

The **American Dental Hygienists' Association (ADHA)** proudly represents more than 185,000 registered dental hygienists in the United States championing optimal health for all. Just as dental hygienists work tirelessly for patients, ADHA works to unite, empower and support dental hygienists at every stage of their career, students included. We do this through a rich combination of services and resources that are continually evaluated and adapted to respond to dental hygienists' needs. We won't rest until dental hygienists nationwide are valued and integrated into the broader health care delivery system to improve the public's oral and overall health. In turn, our members know and appreciate what we do for them and trust ADHA as an authority as they make decisions about their careers.

What does this mean for you? It means that when a marketing message appears in our communications channels, our audience receives it with confidence. Whether online, in print or through email, marketers who choose ADHA leverage the bond we nurture with the dental hygienists who don't just follow us, but participate in a unique, vital, ongoing relationship. 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!

**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**



**The Walchli Tauber Group, Inc.**  
2225 Old Emmorton Road, Suite 201  
Bel Air, MD 21015  
Tel (443) 512-8899, Fax (443) 512-8909  
[www.wt-group.com](http://www.wt-group.com)

**David Baker**  
National Sales Manager  
Ext 105 | [david.baker@wt-group.com](mailto:david.baker@wt-group.com)

**Roland Keve**  
Print Production Manager  
Ext 101 | [roland.keve@wt-group.com](mailto:roland.keve@wt-group.com)

**Joseph Farran**  
Online Production Manager  
Ext 124 | [joseph.farran@wt-group.com](mailto:joseph.farran@wt-group.com)

**Table of Contents**

Click the links above to jump to the desired page

**Access Magazine**

- Print advertising
- Digital edition

**Website Advertising**

- ADHA.org website
- JDH website

**Email Advertising**

- Access Magazine eTOC
- JDH eTOC
- ADHA Update
- Product Pulse eBlast

**Annual Conference Advertising**

- Demographics
- Product Spotlight
- Conference app
- Sponsorships & exhibiting





**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.

Results from the 2017 ADHA Needs Assessment Survey reveal that 93% of respondents (member and non-member) regularly review *Access* magazine.

**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	\$6,195	\$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	11/19	11/26
February	12/26	1/2
March	1/22	1/28
April	2/19	2/25
May/June	4/1	4/8
July	5/20	5/28
August	6/24	7/1
Sep/Oct	8/5	8/12
November	9/16	9/23
December	10/21	10/28

\*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	Assessment/Quality
February	Clinical Dental Hygiene
March	Mental Health
April	Roles
May/June	Your ADHA
July	Workplace Issues
August	Special Care Dentistry
Sep/Oct	Community Service
November	Advocacy
December	Nutrition

**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**

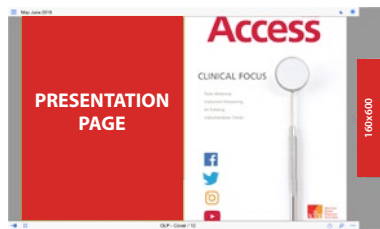
Access Magazine is produced off set and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

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

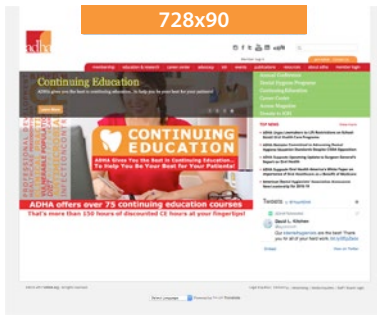
**REQUIRED FILES**

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:** 60,000 U.S.-only per month

\*Averages based on Google Ad Manager report (Jan 2018 to Oct 2018)

**WEB SITE RATES**

Limited to 2 advertisers.

Position	Impressions	SOV	Cost
Leaderboard			
Box	30,000	50%	\$3,000 net/mo
Mobile banner			

**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
Mobile banner	320x50 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:** 20,000 U.S.-only per month

\*Averages based on Google Ad Manager (Jan 2018 to Oct 2018).

**WEB SITE RATES**

Position	Impressions	Cost
Top Leaderboard	10,000	\$1,100 net/mo
Bottom Leaderboard	10,000	\$900 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	200KB limit
-------------	---------------	-------------



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:** 62,198 per email (24,725 members)

**Open rate:** 15.00% (22.30% 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:** 22,698 per email

**Open rate:** 25.80%

**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:** 26,552 per email

**Open rate:** 26.70%

**EMAIL RATES**

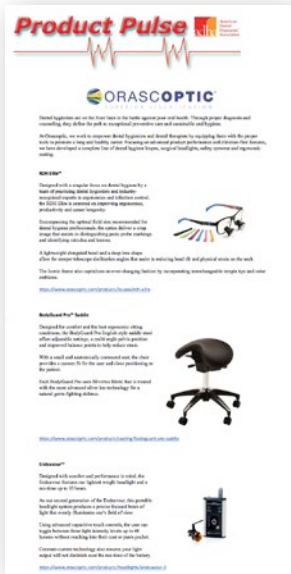
Position	Cost
Leaderboard	\$1,000 net
Skyscraper	\$1,000 net
Exclusive banner package	\$1,800 net

**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.



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:** 24,142 per email

**Open rate:** 29.00%

**EMAIL RATES**

Position	Cost
Sponsorship	\$5,500 net

**CLOSING DATES**

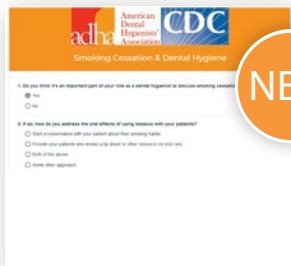
Issue	Space/Material	Sends
January	TBD	TBD
March	TBD	TBD
September	TBD	TBD
November	TBD	TBD

**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.

\*Contact sales representative for availability in months not listed.



