MEDIA KIT

Print Media
Online & Digital Media
Sponsored Content
Center for Lifelong Learning/Annual Session

2016 INTEGRATED MARKETING OPPORTUNITIES
The American Dental Hygienists’ Association (ADHA) serves as the voice of the more than 185,000 registered dental hygienists working in the United States to improve oral and overall public health. As the dental hygiene profession continues to undergo profound changes, the ADHA serves as a beacon and resource for dental hygiene professionals around the country.

Committed to helping dental hygienists everywhere, the ADHA continues to work diligently to create initiatives, programs and events that build a bridge of trust between marketers and our members — a valuable trust as you connect and engage with them.

Our Core Ideology
Lead the transformation of the dental hygiene profession to improve the public’s oral and overall health.

Our Vision Statement
Dental hygienists are integrated into the health care delivery system as essential primary care providers to expand access to oral health care.

Our Values
Service
Collaboration
Quality
Community
Lifelong Learning
Ethics

Transforming a Profession
The oral health care industry is undergoing tremendous change, and dental hygiene — and ADHA members — are leading that charge to open up new opportunities for dental hygiene professionals. As an organization, the ADHA works to strengthen and improve the knowledge and skills of today’s dental hygienists, collaborating with them to transform the dental hygiene profession while also improving the public’s oral and overall health. In addition, the advertising and promotional opportunities presented by the ADHA are unparalleled. That’s why your organization derives so much value from marketing through the ADHA’s diverse media opportunities — marketers can utilize an organization that has tremendous brand awareness and equity in the profession, as well as a deep respect and affinity for the brand with both member and nonmember dental hygiene professionals.

Reach Prospects that Matter
The professionals engaged with the ADHA are actively involved in all areas of an advancing, dynamic discipline — from new graduates to seasoned practitioners, academicians to public health hygienists, and mobile care providers who log countless miles in remote locales to visionaries focused on the tremendous potential dental hygiene professionals can have to empower and better the overall health care environment.

Our audience ranges from dental hygienists who pursue legislative agendas so that they can provide more care to a greater number of patients in a wider variety of settings to those pursuing research agendas to improve the products and protocols that improve our health — and every type of practice in between. They are rigorously educated and deeply committed to a future where all Americans are able to receive the oral health care they need.

The people in our audience truly are your best customers — engaged, dynamic, committed. And only the ADHA, through its unique interaction opportunities, can deliver them to you.

The customers you look to reach trust the ADHA. They interact with us every day. Marketing through the ADHA highlights your company and its products to an energetic, highly engaged audience with the power to influence and make purchasing decisions.
ADHA Integrated Marketing Programs

The variety of marketing platforms offered by the ADHA provides unique access points that allow you to reach customers in the places they turn to each day. When you partner with the ADHA, your message also reaches an audience with a clear, strong affinity for ADHA publications and programs. No other dental hygiene-related advertising program offers this level of brand value.

Program Snapshots

Access Magazine
- Published 10 times a year.
- Circulation of 55,000+.
- Ranked by readers as the dental hygiene profession’s top source for news and information.
- Marketing opportunities within the digital edition also are available.

ADHA Update
- Twice-monthly e-newsletter delivered to nearly 32,000 subscribers.
- Average open rate of 28.3 percent.
- Average clickthrough rate for those opening e-newsletter is 6.2 percent (one-year average from August 2014-July 2015).

ADHA.org
- Website delivers monthly averages of 44,000 unique visitors and more than 160,000 pageviews (six-month average, January 1 to June 30, 2015 – Google Analytics).
- Average reader spends two and a half minutes per visit reading 2.5 pages of content.
- Design is highly optimized for the dental hygiene audience to encourage deep readership.

NEW Journal of Dental Hygiene Website
- Published six times per year.
- More than 6,000 home page visits, and 12,000 abstract views each month (based on August 2014 to August 2015 usage statistics).

NEW Electronic Table of Contents eBlasts
- Electronic announcement detailing Access articles, news and columns. Distributed 10 times per year in concert with Access editorial schedule. Delivered to nearly 34,000 dental hygiene professionals.
- Electronic announcement detailing Journal of Dental Hygiene (JDH) articles and columns. Distributed six times per year (February, April, June, August, October, December). Delivered to nearly 34,000 dental hygiene professionals.

