

The **American Dental Hygienists' Association (ADHA)** is the voice of the more than 185,000 registered dental hygienists working in the United States to improve the public's oral and overall health. As the health care environment continues to undergo profound changes, ADHA is a beacon and resource for dental hygiene professionals around the country. Committed to the success of dental hygienists everywhere, ADHA works to create and maintain initiatives, programs and events that support the bridge of trust between marketers and our members — a valuable trust as you connect and engage with them.

Our Core Ideology: Unite, empower and support the dental hygiene profession.

Our Vision: Dental hygienists are valued and integrated into the broader health care delivery system to improve the public's oral and overall health.

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.

**PUBLISHING OFFICE**

**American Dental Hygienists' Association**  
444 North Michigan Avenue, Suite 400  
Chicago, IL 60611  
Tel (312) 440-8900  
[www.adha.org](http://www.adha.org)

**Jean Majeski**  
Access Magazine, Managing Editor

**Rebecca Wilder, RDH, BS, MS**  
*Journal of Dental Hygiene*, Editor-in-Chief

**ADVERTISING OFFICE**



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2225 Old Emmorton Road, Suite 201  
Bel Air, MD 21015  
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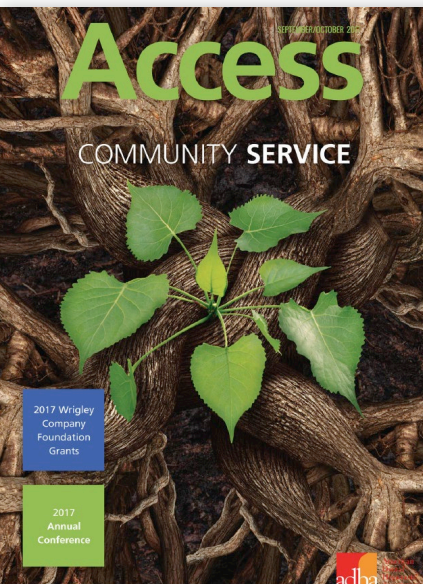
- ADHA.org website
- JDH website

**Email Advertising**

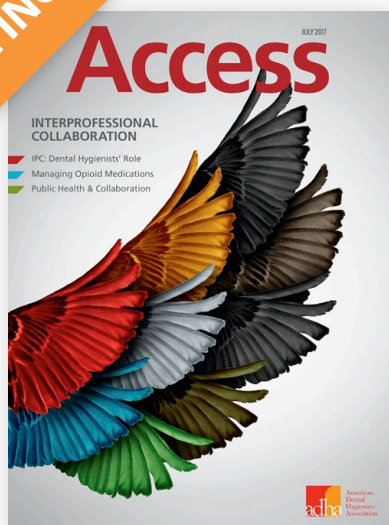
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NO RATE INCREASE



**Access Magazine**, a standard of excellence for content reaching today's dental hygienists, was ranked the top ADHA member benefit according to a member needs assessment. Audience includes dental hygienists in clinical practice, public health, education, research, management and patient advocacy; student dental hygienists; and other health professionals and stakeholders.

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

**Frequency:** 10-times a year

**Circulation:** 70,000 (30,000 members, 40,000 non-members [digital version only])

**RUN OF BOOK (ROB) 4-COLOR RATES\***

Frequency	Full page	2/3 page	1/2 page	1/3 page	1/4 page
1x	\$6,630	\$5,820	\$4,500	\$4,200	\$3,935
3x	\$6,440	\$5,645	\$4,225	\$4,035	\$3,755
5x	\$6,185	\$5,445	\$3,995	\$3,790	\$3,525
10x	\$5,985	\$5,265	\$3,865	\$3,515	\$3,295
20x	\$5,735	\$5,060	\$3,675	\$3,325	\$3,060

\*2-color B/W rates are available upon request. Recruitment advertising accepted.

**COVER/PREFERRED POSITION RATES\***

Frequency	2nd cover	3rd cover	4th cover
1x	\$7,470	\$7,145	\$8,445
3x	\$6,170	\$6,860	\$8,105
5x	\$6,950	\$6,650	\$7,860
10x	\$6,655	\$6,355	\$7,520
20x	\$6,575	\$5,215	\$7,430

\*Inserts, outserts, and cover tip rates are available upon request.

**INSERT/OUTSERT REQUIREMENTS**

2-page insert: 8-1/4 x 11-1/8" minimum  
Multiple page insert: must be furnished folded, keep live matter 1/4" away from trim.

