



**adha** AMERICAN  
DENTAL HYGIENISTS'  
ASSOCIATION™

**2024 MEDIA KIT**

# REACH THE MEMBERS OF THE AMERICAN DENTAL HYGIENISTS' ASSOCIATION THROUGHOUT THE YEAR



## About ADHA

The ADHA works to support dental hygienists and advance the dental hygiene profession by developing new career paths, expanding opportunities for care, and providing the latest training and information.

The website banner package allows for your company message to be displayed prominently throughout ADHA.org, reaching ADHA members and website visitors all year, with an average of 51,000 site visitors per month.

### Pricing:

#### A. Banner Package

Ad Sizes: 728x90px - 300x250px - 160x600px  
10 Available | Run of Site

**\$8,500/6 Months OR \$15,000/Year**

**Need help with ad design?**  
Our graphic services are included.

\*All positions are sold on a first-come, first-served basis.



# REACH THE MEMBERS OF THE ADHA UPDATE NEWSLETTER EVERY OTHER WEDNESDAY

## Update eNewsletter

**adha** AMERICAN DENTAL HYGIENISTS' ASSOCIATION™

INSIDER NEWS FOR ADHA MEMBERS

**ADHA UPDATE**

October 25, 2023

**LEADERBOARD BANNER**  
(728x90px)

**2024 ADHA AWARDS NOW OPEN!**

Your dedication to the profession is beyond amazing, so put yourself forward and be recognized! The 2024 ADHA Awards honor and recognize contributions and accomplishments in the dental hygiene profession. Put your amazing self or someone you know forward to be celebrated for achievements in clinical, education, public health, research and more.

[Start Your Application Today!](#)

**NATIONAL DENTAL HYGIENE MONTH 2023**

**Everyday Extraordinary**

**Missed Some National Dental Hygiene Month Activities? No Worries!**

October is a busy month. If you missed any events celebrating Everyday Extraordinary you, check out the NDHM 2023 webpage for links to free CE webinar recordings, a podcast, articles and more – for a limited time.

[View NDHM 2023](#)

**Advocacy in Action – October Updates**

The ADHA strives to ensure dental hygienists' voices are heard at the local, state and national levels. Take a look at the latest on profession-related advocacy ADHA is working on!

**Coalition for Modernizing Dental Licensure (CMDL) Annual Webinar: Advocacy in Action – Be Part of the Change**

The CMDL Annual Meeting was held on September 14, 2023. JoAnn Gurellian RDH, MS, PhD, AFAAOM, FADHA, ADHA Director of Education, Research & Advocacy attended this year's meeting titled "Advocacy in Action – Be Part of the Change" as an At-Large Member. JoAnn was also a key panelist in the CMDL Annual Meeting Webinar entitled "Advocacy in Action – Be Part of the Change." Highlights of the meeting included information about the Dentist and Dental Hygienist Compact, advocacy resources, and CMDL updates.

**ADHA Partners With the Defense-State Liaison Office (DSLO)**

ADHA is participating with the DSLO, an organization that assists national state boards and membership associations in educating legislators on the benefits of their licensure compacts to the military community. This group meets quarterly to discuss and support the Dentist and Dental Hygienist (DDH) Compact. For more information on this compact visit the official DDH Compact website.

**Advocacy in Action – Comments to CMS & Urging CMS to Educate Providers on 2024 Medicare Updates**

By Dr. JoAnn Gurellian, ADHA Director of Education, Research & Advocacy

ADHA recently submitted comments to The Honorable Chiquita Brooks-LaSure, Administrator for the Centers for Medicare and Medicaid Services (CMS), offering comments to CMS on the proposals and request for information on Medicare Parts A and B Payment for Dental Services in the CY 2023 Physician Fee Schedule Proposed Rule. Learn more in the full article on Hygienists Hub.

**BOTTOM BANNER**  
(728x90px)

**Featured in the October Issue of the Journal of Dental Hygiene...**

The American Dental Hygienists' Association, in partnership with the International Journal of Dental Hygiene, is pleased to present this special October 2023 mega-issue in celebration of ADHA's 100th Anniversary. Log in to view the full volume or check out a few highlighted articles below!

**Dental Hygiene Research It's Momentous!**  
American Dental Hygienists' Association October 2023, 97 (5) 5

**100 Years of Dental Hygiene Research: Progress and possibilities**  
American Dental Hygienists' Association October 2023, 97 (5) 6-23

**Training Dental Hygiene Students to Care for Patients with Disabilities**  
American Dental Hygienists' Association October 2023, 97 (5) 43-57

**CE SMART BY ADHA**

Continuing Education Made Simple.

