pt - 16pt (11- 21px)

*Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.

Advertising Specifications

ADA.org & Success.ADA.org Banner Ads

Creative Sizes

- Leaderboard/Footer: (A, E) 728 x 90px
- Skyscraper: (C) 160 x 600px
- Rectangle: (B) 180 x 150px
- Large Rectangle: (D) 300 x 250px

File Specifications

- HTML5: Desktop/Tablet 150kb, Mobile (mWeb or In-App) 40kb
- Size: 20kb GIF/JPEG; 40kb SWF
- Rotation: Accepted. Not acceptable for JADA Table of Contents (TOC) Email Banner Ads
- Animated GIF: Max 3 loops of animation – up to 15 seconds per loop.
- Required Resolution: 72dpi
- Acceptable File: GIF, JPEG, PNG, SWF*, 3rd party ad tag
- Rich Media: Yes. Flash SWF files must be accompanied by a backup GIF or JPG. Flash SWF files should not be hardcoded with URL.
- Target URL: Required
- 3rd Party Tags: Not acceptable for JADA Table of Contents (TOC) Email Banner Ads

Dental Product Guide

Creative Sizes

- Leaderboard: 920 x 90px; GIF format
- Button: 200 x 200px; GIF format
- Sub Category: 920 x 90px; GIF format

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	✓	✓	

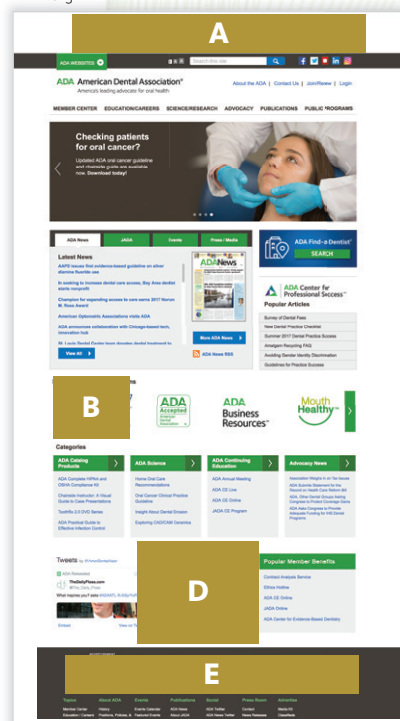
Additional Notes

- Leaderboard can be configured to load on full-text and/or abstract pages by publication basis only. This is not an automatic placement so a special request must be made.
- Generic list of non-content pages available upon request though will vary by publication
- Flash 10 and lower versions accepted
- Can target by zone
- Ads served via DFP by Google
- Sold on impression basis (CPM and flat rate options)
- No expandables on ADA.org
- Ad creative should be submitted 5 business days prior to campaign launch to allow for testing.

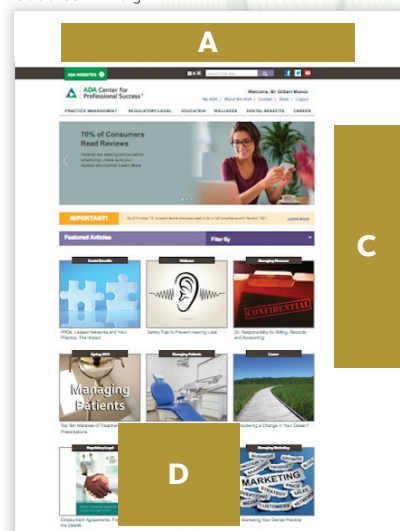
Sticky Banners

Leaderboard remains in place during scroll for 8 seconds. Rectangle and Skyscraper on ROS pages remains in place on right side throughout scroll.

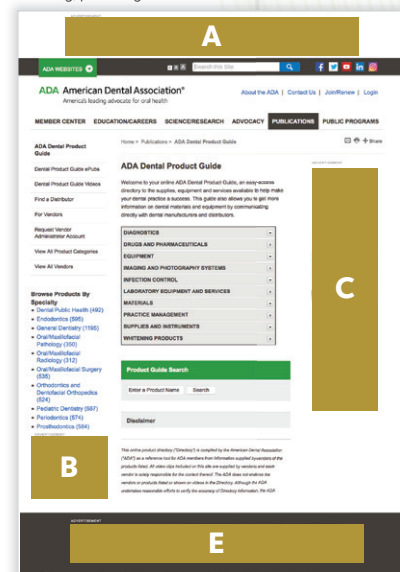
ADA.org



SUCCESS.ADA.org



ADA.org/productguide



Print Advertising Specifications

JADA Print Mechanical Specifications

JADA Ad Size	Width/Depth
Trim Size	8-1/8" x 10-7/8"
Full Page	7-5/8" x 10-3/8"
Full Page Bleed	8-3/8" x 11-1/8"
Spread	15 x 10
Spread Bleed	16-1/2" x 11-1/8"
2/3 Page	4-1/2" x 9-3/4"
1/2 Page Horizontal	7-1/8" x 4-5/8"
1/2 Page Vertical	3-1/2" x 9-3/4"
1/3 Vertical	2-1/4" x 9-3/4"
1/4 Page	3-1/2" x 4-5/8"

