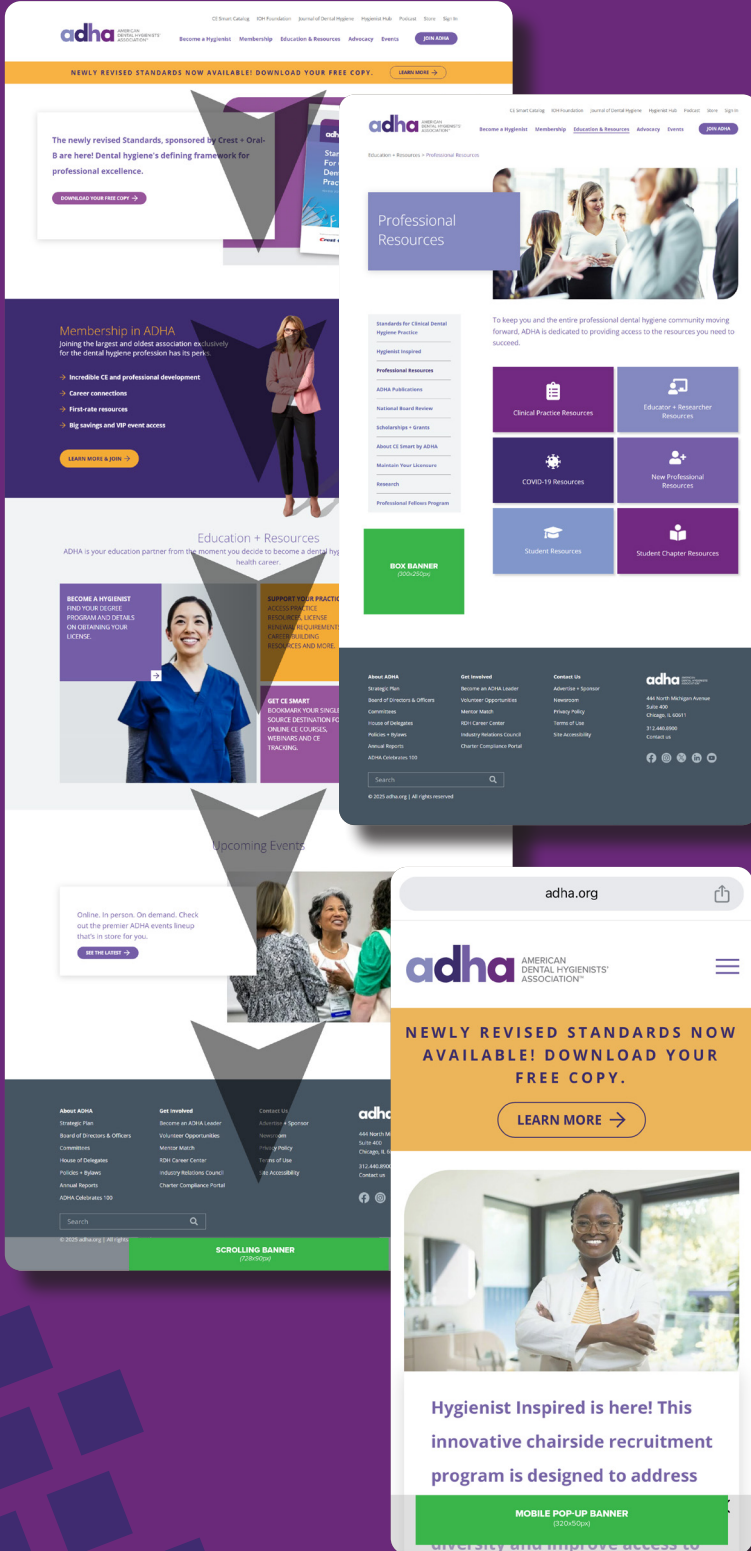




**adha** AMERICAN  
DENTAL HYGIENISTS'  
ASSOCIATION™  
2025 MEDIA KIT

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

### BANNER PACKAGE

Image: 728x90px 300x250px, and 320x50px

Placement: Run of Site

Positions: Exclusive to 10 Companies

**\$5,000/Year**

\*\*All positions are available on a first-come, first-serve basis.\*\*

### Need Help With Ad Design?

OUR GRAPHIC SERVICES ARE INCLUDED.

