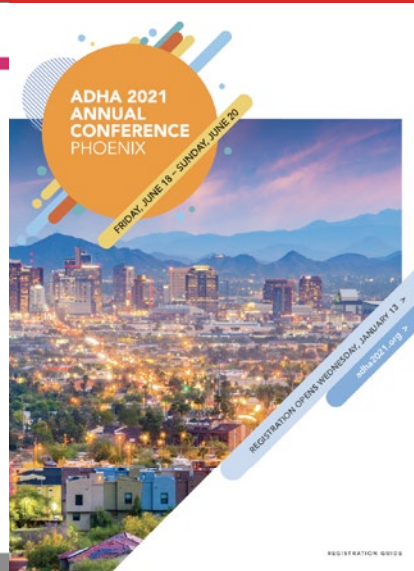
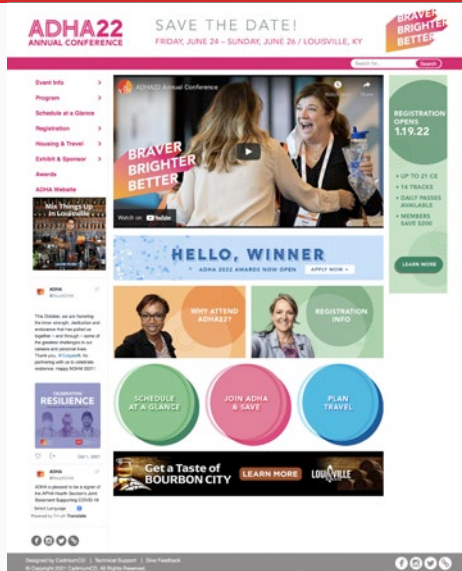




American
Dental
Hygienists'
Association

2022
Media Kit



The **American Dental Hygienists' Association (ADHA)** represents the interests of more than 210,000 registered dental hygienists in the United States championing optimal health for everyone. Just as dental hygienists work tirelessly for patients, ADHA works to unite and empower dental hygienists at every stage of their career, students included. We do this through a robust combination of services and resources that we continually evaluate and adapt to respond to dental hygienists' needs. Our 28,000+ members are loyal because they share our vision of a health care delivery system in which they are valued and fully integrated to improve the public's oral and overall health.

The Annual Conference is North America's most-respected dental hygiene meeting and educational forum. No other dental hygiene-related advertising program can match the level of brand value you will find with ADHA. Come explore your options, and call us to discuss the ideal program for you! **We look forward to seeing you in Louisville, KY in June 2022!**

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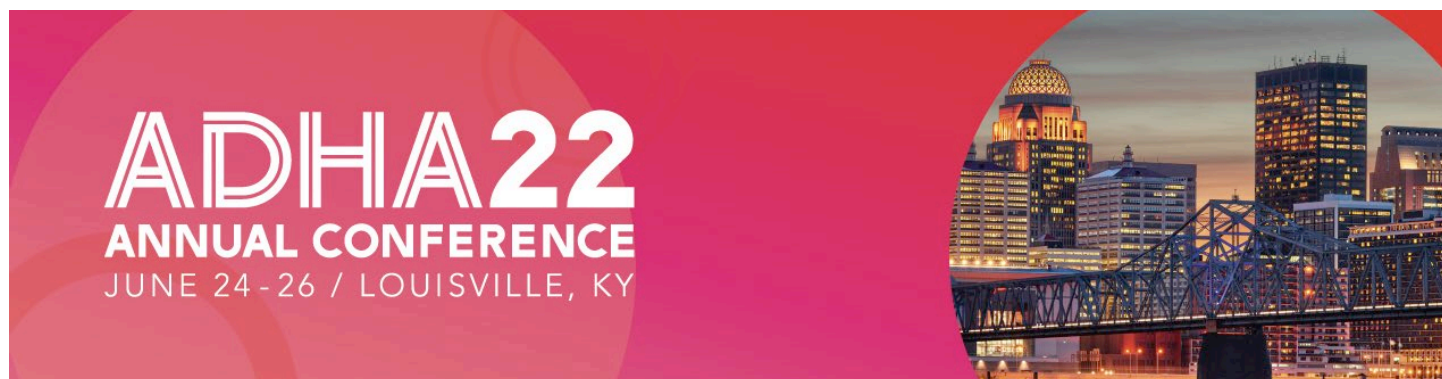
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The ADHA Annual Conference is North America's most-respected dental hygiene meeting and educational forum. Partner with the ADHA in this premier meeting and make a plan to incorporate the ADHA's Annual Conference into your organization's marketing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



The **ADHA Annual Conference website** (www.adha2022.com) features three positions available to exhibitors and advertisers. Banners remain live through approximately July 2022, following the conference.

RUN OF SITE (ROS) RATES

Position	SOV	Cost
Left 400x400	10%	\$2,500 net/yr
Middle 1200x200	20%	\$5,500 net/yr
Right 200x1200	33%	\$12,500 net/yr

REQUIRED FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.



