



American
Dental
Assistants
Association



2026 Advertising and Sponsorship Packages

As the oldest and largest group representing professional dental assistants, the American Dental Assistants Association (ADAA) offers access to a highly engaged audience of over 5,000 members and subscribers. Our network includes dental assistants, clinical staff, administrative personnel, and those working in dental product sales, insurance, and education.

For Additional Questions:

Contact Cathy Vick, Senior Sales Director at cvick@adaausa.org or 410-940-6584

adaausa.org

ADAA Membership Profile

An ADAA Member At-a-Glance

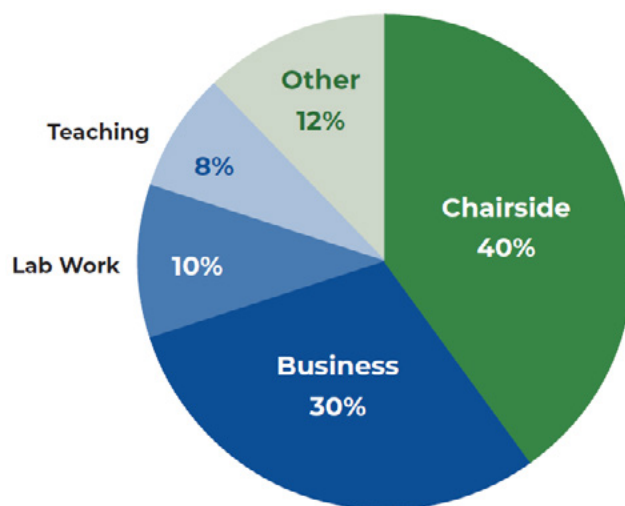
Age and Gender 45, female

Length of Career as Professional Dental Assistant 21 years

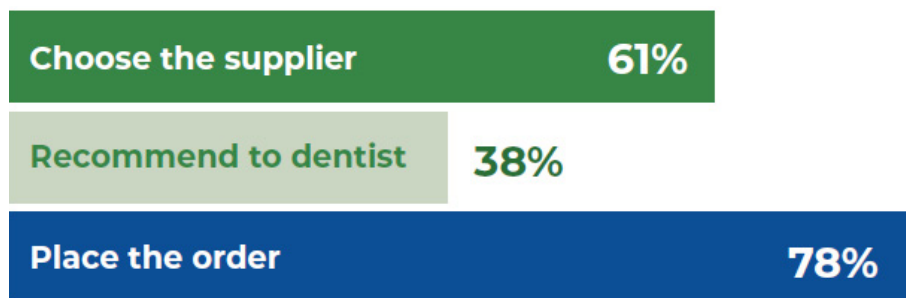
Length with Current Employer 12 years

Tenure of ADAA Membership 17 years

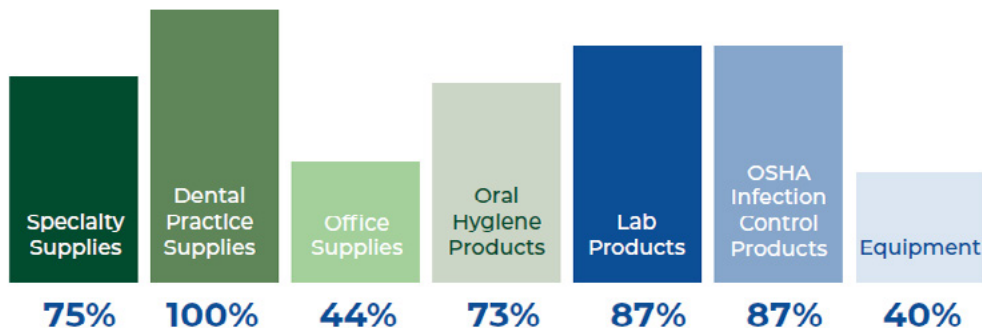
Primary Professional Duties



Level of Responsibility for Purchasing Supplies and Equipment



Supplies/Products Purchased by the Dental Assistant



ADAA Advertising Packages 2026

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.