Trim Size 8-1/8" x 10-7/8"

Spread 15" x 10"

2/3 Page 4-1/2" x 9-3/4"

1/3 Page Vertical 2-1/4" x 9-3/4"

1/4 Page 3-1/2" x 4-5/8"

Full Page 7-5/8" x 10-3/8"

Full Page Bleed* 8-3/8" x 11-1/8"

Spread Bleed* 16-1/2" x 11-1/8"

1/2 Page Horizontal 7-1/8" x 4-5/8"

1/2 Page Vertical 3-1/2" x 9-3/4"

Use these print mechanical specifications for the **ONSITE GUIDE**

**Note: Bleed sizes include 1/8" bleed on all sides.*

ADA NEWS Print Mechanical Specifications

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"
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"
1/8 Page Vertical	2-1/4" x 6-7/8"

ADA NEWS TABLOID SIZE

Trim Size 10-7/8" x 14-1/4"

Full Page 9-7/8" x 13-1/4"

3/4 Page 7-3/8" x 13-1/4"

1/2 Page Horizontal 9-7/8" x 6-5/8"

1/2 Page Vertical 4-7/8" x 13-1/4"

Full Page Bleed* 11-1/8" x 14-1/2"

1/4 Page Square 4-7/8" x 6-5/8"

1/4 Page Horizontal 9-7/8" x 3-3/8"

1/4 Page Vertical 2-1/4" x 13-1/4"

1/8 Page Horizontal 4-3/4" x 3-1/8"

1/8 Page Square 2-1/4" x 6-7/8"

ADA NEWS TABLOID JUNIOR SIZE

Junior Page 7" x 9-3/4"

Junior 2/3 Page 4-1/2" x 9-3/4"

Junior 1/2 Horizontal 7" x 4-5/8"

Junior 1/2 Vertical 3-1/2" x 4-5/8"

Junior 1/3 Square 4-1/2" x 4-5/8"

Junior 1/3 Vertical 2-1/4" x 9-3/4"

**Note: Bleed sizes include 1/8" bleed on all sides.*

Print Advertising Specifications

JADA & ADA News Print Ad Specifications

JADA

Binding: Perfect; Jogs to head

Printing Process: Web

Halftone Screen: Cover: 150 line screen Text: 150 line screen

Delivery: Submit PDF/X-1a ad files to Elsevier ad portal at www.ads4els.com

ADA NEWS

Binding: Saddle Stitch

Printing Process: Web Offset

Stock: 36# Coated

Delivery: Submit PDF/X-1a files to <ftp://ftp.ada.org>; UserID: adapco; Password: mickey1

File Format

PDF/X-1a compliant files, saved as PDF version 1.3.

Transparencies within the supplied PDF/X-1a(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/X-1a to Acrobat 4 (PDF/X-1a 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/X-1a and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher (JADA)
- 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: 300dpi
- Line art (Bitmap) images: 900-1200dpi

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.).

Miscellaneous

Continuous tone images (photos) must be high resolution (minimum 300dpi 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 critical content within 1/4" of trim edge.
- 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 1/3pt thickness (1/2pt 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.

Proofs

All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp. Proofs generated from any of the approved devices are acceptable.

Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

Conformance to Specs

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

2018 Rates

JADA PRINT

Trim Size: 8-1/8" x 10-7/8"

	1x	3x	6x	9x	12x	18x	24x	36x	48x	60x	72x	84x	96x	120x
Page	\$12,630	\$12,240	\$11,820	\$11,730	\$11,375	\$11,150	\$10,880	\$10,790	\$10,720	\$10,540	\$10,435	\$10,060	\$9,955	\$9,820
2/3	\$9,105	\$8,890	\$8,730	\$8,485	\$8,135	\$7,970	\$7,805	\$7,720	\$7,590	\$7,495	\$7,345	\$7,080	\$7,000	\$6,915
1/2	\$8,830	\$8,675	\$8,485	\$8,265	\$7,970	\$7,805	\$7,720	\$7,590	\$7,495	\$7,345	\$7,250	\$6,960	\$6,875	\$6,805
1/3	\$5,640	\$5,590	\$5,500	\$5,460	\$5,415	\$5,300	\$5,255	\$5,145	\$5,105	\$5,040	\$4,975	\$4,440	\$4,410	\$4,355
1/4	\$4,230	\$4,130	\$4,010	\$3,970	\$3,930	\$3,890	\$3,805	\$3,775	\$3,710	\$3,665	\$3,615	\$3,330	\$3,295	\$3,255

Standard Color	4 Color	3 Color
\$ 925	\$ 2,060	\$ 2,100

Combination Rates

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

Cover Tips

\$25,800 Net

Outserts

Please contact Sales Representative

Earned Rates

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

Inserts

Furnished inserts are billed at the black and white rate times the number of insert pages.