**NEW on CE SMART**

CE Smart makes continuing your education online simple. The ADHA offers an incredible library of over 100 online learning courses right at your fingertips. Check out these new new additions!

**Infection Prevention & Control 2023: What's New What's Not**  
1.0 CE | \$35 Members | \$65 Nonmembers

**Momentous Impact of Mindfulness on Professional Well-Being**  
1.0 CE | \$35 Members | \$65 Nonmembers

**ADHA23 Clinician's Update Workshop Bundle**  
5.0 CE | \$80 Members | \$150 Nonmembers



## ABOUT THE ADHA UPDATE NEWSLETTER:

The *Update* eNewsletter from ADHA reaches up to 23,000 members every other Wednesday, with an average open rate of 55%, providing up-to-date and relevant association and industry news.

The placements allow for your company message to be displayed prominently in the publication.

## PRICING

**A. Leaderboard Banner**  
728x90px | JPG, PNG, or Static GIF  
**\$4,750/Qtr**

**B. Bottom Banner**  
728x90px | JPG, PNG, or Static GIF  
**\$3,500/Qtr**

Need help with ad design?  
Our graphic services are included.

\*All banner positions are sold on a first-come, first-served basis. Additionally, ADHA reserves the right to include additional sponsored ad content, placements are not exclusive

REACH 140,000 DENTAL HYGIENISTS AND HYGIENE-RELATED PROFESSIONALS EACH MONTH IN THE EDUCATION NEWS NEWSLETTER

Education News

adha

AMERICAN DENTAL HYGIENISTS' ASSOCIATION™

COURSES, WEBINARS + CONTENT FROM ADHA

EDUCATION NEWS

February 2024

LEADERBOARD BANNER

(728x90px)

April 27, 2024 | Hyatt Regency Jersey City, NJ | 8:00 AM – 5:00 PM

Step up your oral cancer diagnostic skills by attending this Hands-on Certification Workshop, presented in partnership with Henry Schein Dental. You play a key chairside role in early detection, diagnosis and patient care management – make time to refresh and build your skills. Includes pathology, oral examination and practical lab for new point-of-care salivary diagnostic technology.


Learn More & Register

FREE FOR ADHA MEMBERS


**ABUSE, NEGLECT AND TRAFFICKING: OUR RESPONSIBILITY**

WEDNESDAY | 6 PM CT  
FEBRUARY 21 | 1.0 CE

PHILIPS



DENISE M. MESSINA,  
MDH, BS, RDH




BRIDGET M. WRIGHT,  
MACPH, RDH, FFDA

Understanding your role in supporting survivors of abuse and being equipped with available resources to help and identify victims can make a huge difference in the lives of your patients. Join us for this important 1-hour webinar to learn more about the physical, behavioral, and emotional indicators of child and elder abuse or neglect. Sponsored by Philips.

Register Today!

DENTAL HYGIENE LEADERSHIP SUMMIT



VIRTUAL EVENT  
MARCH 23, 2024

adha | ACCLEAN

Register now! Get ready for a powerful, virtual 2024 ADHA Dental Hygiene Leadership Summit on March 23. Learn to flex your leadership potential at this full-day live event and aspire to positions of greater responsibility by learning to lead with inspiration and action!


Register Today!

FREE WEBINAR

**IDENTIFICATION AND MANAGEMENT OF PATIENTS WITH DRY MOUTH**

WEDNESDAY | 6:00 PM CT  
MARCH 6 | 1.5 CE

AAOM



Dry mouth is one of the most common oral health conditions affecting adults in the United States.

Join us for this special free webinar presented in collaboration with the American Academy of Oral Medicine to review the common clinical features, causes, and treatment options to help you care for patients who may be suffering.



ABOUT THE *EDUCATION NEWS* NEWSLETTER:

The Education News Newsletter is sent out to over 140,000 dental hygienists and hygiene professionals each month. This non-student related audience is served a publication full of course, webinar, and content information from ADHA.

The leaderboard placement allows for your company message to be displayed prominently in the email, with an average open rate of 42% each issue.

