

For more information on how to be included in the *Buying Guide*, contact your ADA Sales Representative:

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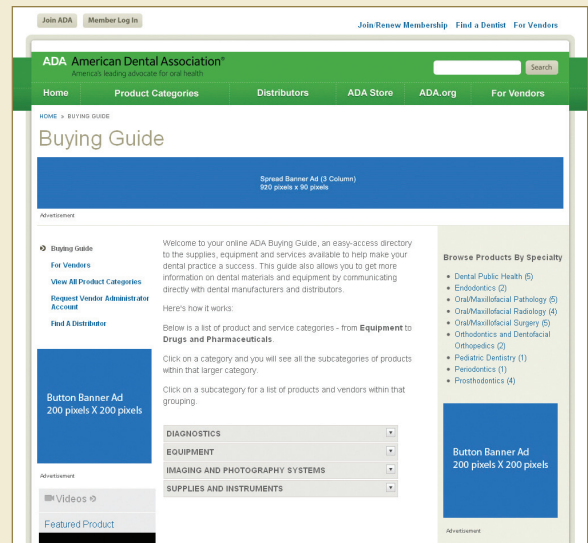
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**ADA American Dental Association®**

America's leading advocate for oral health

# Position your company in front of key decision makers with the new **ADA Buying Guide!**

Scheduled to launch in early 2011 on ADA.org, the new *Buying Guide* will be a comprehensive online resource of over 150 categories of products and services for the entire dental staff. This valuable tool will be your customers' one-stop shopping site for all of their professional needs... from equipment to therapeutics to dental materials.



The *Buying Guide* will allow visitors to locate your company's products quickly and easily, featuring many integrated research capabilities.

**There are two ways to participate:**

**Free listing:** List up to 5 products in the appropriate categories. Our searchable product database will let buyers quickly and conveniently find your product information.

**Paid advertiser:** List up to 25 products and link to your Web site. Dentists will be able to request further information about your product. \$8,000 annually.

**Other features include:**

- Product comparisons
- Company videos
- Request information from companies
- Product profile
- Product description and specifications
- Access monthly performance reports

**Banner advertising** on selected pages is also another opportunity to get your message in front of key decision makers.

Visit [ada.org/buyingguidevendors](http://ada.org/buyingguidevendors) in December to enter your company and product information.