**Trimming:** 1/8" off all four sides, jogs to head.  
**Stock:** 60 lb. minimum, 100 lb. text stock maximum.

**Quantity:** Contact sales representative.

**CLOSING DATES\***

Issue Date	Space	Material
January	11/20	11/27
February	12/26	1/2
March	1/22	1/29
April	2/20	2/26
May/June	4/2	4/9
July	5/21	5/29
August	6/25	7/2
Sep/Oct	8/6	8/13
November	9/17	9/24
December	10/22	10/29

\*Cancellations cannot be accepted later than one week after space reservation. 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.

**EDITORIAL CALENDAR**

Issue Date	Topics
January	Research roundup
February	Emergency prevention and management
March	Patient and practitioner diversity
April	Tribal secrets
May/June	Clinical focus
July	The business of oral health
August	Innovation literacy
Sep/Oct	Community service (National Dental Hygiene Month)
November	Where education and advocacy meet
December	Preparing to practice with greater independence

**EXCLUSIVE SPONSOR OPPORTUNITY**

Advertorial supplements and sponsored content now available. All purchased content published within Access print editions also appears in digital editions. Contact an advertising representative for details and pricing information.

**MECHANICAL SPECIFICATIONS**

Size	Dimensions
Full page (bleed)	8-1/4 x 11-1/8"
Full page (non-bleed)	7-1/2 x 10-3/8"
2/3 page	5 x 10"
1/2 page (horizontal)	7-1/2 x 5"
1/2 page (vertical)	3-3/4 x 10"
1/2 page (island)	4-3/4 x 7-1/2"
1/3 page (vertical)	2-1/2 x 10"
1/3 page (square)	4-3/4 x 4-3/4"
1/4 page	3-1/2 x 5"

Publication trims at 8 x 10-7/8", keep live matter 1/2" from trim.

**ELECTRONIC AD SUBMISSION**

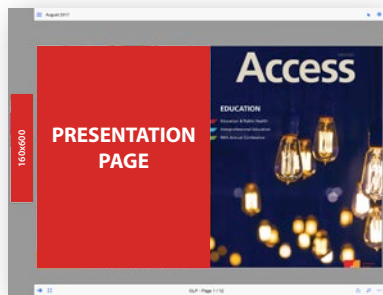
Access Magazine is produced off set and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

Send a high-resolution PDF via email to Roland Keve at [roland.keve@wtgroup.com](mailto:roland.keve@wtgroup.com) if the file is under 25 MB.

For larger files or files having trouble being delivered via email, use a 3rd party file sharing service (Hightail is preferred, [www.hightail.com](http://www.hightail.com)). Once uploaded send an email to Roland Keve at [roland.keve@wt-group.com](mailto:roland.keve@wt-group.com).

**AD MATERIAL DELIVERY ADDRESS**

Walchli Tauber Group, Inc., Attn: Roland Keve (Access Magazine, Issue date)  
2225 Old Emmorton Road, Suite 201, Bel Air, MD 21015



The **Access Magazine Digital Edition** is sent out to over 70,000 recipients that include both ADHA members and non-members. Approximately 30,000 ADHA members receive the link to digital flip book edition that includes 8 bonus pages of content per issue. Approximately 40,000 non-members receive the link to digital edition that does not include the 8 bonus pages.

All placements receive a 120x600 banner ad and presentation page ad that can be upgraded to a user-activated video. All ads in the print edition will also appear in the digital edition.

**Frequency:** 10-times a year

**Circulation:** 70,000 (30,000 members, 40,000 non-members)

**DIGITAL EDITION RATES**

Contract Length	SOV	Cost
Single issue		\$1,200 net
Yearly package (10 issues)	100%	\$10,000 net
Yearly package w/ video ad		\$17,500 net

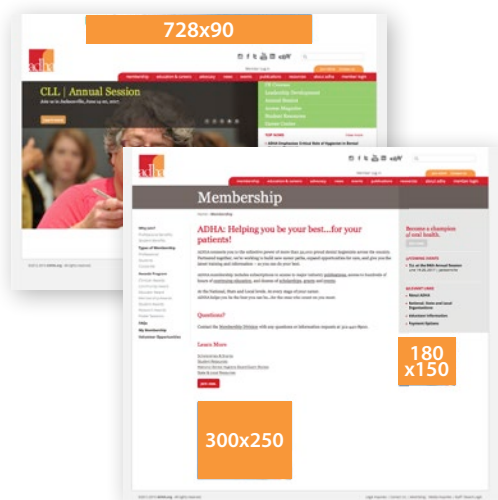
**REQUIRED FILES**

Advertisers must provide one of the following file formats: static image (JPG/ GIF) with click-through URL, Adobe Flash file (SWF), HTML5 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.