## Looking to expand your reach with the ADHA audience?

Leveraging ADHAs website traffic helps your company stay in front of over 23,000 hygiene-related professionals on the websites they visit most! Retargeting will help your company enhance your brand awareness with ADHA's niche audience, and drive quality traffic to your website.

### BANNER PACKAGE + RETARGETING

250,000 Impressions: \$9,500

500,000 Impressions: \$12,600

1 Million Impressions: \$17,850

# UPDATE NEWSLETTER

The *Update* eNewsletter from ADHA reaches up to 23,000 members every month, 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

### LEADERBOARD BANNER

Image: 728x90px

Accepted Format: JPG, PNG, or Static GIF

Positions: Exclusive to 1 Company

**\$3,500/Qtr**

### BOTTOM BANNER

Image: 728x90px

Accepted Format: JPG, PNG, or Static GIF

Positions: Exclusive to 1 Company

**\$2,750/Qtr**

\*\*All positions are available on a first-come, first-serve basis.\*\*


### Need Help With Ad Design?

OUR GRAPHIC SERVICES ARE INCLUDED.



# 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.



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, MACP, RDH  
BRIDGET M. WRIGHT, MACP, 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  
MARCH 6 | 6:00 PM CT  
1.5 CE

AAOM The American Academy of Oral Medicine

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.

## PRICING

### LEADERBOARD BANNER

Image: 728x90px

Accepted Format: JPG, PNG, or Static GIF

Positions: Exclusive to 1 Company

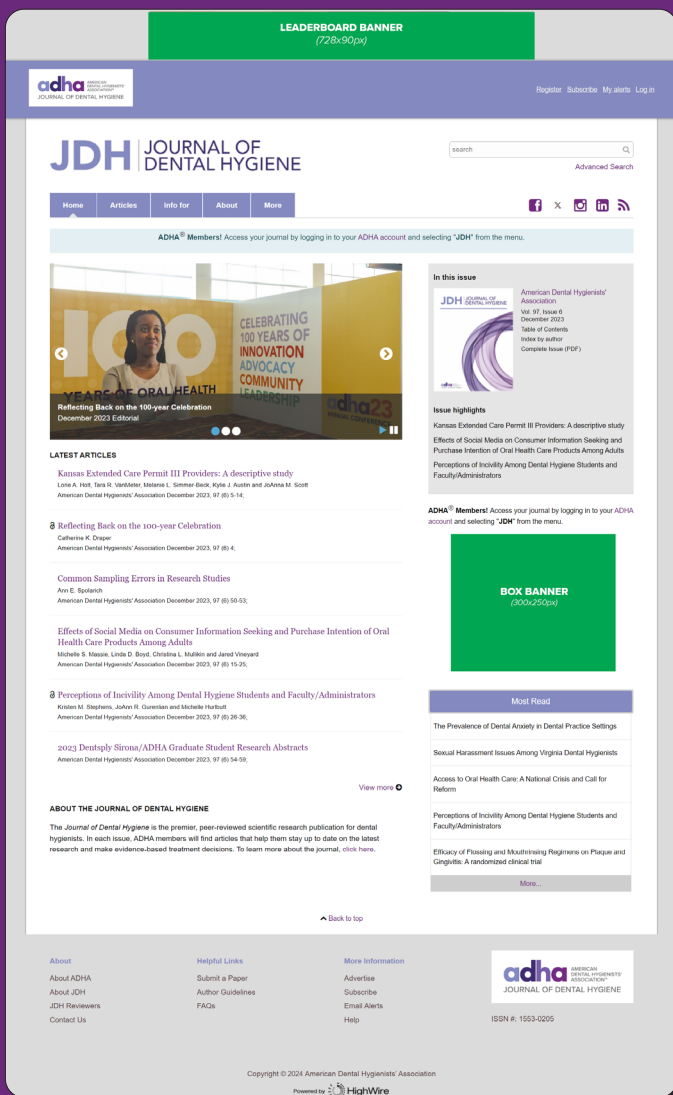
**\$3,500/Issue**

\*\*All positions are available on a first-come, first-serve basis.\*\*

### Need Help With Ad Design?

OUR GRAPHIC SERVICES ARE INCLUDED.

