

The **ADHA Annual Conference** is North America's most-respected dental hygiene meeting and educational forum. Partner with the ADHA in this premier meeting and make a plan to incorporate the ADHA's Annual Conference into your organization's marketing program.

**Dates:** June 20 to 23, 2018

**Location:** Greater Columbus Convention Center, Columbus, OH

**Attendance:** 1,500+ (2017)

## ADVERTISING OFFICE



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The **ADHA Annual Conference Product Spotlight** is a distinctive online newsletter designed to help exhibitors at the ADHA Annual Conference showcase their products and involvement at the event. Advertisers can include up to 150 words, an image 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 attendees and members.

A maximum of 10 product spotlight listings, and 1 leaderboard ad may appear on the newsletter.

**Total sent:** 30,000 per email

**Open rate:** 23.60%

### EMAIL RATES

Position	Cost
Product spotlight listing	\$1,000 net
Leaderboard	\$1,800 net

### MECHANICAL SPECIFICATIONS

Logo	150x150 pixels	50KB limit
Leaderboard	728x90 pixels	

### CLOSING DATES

Issue	Space/Material	Sends
May	5/21	5/29
June	6/13	6/21
July	7/11	7/17

### REQUIRED EMAIL FILES

JPG, static GIF, Click-through URL. No Rich Media can be accepted.

Text provided as DOC, TXT, or RTF, must be no longer than 150 words.



Attendees make use of the **ADHA Annual Conference App** for full information on sessions, speakers and exhibitors in lieu of a printed Official Program. Splash Page ad duration is 3 seconds. The push notification character limit is 140. Map pins help users quickly locate event landmarks.

### CLOSING DATES

Space	Cost
<b>Package 1:</b> co-branded splash page message, push notifications, home page icon and enhanced exhibitor listing, map pin, digital scavenger hunt.	\$4,000 net/yr
<b>Package 2:</b> banner ads, push notifications, enhanced exhibitor listing, map pin.	\$3,500 net/yr

### CLOSING DATES

Contact sales representative.

### MECHANICAL SPECIFICATIONS

Contact sales representative.