The ADHA Center for Lifelong Learning/Annual Session Official Program
- The official program for the ADHA Center for Lifelong Learning at the 93rd Annual Session, with distribution to more than 2,000 attendees. This onsite attendee resource also provides valuable information after the meeting.

Unique customized advertising opportunities and programs are available. Contact your Walchli Tauber Group sales representative for more information at 443-512-8899, or via email at david.baker@wt-group.com.
The ADHA’s publication, a standard of excellence for content reaching today’s dental hygienists, was ranked the top ADHA member benefit according to a member needs assessment.

63 percent of Access readers are involved in purchasing decisions – in fact, nearly one third either approve all purchases or recommend products or services for purchase.

Access readers value advertising and consider it an essential part of the magazine:

- More than seventy-seven percent rate the ad relevance as excellent or good.
- Forty-one percent rated ad relevance as excellent.

Most importantly, Access readers act on the advertising they read in the publication:

- Forty-three percent recommended a product or service.
- Forty-four percent visited an advertiser’s website.

Access Readership Survey

Access magazine gives advertisers a portal to the customers they want to reach.

- Audience including dental hygienists in clinical practice, public health, education, research, management and patient advocacy; student dental hygienists; and other health professionals and stakeholders.
- A circulation of 55,000 readers focused on the profession of dental hygiene and committed to its growth.
- Ten time per year frequency.

An Access readership survey found readership for some of the publication’s columns can reach as high as 94 percent.
The ADHA Clinical Catalyst E-blasts
The ADHA's Clinical Catalyst e-blasts link products to the ADHA's Standards for Dental Hygiene Practice. Copy and content submitted will be reviewed and approved along with the ADHA to ensure advertisers will have their products married with corresponding elements from the ADHA Standards. The e-blast includes 500 words maximum plus up to three images and links to company pages.

- Four opportunities available (February, April, September and December).
- $5,500 net.

Product Pulse E-blasts
Using the ADHA's Product Pulse e-blasts, advertisers can deliver their messages to the nearly 32,000 recipients in the ADHA Update list. This e-blast allows company to promote products, programs and the latest news about their company to the dental hygiene community. The e-blast includes 500-word maximum of copy plus up to three images and links to company pages.

- Four opportunities available (January, March, August and November).
- $5,500 net.

Enhanced Tear-and-Save Programs
Advertiser-Specific – Limited Availability
Customizable tear-and-save opportunities that include ad programs in multiple issues, online advertising and positioning in our new CLL Product Spotlight and CLL Meeting Recap electronic newsletters, and our Product Pulse or Clinical Catalyst e-blast program are available on a limited basis. Contact a Walchli Tauber Group representative for more details on how to develop a comprehensive advertising program incorporating the ADHA’s Standards for Clinical Dental Hygiene Practice and other outreach pieces that are sent directly to your target audience. Our team will work with you to create a topic-exclusive best practices educational resource custom-designed around your company’s unique relevance to excellent, standards-compliant dental hygiene. For more information, contact your Walchli Tauber Group sales representative for more information at 443-512-8899, or via email at david.baker@wt-group.com.

Tear-and-Save Inserts
Eight Positions Available
This program allows advertisers the opportunity to insert resource material and other content tied with the ADHA’s Standards for Clinical Dental Hygiene Practice. The supplied material (which must be reviewed and approved by the ADHA) is printed two-sided on heavy cardstock with a perforated bindery hanger to ensure maximum visibility and exposure. This program also includes a full-page ad in the December 2016 issue of Access. Additionally, advertisers receive 200 reprints of the tear-and-save for their own use, as well as a copyrighted PDF version that may be used for reprints, and the content also appears online in the electronic version of Access.