Two-page insert (one leaf): Two-times earned frequency rate.

Four-page or larger insert: Black & White earned frequency rate per page.

Composition

Printing	Full Page	Half Page	Quarter Page
Black & White only	\$150	\$125	\$95

All production charges are net and non-commissionable

Additional Notes

- All rates in digital are NET.
- Digital campaigns (including banner ads on journal website, Table of Contents (TOC) email and mobile apps) lasting 8 weeks or shorter are subject to 20% premium charge to regular CPM/flat fee.
- Minimum purchase for banner ads on journal website: \$1,500.
- Agency discount 15% — All rates in print are gross, except those that marked as Net.

Acceptance of Advertising

The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

- State and local taxes may apply.

JADA Digital

Banner Ads – Journal Website

Position	Dimensions	Rate
Leaderboard (A,E)	728 x 90px	\$65 CPM
Skyscraper (C)	160 x 600px	\$65 CPM
Large Rectangle (D)	300 x 250px	\$65 CPM

Banner Ads – Table of Contents (TOC) Email

Position	Dimensions	Rate
Leaderboard (A,E)	728 x 90px	\$1,850
Skyscraper (C)	160 x 600px	\$1,850
Large Rectangle (D)	300 x 250px	\$1,850

2018 Rates

ADA NEWS PRINT

Trim Size: 10-7/8 x 14-1/4"

	1x	3x	6x	9x	12x	18x	24x	36x	48x	60x	72x	84x	96x
Page	\$17,380	\$17,190	\$16,940	\$16,730	\$16,380	\$16,190	\$15,930	\$15,800	\$15,740	\$15,640	\$15,460	\$14,900	\$14,790
3/4	\$15,370	\$15,190	\$14,920	\$14,730	\$14,410	\$14,160	\$14,070	\$13,950	\$13,830	\$13,720	\$13,590	\$13,050	\$12,930
1/2	\$10,910	\$10,690	\$10,460	\$10,230	\$10,130	\$9,900	\$9,810	\$9,720	\$9,560	\$9,480	\$9,370	\$9,010	\$8,910
1/4	\$6,350	\$6,230	\$6,010	\$5,940	\$5,670	\$5,590	\$5,460	\$5,340	\$5,260	\$5,130	\$5,000	\$4,820	\$4,780
1/8	\$3,480	\$3,410	\$3,350	\$3,240	\$3,140	\$3,140	\$3,140	\$3,140	\$3,140	\$3,140	\$3,140	\$3,050	\$3,050

Junior Page Size (7" x 10")

	1x	3x	6x	9x	12x	18x	24x	36x	48x	60x	72x	84x	96x
Page	\$12,260	\$11,880	\$11,470	\$11,390	\$11,040	\$10,820	\$10,580	\$10,460	\$10,400	\$10,230	\$10,130	\$9,760	\$9,670
2/3	\$8,840	\$8,620	\$8,480	\$7,900	\$7,630	\$7,740	\$7,580	\$7,490	\$7,370	\$7,270	\$7,130	\$6,870	\$6,790
1/2	\$7,740	\$7,650	\$7,580	\$7,370	\$7,120	\$7,270	\$7,130	\$7,040	\$6,900	\$6,820	\$6,700	\$6,070	\$6,000
1/3	\$5,460	\$5,410	\$5,340	\$5,260	\$5,080	\$5,130	\$5,090	\$5,000	\$4,960	\$4,900	\$4,830	\$4,320	\$4,280

Standard Color	4 Color	3 Color
\$ 900	\$ 2,100	\$ 2,000

Combination Rates

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

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.

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.

Additional Notes:

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.*

The Production Director cannot guarantee accommodation of colors other than process within 4-color form.

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

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

ADA NEWS ADVERTISING PRODUCTION COORDINATOR

American Dental Association
Liz Grace
211 East Chicago Avenue
Chicago, Illinois 60611-2678
Tel: 312.440.2739
Fax: 312.440.2550
e-mail: gracee@ada.org

CONTACTS

American Dental Association Publishing Division

211 East Chicago Avenue
Chicago, Illinois 60611-2678

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and Production Services
Tel: 312.440.2783
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 Vendor Showcase:

Angela James

Digital Ad Associate
Tel: 312-440-2867
E-mail: jamesa@ada.org

Advertising Representatives

Amber Lignelli

Manager, Digital Advertising
211 East Chicago Avenue
Chicago, Illinois 60611
Tel: 312.440.2777
e-mail: lignellia@ada.org

Allen L. Schwartz

Director of Sales, Western Region
10225 NW Brentano Lane
McMinnville, Oregon 97128
Tel: 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

17110 Gunn Hwy.
Odessa, Florida 33556
Tel: 877.394.1388
Fax: 727.445.9380
e-mail: jada@russelljohns.com

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.