PRICING

**A. Leaderboard Banner**  
728x90px | JPG, PNG, or Static GIF  
**\$3,500/Issue**

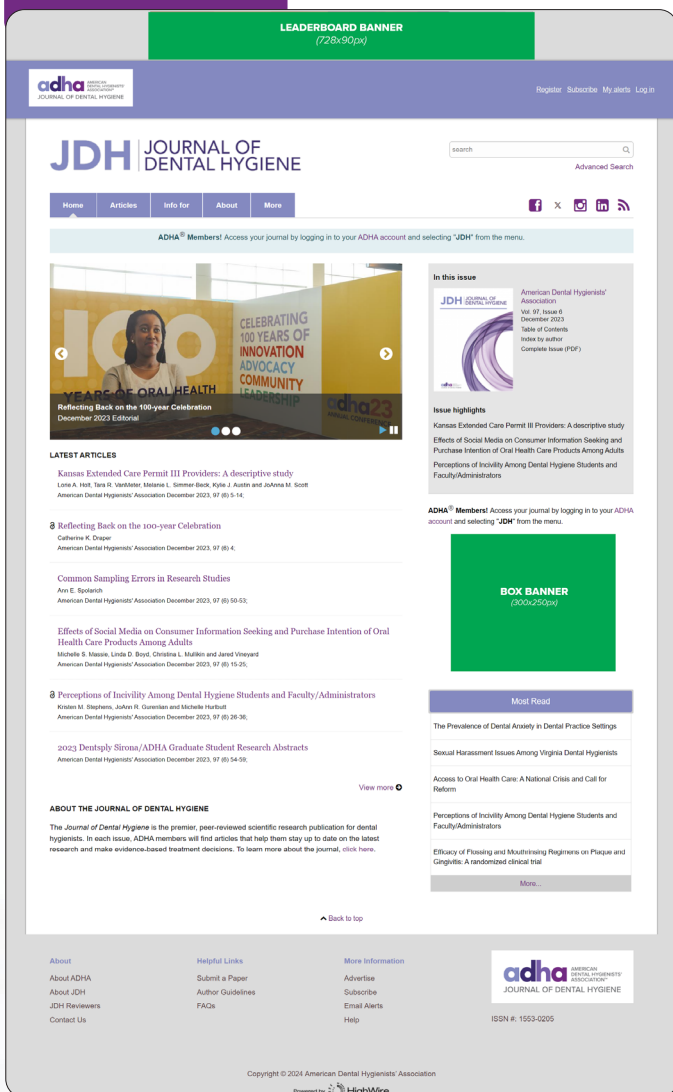
Need help with ad design?  
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# REACH THE READERS OF THE JOURNAL OF DENTAL HYGIENE YEAR ROUND

JDH.ADHA.ORG



**adha** AMERICAN DENTAL HYGIENISTS' ASSOCIATION™  
JOURNAL OF DENTAL HYGIENE

## ABOUT THE JOURNAL OF DENTAL HYGIENE:

The *Journal of Dental Hygiene* is the premier, peer-reviewed scientific research publication for dental hygienists. The Journal is currently published on a bi-monthly basis in February, April, June, August, October and December. On average, each bi-monthly issue attains 13,000 visitors and 98,000 page events.

Each placement allows for your company message to be displayed prominently on JDH.ADHA.ORG