- $17,000 net.
Color Rates

Four-Color Rates

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>5x</th>
<th>10x</th>
<th>20x</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$6,440</td>
<td>$6,255</td>
<td>$6,005</td>
<td>$5,810</td>
<td>$5,570</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$5,650</td>
<td>$5,480</td>
<td>$5,285</td>
<td>$5,110</td>
<td>$4,915</td>
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<tr>
<td>1/2 Page</td>
<td>$4,370</td>
<td>$4,100</td>
<td>$3,880</td>
<td>$3,755</td>
<td>$3,570</td>
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<tr>
<td>1/3 Page</td>
<td>$4,080</td>
<td>$3,920</td>
<td>$3,680</td>
<td>$3,415</td>
<td>$3,265</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$3,820</td>
<td>$3,645</td>
<td>$3,425</td>
<td>$3,200</td>
<td>$2,970</td>
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</tbody>
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Two-color, black and white rates available upon request.

Covers and Special Positions

Covers

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<th></th>
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<th>5x</th>
<th>10x</th>
<th>20x</th>
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<tbody>
<tr>
<td>2nd</td>
<td>$7,255</td>
<td>$6,960</td>
<td>$6,750</td>
<td>$6,460</td>
<td>$6,385</td>
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<tr>
<td>3rd</td>
<td>$6,935</td>
<td>$6,660</td>
<td>$6,455</td>
<td>$6,170</td>
<td>$5,065</td>
</tr>
<tr>
<td>4th</td>
<td>$8,200</td>
<td>$7,870</td>
<td>$7,630</td>
<td>$7,300</td>
<td>$7,215</td>
</tr>
</tbody>
</table>

Inserts, Outserts, and Cover tips: Available upon request. Contact The Walchli Tauber Group, Inc.

Payment Terms: Net 30 days. No cash discounts. Finance charge of 1 percent per month will be added on balances over 30 days. Payments made via credit card are subject to a 3.5 percent service charge.

Short Rates: Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the space upon which their billings have been based.

Mechanical Specifications

<table>
<thead>
<tr>
<th></th>
<th>Width</th>
<th>Depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim size</td>
<td>8”</td>
<td>10-7/8”</td>
</tr>
<tr>
<td>Live area</td>
<td>7-1/2”</td>
<td>10-3/8”</td>
</tr>
<tr>
<td>Full-page bleed</td>
<td>8-1/4”</td>
<td>11-1/8”</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>5”</td>
<td>10”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7-1/2”</td>
<td>5”</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4-3/4”</td>
<td>7-1/2”</td>
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<tr>
<td>1/2 Page Vertical</td>
<td>3-3/4”</td>
<td>10”</td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2-1/2”</td>
<td>10”</td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4-3/4”</td>
<td>4-3/4”</td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>3-1/2”</td>
<td>5”</td>
</tr>
</tbody>
</table>

Printing Process: Offset full run.

Type of Binding: Saddle-stitched.

Insert Requirements
a. Multiple-leaf inserts must be furnished folded. Diecuts within body of insert must be limited so as not to affect stiffness of the page and cannot adversely affect material on adjacent pages. Keep live matter 1/4” from trim.

b. Size: min. 8-1/4” x 11-1/8”.

c. Trimming: 1/8” off all four sides. Jogs to head.

d. Stockweight: 60 lb. text minimum; 100 lb. text maximum.

e. Quantity: Contact ad sales representative.

f. BRCs accepted: contact Karen Burkhardt at 443-512-8899 x111 or karen.burkhardt@wt-group.com for specifications.

g. Packing instructions: Carton packing preferred, with quantity, publication name and month clearly indicated.

Production Requirements: Advertisements should be submitted as CMYK or grayscale PDFX/1a files with a resolution of 150 dpi or higher at 100 percent of output size. Do not send JPEG or GIF image files or PDFs that include RGB images. Files under 5MB may be submitted by email to karen.burkhardt@wt-group.com. Larger files may be sent via other electronic means; email karen.burkhardt@wt-group.com for instructions or call 443-512-8899.

Availability of Editorial Reprints: Page size of reprints, same size as trimmed size of journal. For inquiries about reprints, contact The Walchli Tauber Group, Tel: 443-512-8899, Fax: 443-512-8909.

