



American
Dental
Assistants
Association



2025 Advertising and Sponsorship Packages

As the oldest and largest group representing professional dental assistants, the American Dental Assistants Association's (ADAA) publications reach clinical personnel, administrative staff, and those working in dental product sales, insurance, and education.

For Additional Questions:

Contact Emily Hornung, ADAA's Sales Director
at Ehornung@adaausa.org or +1-847-686-2289

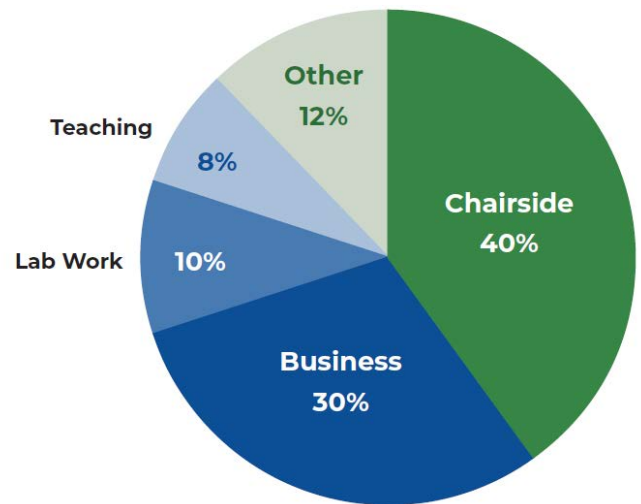
adaausa.org

ADAA Membership Profile

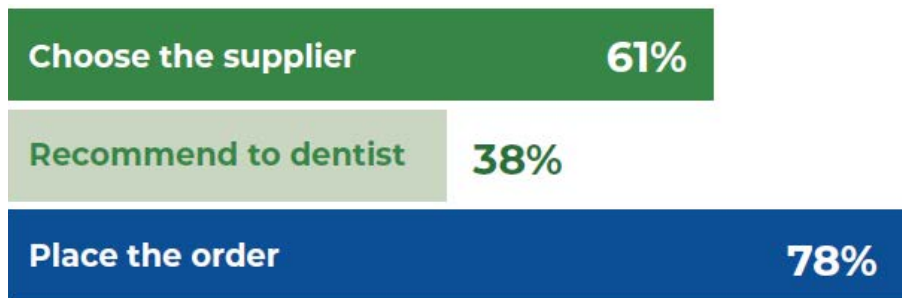
An ADAA Member At-a-Glance

Age and Gender	45, female
Length of Career as Professional Dental Assistant	21 years
Length with Current Employer	12 years
Tenure of ADAA Membership	17 years

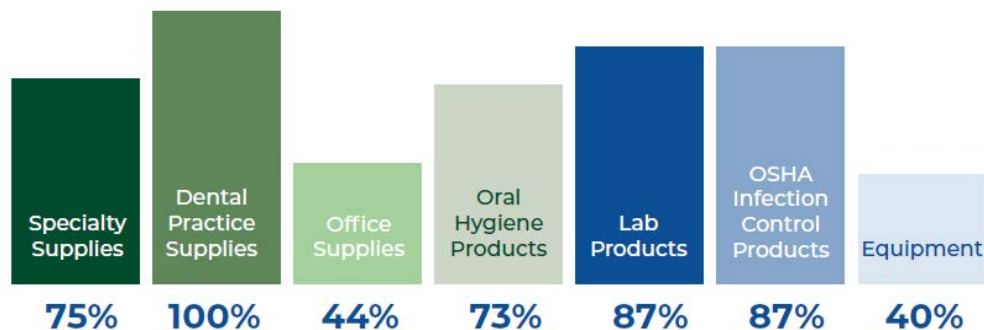
Primary Professional Duties



Level of Responsibility for Purchasing Supplies and Equipment



Supplies/Products Purchased by the Dental Assistant



Submit your ad copy or questions to Emily Hornung, ADAA's Sales Director at Ehornung@adaausa.org.

ADAA Advertising Packages 2025

ABOUT ADAA CORPORATE SPONSORSHIP

As an organization who provides dental related products and service, this is your opportunity to reach and promote your products to dental professionals who influence key decisions in the dental office every day. We offer recognition at various levels of support, the more you invest, the more opportunities you will receive to promote yourself for ADAA members and supporter.

