



ADVERTISING OPPORTUNITIES

E-NEWSLETTER

WEBSITE

SOCIAL MEDIA

DIGITAL FLIPBOOK

Insights

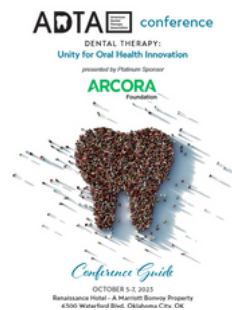


Email Open Rates:
Industry Average: 34%
ADTA Average: 55%
21% Above Industry Average

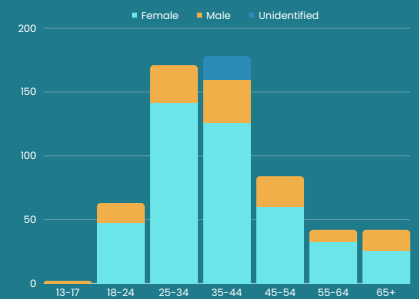
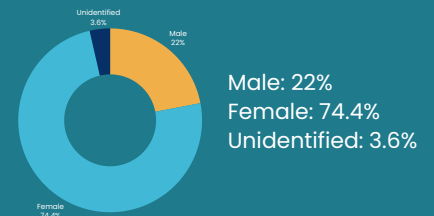
Email Click Rates:
Industry Average: 1%
ADTA Average: 6%
5% Above Industry Average

Digital Flipbook: July–October 2023 Statistics

Views: 2.2k
Viewers: 915



Social Media Statistics



Feature your content and grow your organization with the ADTA's e-newsletter, website, social media platforms, and, digital flipbook.

[Email ed@americandentaltherapyassociation.org](mailto:ed@americandentaltherapyassociation.org)



To purchase your ad, please complete this fillable PDF. The below ad rates are for ADTA members only. Non-members can purchase ads by adding an additional 20% to the rates below.

ADTA Advertising Rates

Ad Specifications	1x Rate	2x Rate 15% Discount	Total
Full Two Page Spread Bleed: 16.75" x 11.125" Live: 16.5" x 10.875"	\$750	\$1,275	
Full page ad Bleed: 8.5" x 11.125" Live: 8.25" x 10.875"	\$500	\$850	
Half page ad (Vertical) Bleed: 4.25" x 11.125" Live: 4.125" x 10.875"	\$250	\$425	
Non-Bleed Pages			
Half page ad (Horizontal) Live: 6.9375" x 4.8125"	\$250	\$425	
2/3 Vertical page ad Live: 4.625" x 9.625"	\$225	\$382.50	
2/3 Horizontal page ad Live: 6.9375" x 7.0"	\$225	\$382.50	
1/3 Vertical page ad Live: 3.75" x 6.4166"	\$175	\$297.50	
1/3 Horizontal page ad Live: 6.9375" x 3.2083"	\$175	\$297.50	
1/6 Horizontal page ad Live: 3.4687" x 3.2083"	\$125	\$212.50	
		Non-Member (20%)	
		Total Due:	

The above advertising rates are valid for ADTA Members. Non-member rates include an additional 20%.

First & Last Name _____ Company/Organization's Name _____

If paying by credit card, please provide the billing address for the credit card being used.

Address _____ City _____ ST _____ Zip Code _____

Phone _____ Email _____

Invoice Check # _____ VISA MC AMEX

Security Code _____ Total Amount to Charge \$ _____ Card # _____ Exp. Date ____/____

Cardholder's Name _____

Cardholder's Signature _____

Email completed form or any questions to ed@americandentaltherapyassociation.org or mail with check to:

ADTA, 10793 SW Canterbury Ln, Ste. 104, Tigard, OR 97224



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ADTA E-Newsletter Rates

Medium Banner Ad (300x250)	Rates	Total
3X Rate	\$525	
6X Rate	\$1,020	
12X Rate	\$1,980	
Leaderboard Ad (728x90)		
3X Rate	\$450	
6X Rate	\$870	
12X Rate	\$1,680	
Wide Skyscraper Ad (160x600)		
3X Rate	\$675	
6X Rate	\$1,320	
12X Rate	\$2,580	
	Non-Member (20%)	
	Total Due:	

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