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

### BANNER PACKAGE

Image: 728x90px and 300x250px

Placement: Run of Site

Positions: Exclusive to 10 Companies

**\$3,500/Year**

\*\*All positions are available on a first-come, first-serve basis.\*\*

### Need Help With Ad Design?

OUR GRAPHIC SERVICES ARE INCLUDED.

## Looking to expand your reach with the ADHA audience?

Leveraging ADHAs website traffic helps your company stay in front of over 23,000 hygiene-related professionals on the websites they visit most! Retargeting will help your company enhance your brand awareness with ADHA's niche audience, and drive quality traffic to your website.

### BANNER PACKAGE + RETARGETING

250,000 Impressions: **\$8,075**

500,000 Impressions: **\$11,250**

1 Million Impressions: **\$16,575**



# JDH 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

### LEADERBOARD BANNER

Image: 728x90px

Accepted Format: JPG, PNG, or Static GIF

Positions: Exclusive to 1 Company

**\$2,000/Issue**

\*\*All positions are available on a first-come, first-serve basis.\*\*

### Need Help With Ad Design?

OUR GRAPHIC SERVICES ARE INCLUDED.

# JDH FEATURED TOPIC NEWSLETTER

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

### LEADERBOARD BANNER

Image: 728x90px

Accepted Format: JPG, PNG, or Static GIF

Positions: Exclusive to 1 Company

Ad Copy: Up to 75 Words

**\$2,500/Issue**

\*\*All positions are available on a first-come, first-serve basis.\*\*

**Need Help With Ad Design?**

*OUR GRAPHIC SERVICES ARE INCLUDED.*

# IMPRESSIONS DEDICATED 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.

The screenshot shows an email blast with the following content:

- Header:** adha logo, "IMPRESSIONS" title, and "A SPONSORED SERVICE OF NEWS AND INFORMATION".
- Image:** A young girl smiling next to a bottle of 3M Clinpro Clear Fluoride Treatment.
- Text:** "Finally, a fluoride treatment your patients will love." and "3M Clinpro Clear Fluoride Treatment".
- Section:** "Less chair time. Better taste. Improved patient experiences."
- Text:** "During your A more comfortable approach to fluoride treatment: a simplified, water-based formulation designed for patient satisfaction. It eliminates the sticky resin that patients dislike but offers effective fluoride uptake at a lower dosage than traditional varnishes. With these great flavors and a quick and easy press-and-go delivery system, this is a fluoride treatment both you and your patients will love."
- Text:** "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."
- Image:** A box and bottle of 3M Clinpro Clear Fluoride Treatment.
- List:**
  - 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
- Text:** "Sign up below to be the first to receive product samples, promotions and more."
- Button:** "Sign Up"
- Footnote:** "3M and CLINPRO are trademarks of 3M. © 2014. 3M. All rights reserved." and "©2014 American Dental Hygienists' Association. 6874. Madison Avenue, Suite 102, Chicago, Illinois 60612, USA."

## PRICING

### DEDICATED BLAST

File Type: HMTL or TXT HTML

ReplyTo Email

Desired Subject Line

**\$3,000/Blast**

\*\*All positions are available on a first-come, first-serve basis.\*\*

### Need Help With Ad Design?

OUR GRAPHIC SERVICES ARE INCLUDED.

# 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 POSTING

Image: 1200x630px, 1080x1080px

Ad Copy: 200 Characters, Including URL

Positions: Exclusive to 2 Companies per Month

**\$2,000/Post**

\*\*All positions are available on a first-come, first-serve basis.\*\*

### Need Help With Ad Design?

OUR GRAPHIC SERVICES ARE INCLUDED.

# ADHA

# WEBSITE RETARGETING SOLUTIONS

**adha** AMERICAN  
DENTAL HYGIENISTS'  
ASSOCIATION™

## 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.

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

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

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

### BENEFITS:



**CAMPAIGN SET UP  
FEE WAVED**



**TARGETED ADHA  
MEMBER AUDIENCE**



**COMPLIMENTARY  
CREATIVE SERVICES**



**MOBILE  
OPTIMIZATION**



**MONTHLY REPORTING  
UPON REQUEST**

**ARP ASSOCIATION**  
REVENUE PARTNERS

*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