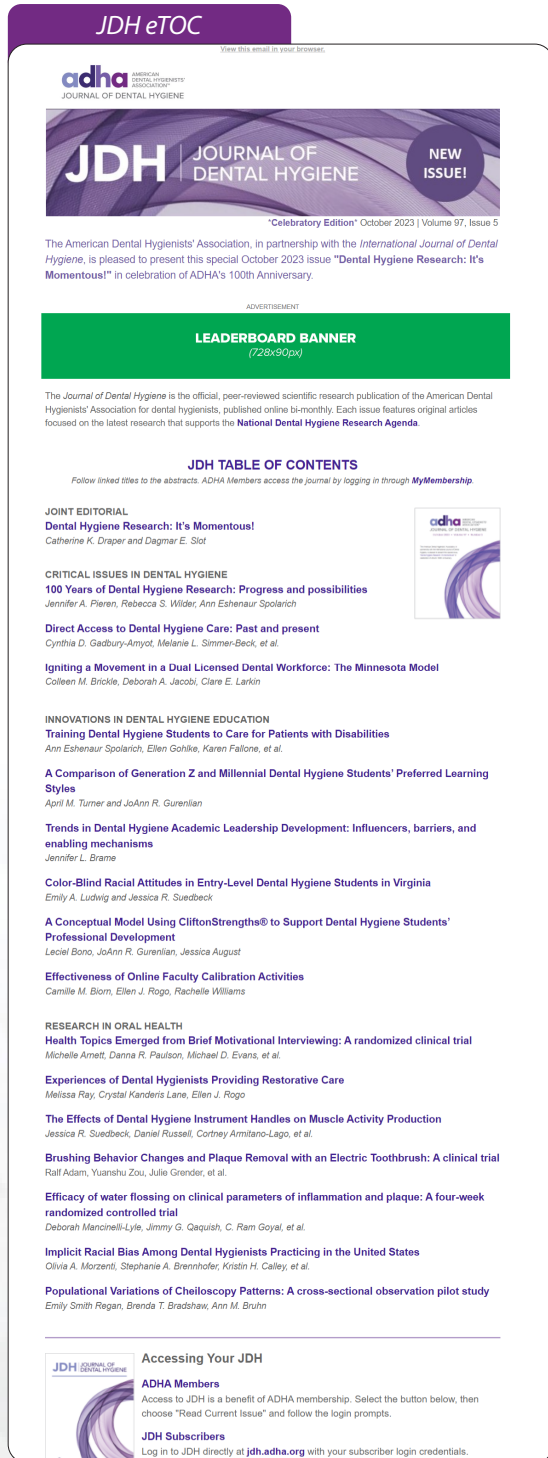
## PRICING

**A. Banner Package**  
728x90px + 300x250px | 10 Available | Run of Site  
**\$3,500/Year**

Need help with ad design?  
Our graphic services are included.

\*All banner positions are sold on a first-come, first-served basis

# REACH THE SUBSCRIBERS OF THE JOURNAL OF DENTAL HYGIENE eTOC NEWSLETTER EVERY OTHER MONTH



**adha** AMERICAN  
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ASSOCIATION™  
JOURNAL OF DENTAL HYGIENE

## ABOUT THE JOURNAL OF DENTAL HYGIENE eTOC NEWSLETTER:

The *Journal of Dental Hygiene* eTOC newsletter is sent out each February, April, June, August, October, and December to up to 23,000 members and subscribers. The publication provides up-to-date and relevant information related to the *Journal of Dental Hygiene*, with an average open rate of 49%.

The leaderboard placement allows your company message to be displayed prominently in the newsletter.

## PRICING

**A. Leaderboard Banner**  
728x90px | JPG, PNG, or Static GIF  
**\$2,000/Issue**

Need help with ad design?  
Our graphic services are included.

\*All banner positions are sold on a first-come, first-served basis

# REACH THE SUBSCRIBERS OF THE JOURNAL OF DENTAL HYGIENE WITH A FEATURED TOPIC COLLECTION EMAIL

JDH Featured Topic

adha

AMERICAN DENTAL HYGIENISTS' ASSOCIATION™

JOURNAL OF DENTAL HYGIENE

JDH

JOURNAL OF DENTAL HYGIENE

FEATURED TOPIC

Featured Topic: Advanced Dental Hygiene Degree Path

The Journal of Dental Hygiene is the official, peer-reviewed scientific research publication of the American Dental Hygienists' Association, published online bi-monthly. Enjoy this special featured topic edition sponsored by the University of Michigan Division of Dental Hygiene.

ADVERTISEMENT

LEADERBOARD BANNER

(728x90px)

75 Words of Ad Copy Included

JDH FEATURED TOPIC: DENTAL HYGIENE DEGREE PATH

Titles are linked to the articles. This special collection has been made open access for all.

Examining the Influence of Academic Degree Level on Health Care Providers' Perceptions of Interprofessional Collaboration: A pilot study

Megan R. Bilbee, Danielle Rulli, Stefanie M. VanDuine, Elizabeth K. Kuzma and Jennifer L. Cullen

American Dental Hygienists' Association August 2022, 96 (4) 28-36

Change is in the Wind: What research tells us about the future of dental hygiene

Hannah L. Maxey

American Dental Hygienists' Association June 2018, 92 (3) 4-5

Career Paths and Satisfaction of Dental Hygienists Holding Master's and Doctoral Degrees

Jessie Jones-Teti, Linda D Boyd and Lisa LaSpina

American Dental Hygienists' Association December 2021, 95 (6) 54-62

Online Dental Hygiene Degree Completion Program: Outcomes of a longitudinal study

Jennifer L. Cullen, Mary Grace Ash and Anne E. Gwozdek

American Dental Hygienists' Association October 2020, 94 (5) 44-52

Mentoring the Next Generation of Leaders in Dental Hygiene

Amy E. Coplen

American Dental Hygienists' Association August 2021, 95 (4) 4-5

JDH JOURNAL OF DENTAL HYGIENE

Accessing Your JDH

ADHA Members

Access to JDH is a benefit of ADHA membership. Select the button below, then choose "Read Current Issue" and follow the login prompts.

