2018
Print & Digital Publishing Media Kit

ADA American Dental Association®
America's leading advocate for oral health
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ADA American Dental Association®
America’s leading advocate for oral health
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 146,884*, 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)

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<tr>
<th>JADA</th>
<th>Pub A</th>
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<td>4.20%</td>
<td>3.61%</td>
<td>3.71%</td>
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</table>

Top Professional Resource**
(base = readers) Means (1 = Strongly Disagree to 5 = Strongly Agree)
(Total dentist sample)

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<td>3.47%</td>
<td>3.40%</td>
<td>3.18%</td>
<td>3.78%</td>
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</table>

*BPA June 20, 2017

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

Dentists (160,937) including Part-time Faculty members and Graduate Students
Dentists (non-U.S.) (1,002)
Students (19,292)
Dental Supply Dealers, Manufacturers and Laboratories (0)
Hospitals, Health Departments, Government Agencies and Libraries (28)
Others Allied to the Dental Profession (401)

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*

General Practice (123,136)
Oral Surgeons (5,990)
Endodontists (4,782)
Orthodontists (8,684)
Pedodontists (8,363)
Periodontists (4,412)
Prosthodontists (4,485)
Oral Pathologists (226)
Public Health (926)

*BA 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)

<table>
<thead>
<tr>
<th>ADA News</th>
<th>JADA</th>
<th>Pub A</th>
<th>Pub B</th>
<th>Pub C</th>
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</thead>
<tbody>
<tr>
<td>47%</td>
<td>36%</td>
<td>28%</td>
<td>24%</td>
<td>22%</td>
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Projected average issue readers*

(Total dentist sample)

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<tr>
<th>ADA News</th>
<th>JADA</th>
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<th>Pub B</th>
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<tr>
<td>63%</td>
<td>54%</td>
<td>46%</td>
<td>41%</td>
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*Kantar Media 2017, ADA News vs. five dental periodicals not published by the ADA, excluding publications of less than 100,000 circulation.
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.

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, pediatric 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)
- 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.

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.

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

<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>JADA</th>
<th>ADA NEWS</th>
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<td>JANUARY</td>
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<td>FEBRUARY</td>
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<td>APRIL</td>
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<td>JUNE</td>
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<td>SEPTEMBER</td>
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<td>OCTOBER</td>
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<td>NOVEMBER</td>
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<td>DECEMBER</td>
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Product News
Maximize your ad exposure with a free product release in the Product News section of select JADA and/or ADA News issues. Each ad page you reserve in specified issues earns 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.

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.

2018 ADA Media Kit
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.

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

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Avg. Number of Inserts</th>
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<tbody>
<tr>
<td>Q1 (January-March)</td>
<td>10,000</td>
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<tr>
<td>Q2 (April – June)</td>
<td>7,000</td>
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<tr>
<td>Q3 (July – September)</td>
<td>9,000*</td>
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<tr>
<td>Q4 (October – December)</td>
<td>12,000*</td>
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*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.

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
- 4½" x 6" on 7pt card stock
- Perf ½" from the spine, to allow ⅛" for grind-off (final flat trim on 4½" x 6" would be 4½" x 6½")
- Jogs to foot, allow ⅛" for foot trim
- Must insert between form breaks

**ADA NEWS**

**Business Reply Cards: Tip-In**
- 157,000 (including overage) cards need to be supplied*
- 4½" 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
- 4½" x 6" on 7pt card, with 3½" hanger flap and ¼" for perforation (final flat trim on 4½" x 6" card is 4½" x 9½")
- Jogs to head, allow ⅛" 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, 3½" x 3½" 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: 8½" x 10½" 4 page: 16½" x 10½", furnish folded to 8½" x 10½", Bind-in: ⅛" bleed required on all sides. Keep all live matter ⅛" from all trim edges. Note that a ½" 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.

2018 ADA Media Kit
Advertising Specifications

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

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 JPEG. 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*

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

*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.

<table>
<thead>
<tr>
<th>Placement</th>
<th>Size</th>
<th>Desktop</th>
<th>Tablet</th>
<th>Smartphone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard/Footer</td>
<td>728 x 90</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>300 x 250</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Rectangle</td>
<td>180 x 150</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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.
Print Advertising Specifications

JADA Print Mechanical Specifications

<table>
<thead>
<tr>
<th>JADA Ad Size</th>
<th>Width/Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim Size</td>
<td>8-1/8” x 10-7/8”</td>
</tr>
<tr>
<td>Full Page</td>
<td>7-5/8” x 10-3/8”</td>
</tr>
<tr>
<td>Full Page Bleed</td>
<td>8-3/8” x 11-1/8”</td>
</tr>
<tr>
<td>Spread</td>
<td>15 x 10</td>
</tr>
<tr>
<td>Spread Bleed</td>
<td>16-1/2 x 11-1/8</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4-1/2” x 9-3/4”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7-1/8” x 4-5/8”</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3-1/2” x 9-3/4”</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2-1/4” x 9-3/4”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2” x 4-5/8”</td>
</tr>
</tbody>
</table>