Recruitment and Classified Advertising: Contact the ADHA Division of Communications, Tel: 312-440-8937, Fax: 312-467-1806; email: communications@adha.net.
The ADHA provides today’s dental hygienists with the insight and information expected as the acknowledged leader of the profession. Access magazine supplies ADHA members and other subscribers with the latest news on changes taking place within the industry, best practices and advances being made within the field, and the tools to help them advance the profession. The ADHA staff work with content experts throughout the organization to ensure current, relevant, evidence-based editorial that gets read and saved for future reference. When readers return to Access again and again, they return to your message, too.

2016 Editorial Calendar

<table>
<thead>
<tr>
<th>January 2016</th>
<th>Transforming the Curriculum</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>This issue will look at the changes implemented since the Transforming Dental Hygiene Education: Proud Past, Unlimited Future symposium and provide an overview of changes planned.</td>
</tr>
<tr>
<td></td>
<td>Insertion order deadline: Nov. 23, 2015</td>
</tr>
<tr>
<td></td>
<td>Materials deadline: Nov 30, 2015</td>
</tr>
<tr>
<td>February 2016</td>
<td>Lifelong Learning</td>
</tr>
<tr>
<td></td>
<td>This issue will provide information, options and tools for the currently practicing dental hygienist to use in fulfilling the commitment to lifelong learning. A CE course to be determined will accompany this issue.</td>
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<tr>
<td></td>
<td>Insertion order deadline: Dec. 28, 2015</td>
</tr>
<tr>
<td></td>
<td>Materials deadline: Jan. 4, 2016</td>
</tr>
<tr>
<td>March 2016</td>
<td>Systemic Conditions and Oral Care</td>
</tr>
<tr>
<td></td>
<td>Patients present with increasingly complex systemic conditions with which the dental hygienist should be familiar. Various systemic conditions will be reviewed from the dental hygienist's perspective.</td>
</tr>
<tr>
<td></td>
<td>Insertion order deadline: Jan. 25, 2016</td>
</tr>
<tr>
<td>April 2016</td>
<td>Risk Management</td>
</tr>
<tr>
<td></td>
<td>This issue will review many aspects of managing risk to the patient and the practice setting. A resource list of current guidelines will be included.</td>
</tr>
<tr>
<td></td>
<td>Insertion order deadline: Feb. 22, 2016</td>
</tr>
<tr>
<td></td>
<td>Materials deadline: Feb. 29, 2016</td>
</tr>
<tr>
<td>May-June 2016</td>
<td>Emerging Delivery Models</td>
</tr>
<tr>
<td></td>
<td>Dental hygienists are increasingly integrated into the health care system as primary care providers. This issue will discuss some of the new opportunities in settings such as corporate group practices, medical settings, retail environments and health homes.</td>
</tr>
<tr>
<td></td>
<td>Insertion order deadline: Apr. 4, 2016</td>
</tr>
<tr>
<td></td>
<td>Materials deadline: Apr. 11, 2016</td>
</tr>
<tr>
<td>July 2016</td>
<td>Continuing Competency</td>
</tr>
<tr>
<td></td>
<td>In this issue, portfolios for licensure will be addressed, and sample checklists for quality assurance and patient safety will be provided.</td>
</tr>
<tr>
<td></td>
<td>Insertion order deadline: May 23, 2016</td>
</tr>
<tr>
<td></td>
<td>Materials deadline: May 31, 2016</td>
</tr>
<tr>
<td>August 2016</td>
<td>Public Health and Collaboration</td>
</tr>
<tr>
<td></td>
<td>This issue will highlight dental hygienists in state health departments and dental director roles. An online nursing education program will be described and practical how-to information will be included for working in nursing home settings and for establishing a collaborative practice arrangements.</td>
</tr>
<tr>
<td></td>
<td>Insertion order deadline: Jun. 28, 2016</td>
</tr>
<tr>
<td></td>
<td>Materials deadline: Jul. 5, 2016</td>
</tr>
<tr>
<td>September-October 2016</td>
<td>Community Outreach</td>
</tr>
<tr>
<td></td>
<td>This year's recipient of the Wm. Wrigley Foundation Community Service Grants will be profiled. Community service topics including selection, use and care of portable equipment will be discussed.</td>
</tr>
<tr>
<td></td>
<td>Insertion order deadline: Aug. 8, 2016</td>
</tr>
<tr>
<td></td>
<td>Materials deadline: Aug. 15, 2016</td>
</tr>
<tr>
<td>November 2016</td>
<td>Electronic Communication</td>
</tr>
<tr>
<td></td>
<td>This issue will look at a broad range of issues including telehealth, electronic practice management and HIPAA and social media use in oral health care. A CE course to be determined will be included.</td>
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<td></td>
<td>Insertion order deadline: Sep. 19, 2016</td>
</tr>
<tr>
<td>December 2016</td>
<td>Research</td>
</tr>
<tr>
<td></td>
<td>This issue will present the newly revised National Dental Hygiene Research Agenda and address research-related topics including health care analytics and how to evaluate research. A CE course to be determined will be included.</td>
</tr>
<tr>
<td></td>
<td>Insertion order deadline: Oct. 24, 2016</td>
</tr>
</tbody>
</table>