JDH Subscribers

Log in to JDH directly at [jdh.adha.org](http://jdh.adha.org) with your subscriber login credentials.

Member Login to JDH

Subscriber Login to JDH

You Too, Can Submit a Manuscript for Consideration!

The Journal of Dental Hygiene welcomes submissions of original creative work related to dental hygiene research, education, and evidence-based practice that supports the National Dental Hygiene Research Agenda. The journal supports the development and dissemination of a unique dental hygiene body of knowledge through scientific inquiry in basic, behavioral, clinical, and translational research.

Learn more about the JDH manuscript submission process and author guidelines below.

Learn More

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## ABOUT THE JOURNAL OF DENTAL HYGIENE FEATURED TOPIC EMAIL:

The *Journal of Dental Hygiene* Featured Topic email is available to send each January, March, May, July, September, and November to over 21,000 ADHA members and JDH subscribers. The email includes up to 5 articles relevant to the topic chosen by the advertiser, selected from the *Journal of Dental Hygiene* issues.

The leaderboard placement allows your company message to be displayed prominently in the email, with an average open rate of 62% each issue.

## PRICING

### A. Leaderboard Banner

728x90px | 75 Words of Ad Copy | JPG, PNG, or Static GIF

**\$2,500/Issue**

Need help with ad design?  
Our graphic services are included.

\*All banner positions are sold on a first-come, first-served basis


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info@associationrevenuepartners.com

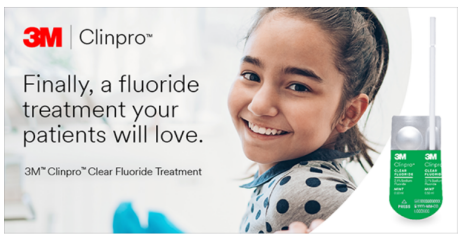
# REACH THE MEMBERS OF ADHA EACH MONTH

**DEDICATED BLAST**  
View this email in your browser.

**adha**  
AMERICAN DENTAL HYGIENISTS' ASSOCIATION™

**IMPRESSIONS**

A SPONSORED SERVICE OF NEWS AND INFORMATION



**3M Clinpro™**


Finally, a fluoride treatment your patients will love.

3M™ Clinpro™ Clear Fluoride Treatment

**Less chair time. Better taste. Improved patient experiences.**

Coming soon! A more comfortable approach to fluoride treatment: a simplified, water-based formulation designed for patient satisfaction. It eliminates the sticky rosin that patients dislike but offers effective fluoride uptake at a lower dosage than traditional varnishes. With three great flavours and a quick and easy press-and-go delivery system, this is a fluoride treatment both you and your patients will love.

Quick and easy to apply, 3M™ Clinpro™ Clear Fluoride Treatment delivers what patients and clinicians have been asking for – a faster, more comfortable fluoride experience.



- Improved taste, smell and mouthfeel
- 15-minute minimum contact time
- Effective fluoride uptake at a lower dosage than traditional varnish treatments
- Quick and convenient delivery system

**Sign up below to be the first to receive product samples, promotions and more.**

**Sign Up**

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This email was sent to online\_version@informz.net as a member news and information service. If you do not wish to receive further email from the ADHA, you may select to [unsubscribe](#). For additional assistance contact ADHA Member Engagement at [member.services@adha.net](#) or 1-312-440-8900 (Monday – Friday, 9:00 am – 5:00 pm CT). For more information on your data privacy rights, please see the ADHA Privacy Policy.

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## ABOUT ADHA'S IMPRESSIONS E-BLAST:

Dedicated Blasts are sent to ADHA members each Thursday.

This customized email communication offers your company a unique platform to promote an editorial topic of your choice, as it relates to your business.

## PRICING

### Dedicated Blast

HTML or TXT File | Subject Line | ReplyTo Email

**\$3,000/Blast**

Need help with ad design?  
Our graphic services are included.

\*All e-blasts are sold on a first-come, first-served basis.