**MECHANICAL SPECIFICATIONS**

Skyscraper	120x600 pixels	100KB limit
Presentation page	Contact advertising sales representative.	



Advertising on the **ADHA website (www.adha.org)** 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. Ads do not appear on CME or member log-in pages.

**Average impressions:** 46,000 per month (40,000 US-only)

\*Averages based on AppNexus OAS report (Jan 2017 to Sep 2017)

**WEB SITE RATES**

Limited to 2 advertisers.

Position	Impressions	SOV	Cost
Leaderboard			
Box	20,000	50%	\$3,000 net/mo
Button			

**REQUIRED FILES**

Advertisers must provide one of the following file formats: static image (JPG/GIF) with click-through URL, Adobe Flash file (SWF), HTML5 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.

**MECHANICAL SPECIFICATIONS**

Leaderboard	728x90 pixels	
Box	300x250 pixels	100KB limit
Button	180x150 pixels	



The **Journal of Dental Hygiene website (jdh.adha.org)** is the online home to 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). Ads do not appear on CME or member log-in pages.

**Average impressions:** 15,000 per month (12,000 US-only)

\*Averages based on AppNexus OAS report (Jan 2017 to Sep 2017).

**WEB SITE RATES**

Position	Impressions	Cost
Top Leaderboard	15,000	\$1,100 net/mo
Bottom Leaderboard	15,000	\$900 net/mo
Skyscraper	15,000	\$1,000 net/mo

**REQUIRED FILES**

Advertisers must provide one of the following file formats: static image (JPG/GIF) with click-through URL, Adobe Flash file (SWF), HTML5 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.

**MECHANICAL SPECIFICATIONS**

Leaderboard	728x90 pixels	100KB limit
Skyscraper	160x600 pixels	



The **Access eTOC** goes out to the entire distribution list when each digital edition is available. Members receive a link to an enhanced bonus-content edition and nonmembers are directed to a digital version of the content already distributed in print to members.

**Total sent:** 62,629 per email (26,564 members)  
**Open rate:** 18.00% (32.50% members)

**EMAIL RATES**

Position	Cost
Leaderboard	\$1,100 net
Skyscraper	\$1,100 net
Exclusive banner package	\$2,000 net

**MECHANICAL SPECIFICATIONS**

Leaderboard	728x90 pixels	100KB limit
Skyscraper	160x600 pixels	

**REQUIRED EMAIL FILES**

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



The **Journal of Dental Hygiene eTOC** is sent 6 times per year to ADHA members and *Journal of Dental Hygiene* subscribers. Each issue highlights the latest research in the profession's definitive research journal. The eTOCs are sent during the same day the issue goes live online, approximately the third week of each publication month to dental hygiene professionals.

**Total sent:** 32,000+ per email  
**Open rate:** 25.90%

**EMAIL RATES**

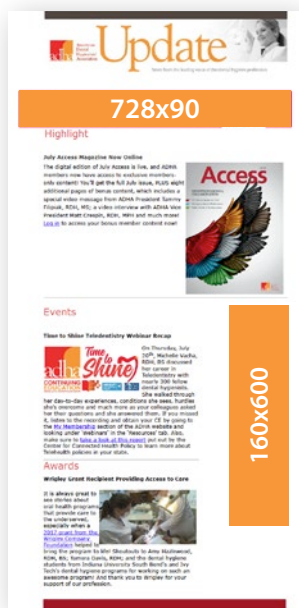
Position	Cost
Leaderboard	\$1,100 net
Skyscraper	\$1,100 net
Exclusive banner package	\$2,000 net

**MECHANICAL SPECIFICATIONS**

Leaderboard	728x90 pixels	100KB limit
Skyscraper	160x600 pixels	

**REQUIRED EMAIL FILES**

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



The **ADHA Update e-newsletter** is a powerful messaging tool, reaching nearly 30,000 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. ADHA Update connects and informs our community 26 times per year with the most up-to-date and relevant content currently available.