Cancellations not accepted after the closing date for space reservations.

If an advertiser fails to provide new artwork for a contracted issue by the printed deadline (or a pre-approved extension granted by the publisher), then the publisher will pick up the most recent artwork provided. If no artwork is on hand, the advertiser will still be held responsible for payment on the contracted space.

For advertising information, please contact david.baker@wt-group.com
The ADHA has a diverse range of electronic advertising opportunities that allow you to develop a unique, integrated marketing campaign – connecting with your target market via the electronic devices they use every day. The ADHA’s advertising team can work with you to maximize impact and determine how to best incorporate these assets to help you grow your business.

**ADHA.org Website**

Advertising on the ADHA website helps build brand awareness and tie your company to the organization recognized as the voice of the dental hygiene profession. Online ads also allow advertisers to track responses and engage with customers immediately. As the trusted resource for information on the profession, the site attracts monthly averages of 44,000 unique visitors and 160,000 pageviews. (Six-month average, January 1 to June 30, 2015 – Google Analytics).

**Available Website Display Locations:**
Home Page and CLL/Annual Session page opportunities:

**Leaderboard**
- 728 pixels wide by 90 pixels high.
- $3,000 net per month.
- Two available positions.

**Landing Page Opportunities**
Choose from eight primary content category pages:
- Membership
- Education & Careers
- Advocacy
- News
- Events
- Publications
- Resources
- About ADHA

**Landing Page Rectangle**
- 300 pixels wide x 250 pixels high.
- $1,000 net per month.

Each landing page can have up to three advertisements in rotation per month.

**Landing Page Button**
- 180 pixels wide x 120 pixels high.
- $500 net per month.

Each landing page can have up to three advertisements in rotation per month.

Looking to further reach your audience? Interior content page ads are available upon request.
The Journal of Dental Hygiene is the preeminent research publication in the dental hygiene profession. This peer-reviewed publication is the standard for dental hygienists looking for the latest information and research to assist them in making evidence-based treatment decisions. ADHA members and paid subscribers have access to the most recent 12 months of content, and archived issues beyond one year are available to all. JDH is distributed six times per year (February, April, June, August, October, December).

**Monthly average home page visits:** 6,111

**Monthly average number of TOC visits:** 4,674

**Monthly average number of abstract views** (TOC page is visible behind abstracts): 12,073

*Stats based on content usage statistics from August 2014-August 2015.

**Available Website Display Locations:**

**Run of site opportunities:**

- **Leaderboard**
  - 728 pixels wide by 90 pixels high.
  - $1,100 net per month.

- **Rectangle**
  - 300 pixels wide by 250 pixels high.
  - $1,000 net per month.
  - Two unique advertising opportunities available.

- **Exclusivity Run** (all three ad opportunities)
  - $2,800 net per month.

**Required files:** Advertisers must provide one of the following file formats: static image (JPG/ GIF) with click-through URL, Adobe Flash file (SWF) with click-through URL(s), or third party tag, click-through URL. Expandable ads are accepted. Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed. Expandable creatives must be click-to-expand. Email joseph.farran@wt-group.com with any specification questions you may have.

For advertising information, please contact david.baker@wt-group.com
Electronic Table of Contents e-Blasts

Journal of Dental Hygiene e-TOC
Six times per year, ADHA members and Journal of Dental Hygiene subscribers receive an electronic Table of Contents highlighting the latest research in the profession’s definitive research journal. The e-TOCs are sent during the same day the issue goes live online, approximately the third week of each publication month to nearly 32,000 dental hygiene professionals.