Use these print mechanical specifications for the ONSITE GUIDE

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

ADA NEWS Print Mechanical Specifications

<table>
<thead>
<tr>
<th>ADA News Ad Size</th>
<th>Width/Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim Size</td>
<td>10-7/8” x 14-1/4”</td>
</tr>
<tr>
<td>Full Page bleed</td>
<td>11-1/8” x 14-1/2”</td>
</tr>
<tr>
<td>Full Page</td>
<td>9-7/8” x 13-1/4”</td>
</tr>
<tr>
<td>3/4 Page</td>
<td>7-3/8” x 13-1/4”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>9-7/8” x 6-5/8”</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>4-7/8” x 13-1/4”</td>
</tr>
<tr>
<td>1/4 Page Square</td>
<td>4-7/8” x 6-5/8”</td>
</tr>
<tr>
<td>1/4 Page Horizontal</td>
<td>9-7/8” x 3-1/8”</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>2-1/4” x 13-1/4”</td>
</tr>
<tr>
<td>1/8 Page Horizontal</td>
<td>4-3/4” x 3-1/8”</td>
</tr>
<tr>
<td>1/8 Page Vertical</td>
<td>2-1/4” x 6-7/8”</td>
</tr>
</tbody>
</table>

ADA NEWS TABLOID SIZE

<table>
<thead>
<tr>
<th>ADA NEWS TABLOID JUNIOR SIZE</th>
<th>Width/Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Junior Page</td>
<td>7” x 9-3/4”</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4-1/2” x 9-3/4”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7” x 4-5/8”</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3-1/2” x 4-5/8”</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>4-1/2” x 4-5/8”</td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2-1/4” x 9-3/4”</td>
</tr>
</tbody>
</table>

*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
Half tone Screen: Cover: 150 line screen Text: 150 line screen
Delivery: Submit PDF/X-1a 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.

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: 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"**

<table>
<thead>
<tr>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
<th>60x</th>
<th>72x</th>
<th>84x</th>
<th>96x</th>
<th>120x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>$12,630</td>
<td>$12,240</td>
<td>$11,820</td>
<td>$11,375</td>
<td>$10,880</td>
<td>$10,790</td>
<td>$10,540</td>
<td>$10,435</td>
<td>$10,060</td>
<td>$9,955</td>
<td>$9,820</td>
<td>$9,650</td>
<td>$8,150</td>
</tr>
<tr>
<td>2/3</td>
<td>$9,105</td>
<td>$8,890</td>
<td>$8,730</td>
<td>$8,485</td>
<td>$8,135</td>
<td>$7,970</td>
<td>$7,720</td>
<td>$7,590</td>
<td>$7,495</td>
<td>$7,345</td>
<td>$7,250</td>
<td>$7,065</td>
<td>$6,915</td>
</tr>
<tr>
<td>1/2</td>
<td>$8,830</td>
<td>$8,675</td>
<td>$8,485</td>
<td>$8,265</td>
<td>$7,970</td>
<td>$7,720</td>
<td>$7,590</td>
<td>$7,495</td>
<td>$7,345</td>
<td>$7,250</td>
<td>$6,960</td>
<td>$6,875</td>
<td>$6,805</td>
</tr>
<tr>
<td>1/3</td>
<td>$5,640</td>
<td>$5,590</td>
<td>$5,500</td>
<td>$5,460</td>
<td>$5,415</td>
<td>$5,300</td>
<td>$5,255</td>
<td>$5,205</td>
<td>$5,105</td>
<td>$5,040</td>
<td>$4,975</td>
<td>$4,440</td>
<td>$4,355</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Standard Color</th>
<th>4 Color</th>
<th>3 Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 925</td>
<td>$ 2,060</td>
<td>$ 2,100</td>
</tr>
</tbody>
</table>

### 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
<table>
<thead>
<tr>
<th>Printing</th>
<th>Full Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black &amp; White only</td>
<td>$150</td>
<td>$125</td>
<td>$95</td>
</tr>
</tbody>
</table>

All production charges are net and non-commissionable.

## JADA Digital

### Banner Ads – Journal Website

<table>
<thead>
<tr>
<th>Position</th>
<th>Dimensions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (A,E)</td>
<td>728 x 90px</td>
<td>$65 CPM</td>
</tr>
<tr>
<td>Skyscraper (C)</td>
<td>160 x 600px</td>
<td>$65 CPM</td>
</tr>
<tr>
<td>Large Rectangle (D)</td>
<td>300 x 250px</td>
<td>$65 CPM</td>
</tr>
</tbody>
</table>

### Banner Ads – Table of Contents (TOC) Email

<table>
<thead>
<tr>
<th>Position</th>
<th>Dimensions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (A,E)</td>
<td>728 x 90px</td>
<td>$1,850</td>
</tr>
<tr>
<td>Skyscraper (C)</td>
<td>160 x 600px</td>
<td>$1,850</td>
</tr>
<tr>
<td>Large Rectangle (D)</td>
<td>300 x 250px</td>
<td>$1,850</td>
</tr>
</tbody>
</table>

### 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.
2018 Rates

ADA NEWS PRINT

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

### 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.

### Standard Color

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

### Junior Page Size (7" x 10")

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<thead>
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<th>6x</th>
<th>9x</th>
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<tbody>
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<td>$5,340</td>
<td>$5,260</td>
<td>$5,080</td>
<td>$5,130</td>
<td>$5,090</td>
<td>$5,000</td>
<td>$4,960</td>
<td>$4,900</td>
<td>$4,830</td>
<td>$4,320</td>
<td>$4,280</td>
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</tbody>
</table>

### 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.
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 joint 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 accepted. 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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Sr. Director of Advertising and Production Services
Tel: 312.440.2783
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Michelle Boyd
Advertising Sales Manager
Tel: 312.440.2740
Fax: 312.440.2550
e-mail: boydmi@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: lignelli@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: 215.369.4381
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: 813.394.1388
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.