An ideal complement to your print or digital ad campaign is **Email Polling**. Polls are distributed in an advertiser-exclusive email message to over 17,000 active professional ADHA member email addresses. In addition to either one or two poll questions, an advertiser logo and marketing message may be included. Questions crafted to measure dental hygienists' knowledge and utilization of a product or service are recommended, and questions are subject to ADHA approval.

Poll results will be reported to the advertiser approximately one month following the poll send date. There is a two-poll limit per advertiser.

**EMAIL RATES**

Position	Cost
Sponsorship	\$4,000 net

**REQUIRED EMAIL FILES**

Contact sales representative.

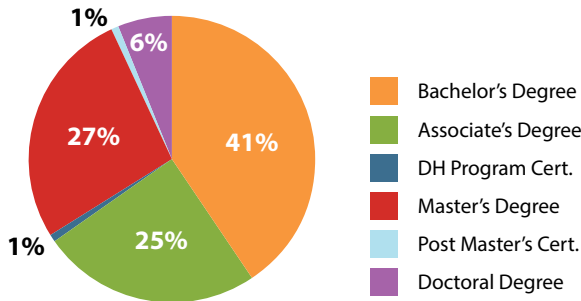
The **ADHA Annual Conference** is North America’s most-respected dental hygiene meeting and educational forum. Partner with the ADHA in this premier meeting and make a plan to incorporate the ADHA’s Annual Conference into your organization’s marketing program.

**Dates:** June 21 to 23, 2019

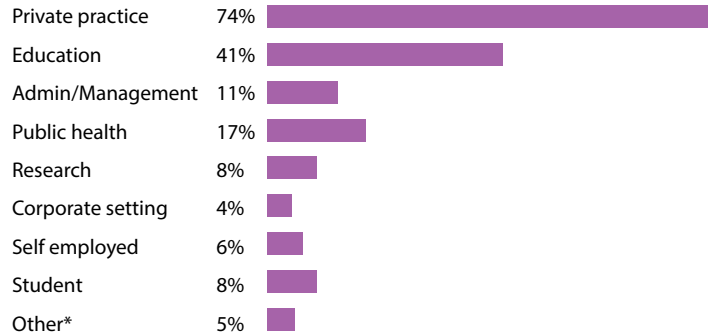
**Location:** Kentucky International Convention Center, Louisville, KY

**Attendance:** 1,401 (2018)

**Attendee Education Background**



**Attendee Employment Setting**



\*Consultant, Administration, Military, Retired, in addition to specialized areas that could fall into either Education or Public Health.



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.

**Audience:** 11,449 conference attendees

**Open rate:** 47.60%

**EMAIL RATES**

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

**MECHANICAL SPECIFICATIONS**

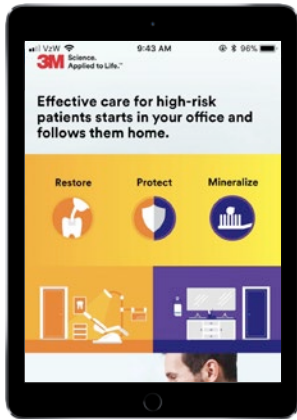
Position	Size	Limit
Logo	150x150 pixels	50KB limit
Leaderboard	728x90 pixels	

**CLOSING DATES**

Issue	Space/Material	Sends
May	5/21	TBD
June	6/13	TBD
July	7/11	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 Annual Conference Website** features two banners that are open to two advertisers at a 50% SOV. The banners appear on the home page and 18 additional pages across the website.

- Average impressions: 70,000 U.S.-only per year
- Total page views: 69,054 (2018)
- Average page views: 11,509 per month

**WEB SITE RATES**

Position	Cost
Top Leaderboard	\$4,500 net/yr
Bottom Leaderboard	

**CLOSING DATES**

Space reservations and materials are due by the 25th of the month prior to posting.

**REQUIRED FILES**

Advertisers must provide one of the following file formats: static image (JPG/ GIF) with click-through URL, 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	200KB limit
-------------	---------------	-------------



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 21, 2019, 9AM to 3PM; June 22, 2019, 10AM to 3PM

**Location:** Kentucky International Convention Center, Louisville, KY

**Attendance:** 1,401 (2018)

EXHIBITS 2019 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



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

**Maddie Hilpert**  
Director of Corporate Development  
(312) 440-8912 | [maddieh@adha.net](mailto:maddieh@adha.net)