Publication Months:
February, April, June, August, October, December

Leaderboard
- 728 pixels wide by 90 pixels high.
- $1,100 net per month.
- 90KB file size limit

Skyscraper
- 160 pixels wide by 600 pixels high.
- $1,100 net per month.
- 90KB file size limit

Exclusivity Run (both ad opportunities)
- $2,000 net per month.

Access Magazine e-TOC
The ADHA distributes its flagship publication, Access, 10 times each year. ADHA’s new Access eTOC highlights the latest news, articles and products, and informs ADHA members and subscribers know when the publication is available in print and online. The eTOCs are sent twice for each issue - once when the digital issue goes live online to ADHA members; and again on the first date that readers are expected to receive the print edition in the mail - to nearly 32,000 dental hygiene professionals.

Publication Months:
January, February, March, April, May/June, July, August, September/October, November, December

Leaderboard
- 728 pixels wide by 90 pixels high.
- $1,100 net per month.
- 90KB file size limit

Skyscraper
- 160 pixels wide by 600 pixels high.
- $1,100 net per month.
- 90KB file size limit

Exclusivity Run (both ad opportunities)
- $2,000 net per month.

Required files: Advertisers must provide one of the following file formats: static image (JPG/GIF) with click-through URL. No animated creatives or rich media can be accepted. Email joseph.farran@wt-group.com with any specification questions you may have.

Approximately 32,000 e-TOC e-blasts are sent per issue
ADHA Update E-newsletter

The ADHA Update e-newsletter is a powerful messaging tool, reaching nearly 32,000-plus members as well as other opt-in subscribers with unique content focused on the organization, dental hygiene and oral health, and industry news and updates. The ADHA Update connects and informs our community 26 time per year with the most up-to-date and relevant content currently available.

- The ADHA Update is always distributed electronically on a Wednesday – the optimum day to reach potential advertising prospects.
- The median open rate is 28.3 percent.
- The average clickthrough rate for those opening ADHA Update is 6.2 percent.

Two ad sizes are available:

- **Leaderboard**
  - 600 pixels wide by 90 pixels high.
  - $1,000 net per issue.

- **Vertical Banner**
  - 151 pixels wide by 250 pixels high.
  - $1,000 net per issue.

Exclusivity Run (both ad opportunities)

- $1,800 net per issue.

Required files: Advertisers must provide one of the following file formats: static image (JPG/GIF) with clickthrough URL. No animated creatives or rich media can be accepted. Email joseph.farran@wt-group.com with any specification questions you may have.

More than one-third of Access readers also read ADHA Update, allowing advertisers to leverage these two platforms in tandem as part of a well-rounded, integrated marketing program.

The ADHA CLL/Annual Session Product Spotlight

This distinctive online newsletter is specifically designed to help exhibitors* at the ADHA Center for Lifelong Learning at the 93rd Annual Session showcase their products and involvement at the 2016 event in Pittsburgh. Sent out to nearly 32,000 industry prospects, advertisers can include up to 150 words, an image or logo and link to their company website, product page or other relevant information. This is an ideal program to drive traffic to your booth in the exhibit hall, highlight a unique promotion or send out follow-up information to show attendees as well as those who couldn’t attend onsite.

- Available in May, June and July.
- Limited to 10 advertisers per issue.
- 150 word limit on copy. Image size is 150 pixels by 150 pixels.
- $1,000 net.

Each issue features one exclusive leaderboard, measuring 728 pixels wide by 90 pixels high.

- $1,800 net.
- 90KB file size limit
- Only static image (JPG/GIF) files can be accepted.

*This opportunity only available to advertisers exhibiting at the ADHA CLL at the 93rd Annual Session

For advertising information, please contact david.baker@wt-group.com
North America’s most-respected dental hygiene meeting and educational forum, the ADHA Center for Lifelong Learning at the Annual Session (CLL/AS), is coming to the David Lawrence Convention Center in Pittsburgh, Pennsylvania, June 8-14, 2016. Partner with the ADHA in this premier dental hygiene meeting and make a plan to incorporate the ADHA’s CLL at the 93rd Annual Session into your organization’s 2016 marketing program.