# REACH ADHA'S SOCIAL MEDIA FOLLOWING OF MORE THAN 110,000 FOLLOWERS ON FACEBOOK AND INSTAGRAM



## ABOUT ADHA'S SOCIAL MEDIA:

Social media is one of the best ways to reach your targeted audience, and this is true of ADHA's Facebook and Instagram presence. With over 91,500 followers on Facebook and 19,500 followers on Instagram, your company message will be placed prominently in front of the dental hygienist community each month.

## PRICING

### SOCIAL MEDIA PACKAGE

Facebook: 1200x630px

Instagram: 1080x1080px

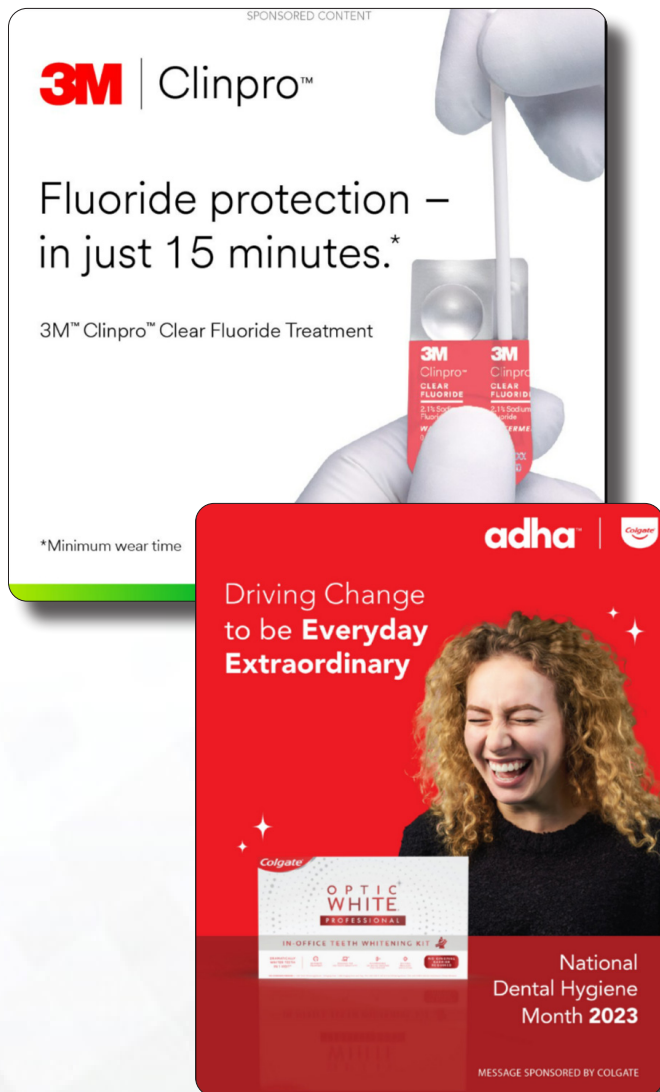
200 Characters, Including URL

2 Available Per Month

**\$2,000/Post**

Need help with ad design?  
Our graphic services are included.

\*All banner positions are sold on a first-come, first-served basis



# ADHA WEBSITE RETARGETING SOLUTIONS



## TARGET THE MEMBERS OF ADHA

Leverage ADHA's website traffic to help your organization stay in front of over 23,000 hygiene-related professionals on the websites they visit most! Through ADHA's website retargeting program, you may take advantage of ad placements on thousands of websites across the internet, helping you enhance your brand awareness with ADHA's niche audience, and drive quality traffic to your website.



*Association Revenue Partners is proud to work with ADHA. We have teamed up to provide an online marketing solution to reach the visitors to ADHA's websites through programmatic website retargeting.*

### **ADHA Website Monthly Metrics**

Average Page Views: 140,000  
Average Visitors: 51,000  
Average Unique Visitors: 46,000

### **ADHA Member Information:**

23,000 Members, representing 220,000 registered dental hygienists

250,000 Impressions  
**\$5,000**

500,000 Impressions  
**\$9,000**

1 Million Impressions  
**\$16,000**

### BENEFITS:



**CAMPAIGN SET UP  
FEE WAIVED**



**TARGETED ADHA  
MEMBER AUDIENCE**



**COMPLIMENTARY  
CREATIVE SERVICES**



**MOBILE  
OPTIMIZATION**



**MONTHLY REPORTING  
UPON REQUEST**