CORPORATE SPONSORSHIP OPTIONS

Gold Level – \$5,000

- 2 social media advertising package across all social media channels
- 3 sponsored emails sent to ADAA Membership
- 20% discount on advertising opportunities
- Opportunity to submit a featured article for the Journal promoting your company/products
- Recognition during online courses and webinars
- Your logo linked to your website on ADAA home page
- Acknowledgement on ADAA's sponsorship webpage including your company name linked to your website
- Monthly recognition of your support in The ADAA Update and the Dental Assistant

Silver Level - \$3,000

- 1 social media advertising package across all social media channels
- 2 sponsored emails sent to ADAA Membership
- 15% discount on advertising opportunities
- Recognition during online courses and webinars
- Your logo linked to your website on ADAA home page
- Acknowledgement on ADAA's sponsorship webpage including your company name linked to your website
- Monthly recognition of your support in The ADAA Update and the Dental Assistant

Bronze Level – \$2,000 - \$1,500

- 1 sponsored email sent to ADAA Membership
- 10% discount on advertising opportunities
- Sponsor of Dental Assistant Recognition Week
- Your logo linked to your website on ADAA home page
- Acknowledgement on ADAA's sponsorship webpage including your company name linked to your website
- Monthly recognition of your support in The ADAA Update and the Dental Assistant

Friend of ADAA - \$500

- Your logo linked to your website on ADAA home page
- Acknowledgement on ADAA's sponsorship webpage including your company name linked to your website
- Monthly recognition of your support in The ADAA Update and the Dental Assistant

ADAA Advertising Packages 2025

The Dental Assistant

The Dental Assistant contains technical and theoretical articles specifically written for the assistant within the areas of chairside or clinical assisting, business administration for the practice, office management, and education. The latest industry developments and product information are included to help dental assistants keep up-to-date.

Each issue also includes a welcome from the ADAA President and Executive Director, news briefs on dentistry topics, professional and student member spotlights, and updates from ADAA and partnering organizations.

Frequency: Quarterly | **Format:** Digital

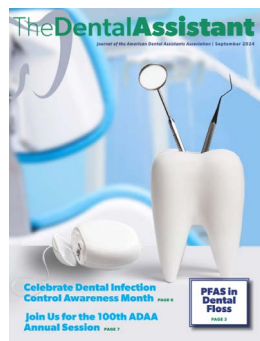
<p>February 2025</p> <ul style="list-style-type: none">• Career Development• Awards & Scholarship• Dental Assistant Recognition Week Promotion• Value of Membership <p>Materials Due: January 15</p>	<p>May 2025</p> <ul style="list-style-type: none">• Dental Assistant Recognition Week Recap• Value of Certification• Congratulations Graduating Students• Dental Care <p>Materials Due: April 14</p>
<p>August 2025</p> <ul style="list-style-type: none">• Infection Control & Oral Health• Volunteerism & Mentoring• Annual Session Save the Date <p>Materials Due: July 14</p>	<p>November 2025</p> <ul style="list-style-type: none">• Giving Tuesday• Professional Dental Assistants Education Foundation (PDAEF) Support• Annual Session Recap• Fellows & Mastership Convocation Recap <p>Materials Due: October 9</p>

ADAA Advertising Packages 2025

If you are looking to engage and reach industry professionals with your company's products and services, this is the platform for you.
 Our publications have average open rates of 43%!
 Multiple advertising options are available for any budget and frequency.

THE DENTAL ASSISTANT – NEW PRICES!

A quarterly digital publication distributed to all ADAA members and subscribers. Your ad is linked to your company website.



Premium: Inside Front Cover or Opposite Table of Contents Full Page Only (8.5" x 11")

- 1 issue - \$1,000
- 2 issues - \$1,800
- 3 issues - \$2,400
- 4 issues - \$3,000

Standard Full Page (8.5" x 11")

- 1 issue - \$750
- 2 issues - \$1,400
- 3 issues - \$1,950
- 4 issues - \$2,400

Half Page

(8.5" x 5.5" with bleed, 7" x 4.875" no bleed with white margin)

- 1 issue - \$400
- 2 issues - \$700
- 3 issues - \$900
- 4 issues - \$1,000

Ads Due: January 15, April 14, July 14, October 9

THE ADAA UPDATE

A monthly e-newsletter distributed to all ADAA members. Your ad is linked to your company website. Only one ad per issue available in each placement.

Ad should be 600x200 pixels in .jpg or .png format.

Premium Placement

Your ad is placed at the top of the newsletter.

- \$1,000 (3 issues)
- \$1,500 (6 issues)

High Placement

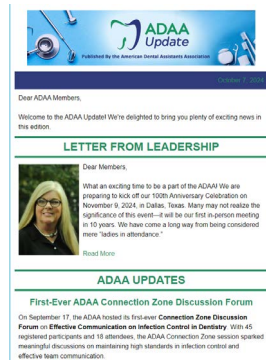
Your ad is placed in the middle of the newsletter.

- \$800 (3 issues)
- \$1,200 (6 issues)

Footer Placement

Your ad is placed at the bottom of the newsletter.

- \$350 (3 issues)
- \$500 (6 issues)



Ads Due: First Monday of the month

SOCIAL MEDIA ADVERTISING

Your 30-second commercial or image will be posted on ADAA's social media channels during the month of your choosing (two posts per month available).

MP4 video format no more than 30 seconds in length. Text is limited to 200 characters.

 <https://www.facebook.com/adaa247/>

 <https://www.linkedin.com/company/american-dental-assistants-association/>

 <https://twitter.com/ADAADental>

Per Post

- \$500

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