Who attended in 2015?
Attendance - 2,106

Event Impact Metrics
Did You Know
- Ninety-four percent of attendees learned things that will aid them in their career.
- Eighty-eight percent of attendees will do their job better as a result of this conference.
- Eighty-eight percent of attendees said the overall event met or exceeded their expectations.
- Ninety-five percent of attendees would recommend CLL/AS to others.
- CLL was ranked the number two show-to-be-at for dental marketers among ALL dental industry trade shows by “The Dental Geek.”
- Fifty-one percent of the respondents to the CLL/AS attendee survey purchased products or equipment from exhibiting companies. The majority of those in private practice (55 percent) indicated they purchased either products or equipment from exhibiting companies.
- Seventy-one percent of the respondents to the attendee survey will likely purchase items from exhibiting companies after returning from the meeting. Fifty-six percent indicated the office they work for will likely purchase items from exhibiting companies after they return from the meeting. This increased to 61 percent for those who work in private practice.

What exhibitors are saying about CLL/Annual Session:
“Any company that has products specifically for the hygiene market should take advantage of CLL to meet key opinion leaders and interact with a group who are very, very interested in learning about product.”

“We specifically launch products at ADHA CLL because the feedback we get from the hygienists is critical to our product development process.”

“CLL is the pulse of dental hygiene for the year.”

“Our business plan would suffer greatly if we missed the opportunity to exhibit at CLL and gain essential feedback on identifying the strengths and areas for improvement on our product.”
June 10-11, 2016  
Pittsburgh, Penn.  
David Lawrence Convention Center

Exhibit Dates:  
• Friday, June 10: 9:00 a.m.-4:00 p.m.  
• Saturday, June 11: 10:00 a.m.-3:00 p.m.

The ADHA is proud to host the largest exhibition dedicated to the dental hygiene professional — the platform for clinicians, educators, researchers, public health, corporates, students, and numerous other oral health professionals to discover and learn about the products and services they need to become better dental hygienists.

EXHIBITS 2016 will bring together more than 125 companies showcasing their products and services to the oral health care field. Pittsburgh serves as a prime location to attract attendees. As a result, we anticipate welcoming more than 2,000 RDHs and other dental professionals/members of the dental team to CLL at the 93rd Annual Session. This is your prime market to increase your brand awareness and reconnect with the leaders in the dental hygiene industry.

Exhibiting at the 2016 CLL at the 93rd Annual Session allows you to:
• Showcase your company’s newest cutting-edge products.
• Provide solutions to and develop mutually beneficial, long-lasting relationships with oral health care professionals.
• Meet hundreds of highly qualified leads in just two days.
• Put your product or service in front of the profession’s most influential leaders.
• Maximize your marketing dollars and return on investment.
• Promote brand image and build public awareness about your company and its products.
• Network with your colleagues.
• Review and assess possible competitors.

Booth space assignments are made in late January 2016 and based on priority points and the date your booth contract is received.

For more information on exhibiting or sponsorships, contact the ADHA Director of Corporate Development Maddie Hilpert at 312-440-8912 or via email at maddieh@adha.net.

Official Program Book
Enhance your exhibit by advertising in the Center for Lifelong Learning at the 93rd Annual Session Official Program Book.

The official program for the ADHA’s CLL at the 93rd Annual Session is placed in the hands of more than 2,000 attendees. This keepsake publication also serves as an important attendee resource on site.

Specifications:
Trim Size: 8.5” x 11”; Include a 0.25” bleed on all edges.
Color: CMYK; convert all PMS colors to process.
File Format: High-resolution PDF. Include all fonts.

Ad Due Date:  
April 15, 2016, to dawna@adha.net

Costs:
ROB: $2,100 (gross/net).  
Cover 2: $3,150 (gross/net).  
Cover 3: $3,479.59 (gross) / $2,950 (net).  
Cover 4: $3,705.88 (gross) / $3,150 (net).

NOTE: You must be an exhibitor in order to advertise or sponsor the ADHA Center for Lifelong Learning at the 93rd Annual Session.