



American Dental Association
www.ada.org

211 East Chicago Avenue
Chicago, Illinois 60611-2678



Turn to the most trusted source for dental data...
...and increase your direct marketing ROI.

*Look inside and gain access to
the complete ADA database.*

The ADA is currently offering its complete database to you for marketing purposes. Become a sublicensee and gain access to the entire ADA masterfile with monthly updates on an unlimited use basis!

Dear Sir/Madam,

Are you looking for a marketing partner to assist you in reaching out to the dental industry? If so, look to the American Dental Association. As the original source of dental data, we not only promise accuracy but also provide unique insight into the art and science of dentistry and the details of managing a practice.

At the American Dental Association, we're eager to help you communicate and market to dental professionals by providing access to the most complete dental data available. Our special selection criteria will help you develop customized messages to targeted audiences. The ADA database includes ADA Members, Non-Members, Dental Students, Specialists, and Foreign Trained Dentists. Through our services, you can also target and establish relationships with new dentists and dental students. Those developing a practice are an especially receptive market.

You can count on ADA data to deliver more contacts, more accurate contact information, and more quality leads than compilers and publishers — all at a lower cost.

You can purchase ADA data from our official Designated Manufacturers Licensee. Whether you have or have not purchased ADA data in the past, consider what our official Designated Manufacturer Licensee offers:

- **Quick turnaround**
- **Exceptional customer service and can-do attitude**
- **Customized data offerings to best suit your marketing needs**
- **Complete, accurate data you can't find anywhere else**
- **Complete files updated on a monthly basis, in a format that's right for you**

Able to accommodate unique requirements, the ADA's data gathering process results in high quality data that is accurate, cost effective, and easy to use. It's the only dental data you'll need to extend your marketing communication goals.

Please complete and mail the business reply card for additional information, or feel free to contact me at the American Dental Association at 312.440.2631. You may also email me at shuckd@ada.org. I look forward to hearing from you to discuss your dental data needs.

Sincerely,

David V. Shuck
Manager, Database Licensing
American Dental Association



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Successful marketing strategies depend on reliable data. Put the industry's most complete source for dental data to work for you...and begin strengthening your marketing efforts today.

The ADA is working diligently to provide you with even more enhanced data to help you increase your marketing return, and improve your bottom line.

Our fully licensed professionals are waiting to serve you. Call or email us today at 312.440.2631 or shuckd@ada.org, and chart your future with a

partner you can count on.

Contact us today

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ADA DATA USAGE

**Turn to the most trusted source for dental data...
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Look inside and gain access to the complete ADA database.

Over 70% of licensed us dentists are ADA members. This incredible market share not only speaks volumes about the commitment of dentists to provide the best care possible, but also reflects their willingness to support products and services that help them reach their professional goals.

Quick Facts:

Average yearly income of general practitioner is: \$174,350
Average yearly income of dental specialist is: \$291,250

Gross Billings of General Practitioner: \$550,920
Gross Billings of Specialist: \$778,630

General Practitioners spend an average of:
\$32,790 on Dental Supplies
\$10,020 on Office Supplies
\$10,510 on Office Equipment

Specialists spend an average of:
\$51,650 on Dental Supplies
\$15,660 on Office Supplies
\$10,490 on Office Equipment

BECOME A SUB-LICENSEE AND MAKE THE MOST OF OUR ADA MASTERFILE.

Our Designated Manufacturer Licensee will provide you the complete file on a monthly basis in a format that works best for you.

ADA Dental Data is ideal for:

- Direct Marketing Campaigns
- Product Sampling
- Telemarketing
- Updating your own Database
- Identifying Trends
- Locating GP's and Specialists across the U.S.

Dentists are:

- Responsive to Direct Marketing
- Eager to try new products and services
- Quick to take advantage of special offers

THE ADA MASTERFILE INCLUDES ALL U.S. DENTISTS AND DENTAL STUDENTS

Selections include:

Age	Gender
Address Type	Membership Type
Phone Number	Dental School
Graduation Year	Race

You may also choose to select by dental specialty, including:

General Practice	Periodontics
Oral Surgery	Prosthodontics
Endodontics	Oral Pathology
Orthodontics	Dental Public Health
Pedodontics	

More targeted selections include:

Type of Practice	Private Practice - More than 30 hours	Private Practice - less than 30 hours
Owner or Associate		
Full Time Faculty		
Armed Forces - Branch and Dates of Service		
Other Federal Services		
Part Time Faculty/Part Time Resident		
State or Local Government		
Hospital Staff		
Graduate	Student/Resident	
Other Non-Dental Student		
Other Health Organization Staff		
Other Occupation		
Retired		

Get more dentists from the ADA Masterfile than any other source

STATE	TOTAL DENTISTS	GENERAL PRACTITIONERS	SPECIALISTS
Alabama	2,525	1,968	557
Alaska	592	468	124
Arizona	4,164	3,370	794
Arkansas	1,460	1,218	242
California	33,812	27,979	5,833
Colorado	3,987	3,147	840
Connecticut	3,330	2,514	816
Delaware	484	385	99
District of Columbia	734	580	154
Florida	14,087	11,105	2,982
Georgia	5,050	3,901	1,149
Hawaii	1,317	1,061	256
Idaho	1,120	933	187
Illinois	9,782	8,112	1,670
Indiana	3,684	2,953	731
Iowa	1,999	1,574	425
Kansas	1,774	1,456	318
Kentucky	2,858	2,337	521
Louisiana	2,565	2,052	513
Maine	840	661	179
Maryland	5,163	3,931	1,232
Massachusetts	6,641	4,975	1,666
Michigan	7,709	6,443	1,266
Minnesota	4,022	3,346	676
Mississippi	1,429	1,196	233
Missouri	3,454	2,842	612
Montana	744	611	133
Nebraska	1,395	1,143	252
Nevada	1,453	1,183	270
New Hampshire	1,030	791	239
New Jersey	8,571	6,819	1,752
New Mexico	1,143	891	252
New York	18,594	15,000	3,594
North Carolina	5,032	3,968	1,064
North Dakota	372	311	61
Ohio	7,658	6,236	1,422
Oklahoma	2,157	1,768	389
Oregon	3,401	2,792	609
Pennsylvania	9,856	7,848	2,008
Rhode Island	740	571	169
South Carolina	2,553	2,007	546
South Dakota	468	393	75
Tennessee	3,850	3,098	752
Texas	13,122	10,392	2,730
Utah	2,148	1,767	381
Vermont	482	379	103
Washington	5,738	4,546	1,192
West Virginia	1,053	866	187
Wisconsin	4,069	3,352	717
Wyoming	350	299	51
TOTAL	220,561	177,538	43,023

Contact us today

T: 312.440.2631 E: shuckd@ada.org



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Please send me more information

Name

Title

Organization

Address

City

State

ZIP

Phone

Fax

E-mail

Accurate data is one of the most important elements of your marketing plan, so why not purchase your data from the original source of dental data...the American Dental Association. Please fill out and send in this reply card today or call 312.440.2631 for more information.



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