**Total sent:** 28,640 per email  
**Open rate:** 28.70%

**EMAIL RATES**

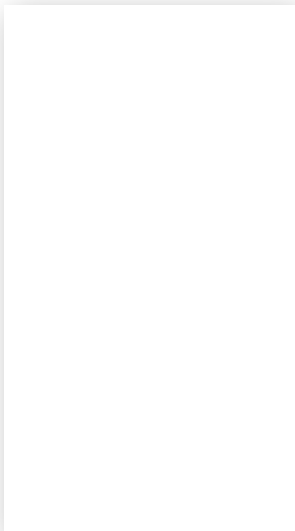
Position	Cost
Leaderboard	\$1,000 net
Skyscraper	\$1,000 net
Exclusive banner package	\$1,800 net

**MECHANICAL SPECIFICATIONS**

Leaderboard	728x90 pixels	100KB limit
Skyscraper	160x600 pixels	

**REQUIRED EMAIL FILES**

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



The **ADHA Clinical Catalyst e-blast** is a custom email designed to link products to the ADHA's Standards for Dental Hygiene Practice. ADHA will collaborate with your company to ensure that content is showcased in the context of corresponding aspects of the ADHA Standards. The e-blast includes 500 words maximum plus up to three images and links to company pages.

**Total sent:** TBD  
**Open rate:** TBD

**EMAIL RATES**

Position	Cost
Sponsorship	\$5,500 net

**CLOSING DATES**

Issue	Space/Material	Sends
February	TBD	TBD
April	TBD	TBD
August	TBD	TBD
December	TBD	TBD

**REQUIRED EMAIL FILES**

Maximum of 3 JPG, static GIF, with click-through URL. No Rich Media can be accepted.

Text provided as DOC, TXT, or RTF, must be no longer than 500 words.



Using the **ADHA Product Pulse e-blasts**, advertisers can deliver their messages to the 28,000+ 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.

**Total sent:** 28,640 per email  
**Open rate:** TBD

**EMAIL RATES**

Position	Cost
Sponsorship	\$5,500 net

**CLOSING DATES**

Issue	Space/Material	Sends
January	TBD	TBD
March	TBD	TBD
September	TBD	TBD
November	TBD	TBD

**REQUIRED EMAIL FILES**

Maximum of 3 JPG, static GIF, with click-through URL. No Rich Media can be accepted.

Text provided as DOC, TXT, or RTF, must be no longer than 500 words.

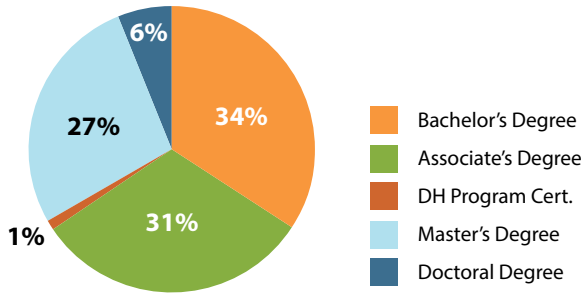
The **ADHA Annual Conference** is North America’s most-respected dental hygiene meeting and educational forum. Partner with the ADHA in this premier meeting and make a plan to incorporate the ADHA’s Annual Conference into your organization’s marketing program.

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

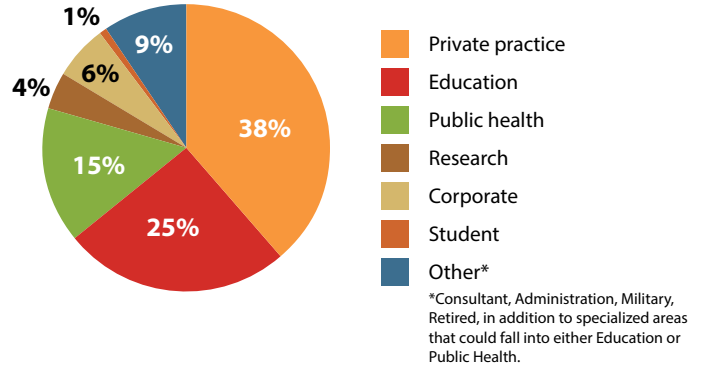
**Location:** Greater Columbus Convention Center, Columbus, OH

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

**Attendee Education Background**



**Attendee Employment Setting**



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:** 28,000 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	TBD	TBD
June	TBD	TBD
July	TBD	TBD

**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**

Mobile banner	640x150 pixels	50KB limit
Tablet banner	552x150 pixels	

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.

**Dates:** June 20, 2018, 9AM to 4PM; June 21, 2018 10AM to 3PM

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

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

EXHIBITS 2018 will bring together more than 125 companies showcasing their products and services to the oral health care field. As a result, we anticipate welcoming more than 2,000 RDHs and other dental professionals/members of the dental team to the Annual Conference. This is your prime market to increase your brand awareness and reconnect with the leaders in the dental hygiene industry.

Exhibiting at the Annual Conference 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.

#### EXHIBITOR RATES

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

Contact Maddie Hilpert in the sponsorship and exhibiting office for more information or to reserve your booth today.

#### SPONSORSHIP AND EXHIBITING OFFICE



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