	Gold	Silver	Bronze	Friend
Price	\$5,000	\$3,000	\$1,500	\$500
Opportunity to submit an advertorial, published in the ADAA Journal	1			
Social media advertisement	2	1		
Sponsored email sent to ADAA members	3	2	1	
Discount on ADAA advertising opportunities	20%	15%	10%	
Sponsor of Dental Assistant Recognition Week	X	X	X	
Monthly recognition in the ADAA Update and Dental Assistant Journal	X	X	X	X
Linked Logo on ADAA's home page	X	X	X	X

CORPORATE SPONSORSHIP OPTIONS

Gold Level – \$5,000

- Opportunity to submit a one-page advertorial for the ADAA Journal
- Two social media advertisements
- Three sponsored emails sent to ADAA membership
- 20% discount on additional advertising purchases
- Recognition as Dental Assistant Recognition Week sponsor
- Monthly recognition in the ADAA Update and Dental Assistant Journal
- Linked logo on ADAA's website

Silver Level– \$3,000

- One social media advertisement
- Two sponsored emails sent to ADAA membership
- 15% discount on additional advertising purchases
- Recognition as Dental Assistant Recognition Week sponsor
- Monthly recognition in the ADAA Update and Dental Assistant Journal
- Linked logo on ADAA's website

Bronze Level – \$1,500

- One sponsored email sent to ADAA membership
- 10% discount on additional advertising purchases
- Recognition as Dental Assistant Recognition Week sponsor
- Monthly recognition in the ADAA Update and Dental Assistant Journal
- Linked logo on ADAA's website

Friend of ADAA – \$500

- Monthly recognition in the ADAA Update and Dental Assistant Journal
- Linked logo on ADAA's website

ADAA Advertising Packages 2026

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

February 2026 • Career Development • Awards & Scholarship • Dental Assistant Recognition Week Promotion • Value of Membership Materials Due: January 15	May 2026 • Dental Assistant Recognition Week Recap • Value of Certification • Congratulations Graduating Students • Dental Care Materials Due: April 14
August 2026 • Infection Control & Oral Health • Volunteerism & Mentoring • Annual Session Save the Date Materials Due: July 14	November 2026 • Giving Tuesday • Professional Dental Assistants Education Foundation (PDAEF) Support • Annual Session Recap • Fellows & Mastership Convocation Recap Materials Due: October 9

ADAA Advertising Packages 2026

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

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

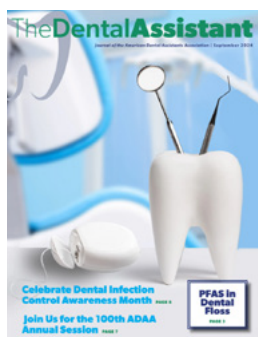
(8.5" x 5.5" with bleed, 7" x 4.875" no bleed with white margin)

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

Advertorial

- Full page - \$2,000
- Two Page Spread - \$3,000

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.

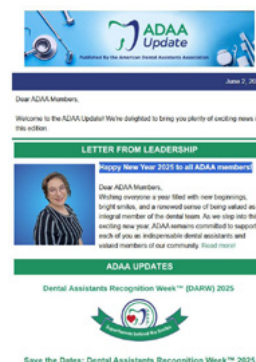
- \$800 (3 issues)
- \$1,200 (6 issues)

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 – \$500

Showcase your brand to ADAA's engaged audience of over 28,000 followers across all social media platforms. Your 30-second commercial or promotional image will be featured during the month of your choice, with two posts per month available.

MP4 video format no more than 30 seconds in length.

Text is limited to 200 characters.



www.facebook.com/adaa247/



www.linkedin.com/company/american-dental-assistants-association/



www.twitter.com/ADAADental

SPONSORED WEBINAR – \$2,000

Partner with ADAA to showcase your brand as a thought leader through a sponsored webinar

- Promoted on ADAA's website, through email campaigns and on ADAA social media channels
- Recognition during the live webinar
- Linked logo in registration confirmation emails
- Recordings available for 30 days on ADAA website

****Must be educational in nature and programs are subject to ADAA approval**