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 email.

Total sent: ~1,000 conference attendees

Open rate: 84.70%

EMAIL RATES

Position	Cost
728x90	\$3,000 net per issue
Spotlight	\$1,800 net per issue

Receive a **15% discount** by purchasing the same position in all three issues. Contact sales representative for details.

MECHANICAL SPECIFICATIONS

728x90 pixels	100 KB limit
150x150 pixels (logo)	50 KB limit

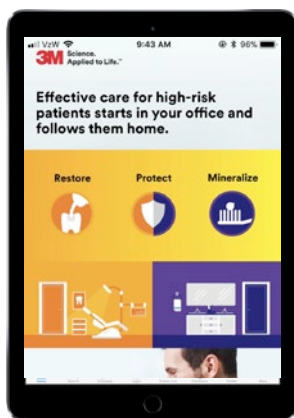
CLOSING DATES*

Edition	Materials	Sends
May	4/22	5/2
June	5/27	6/6
July	7/1	7/11

REQUIRED EMAIL FILES

Spotlight: one 150x150 image as a jpeg or png. Text provided as a DOC or TXT file (150 word max).

728x90: jpeg or png with click URL required, no third party tags accepted.



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

RUN OF SITE (ROS) RATES

Package	Placement(s)	Cost
No. 1	Co-branded splash page message, push notifications, home page icon and enhanced exhibitor listing, map pin, digital scavenger hunt.	\$4,000 net/yr
No. 2	Banner ads, 2 push notifications, enhanced exhibitor listing, map pin.	\$3,500 net/yr

MECHANICAL SPECIFICATIONS

Dimensions (bleed)	Dimensions (safe area)
600x400 pixels	380x260 pixels
800x400 pixels	550x260 pixels
1200x400 pixels	850x260 pixels
1200x800 pixels	730x660 pixels
—	2000x800 pixels
—	2000x400 pixels

REQUIRED FILES

Advertisers must provide banner files in a packaged InDesign, Illustrator, or Photoshop file with landing page URL (mobile optimized landing page recommended).

Push notifications must be supplied as a TXT, RTF, or DOC file. File must not exceed 231 characters.



The **Registration Brochure** is the exclusive printed publication for the ADHA! Annual Conference. Mailing the first week of January to ADHA members and recent Annual Conference Attendees, the Registration Brochure will reach prospect attendees and feature content about the upcoming conference.

DISPLAY RATES

Position	4-color
Cover 2	\$7,250 net
Cover 3	\$6,750 net
Cover 4	\$7,750 net
1 page (ROB)	\$5,500 net

CLOSING DATES

Space	Material
12/1/21	12/6/21

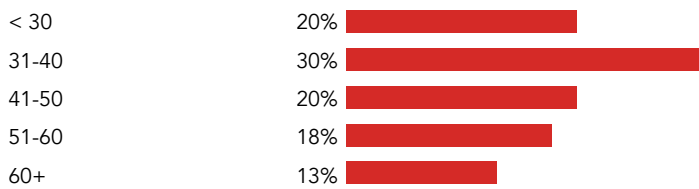
MECHANICAL SPECIFICATIONS

Size	Dimenisons (bleed)	Dimensions (non-bleed)
1 page	—	8-1/2 x 11"

Publication trims at X x X", keep live matter 1/2" from trim.

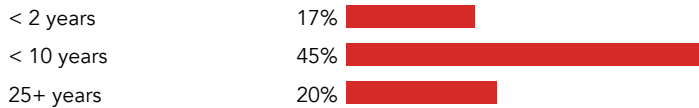
2021 ADHA Conference attendee survey analysis data

AGE GROUP



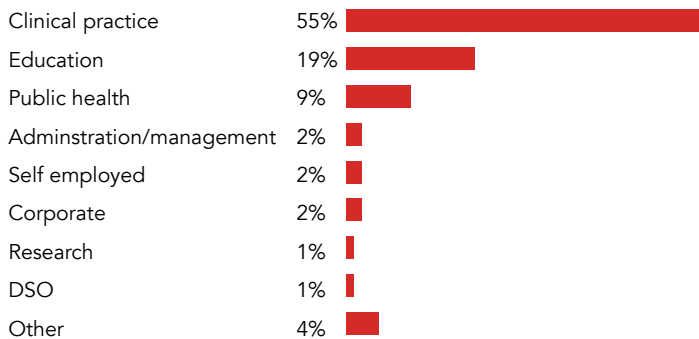
73% of attendees play a **role in their patients' purchasing decisions**. Dental hygienists are the first touch-point for the patient and therefore they are the key influencers for product purchasing

YEARS IN PRACTICE



91% of attendees indicated that the unopposed exhibit hours allowed them **more time to take CE courses and go to the exhibit hall**

EMPLOYMENT SETTING



98% of attendees **learned about a product that they would now recommend**