



ADA News is the official news publication of the American Dental Association (ADA) and the pre-eminent source of important news affecting dentistry. ADA News ranks #1 in readership and ad exposure* making it dentistry's best-read publication.

PRINT ADVERTISING RATES

<u>Dental Office Shopper</u>	1x	3x*	6x*	9x*	12x*
Cost Per Inch	\$325	\$309	\$293	\$276	\$260

1 inch min - 6 inch max
 Available in 1/4" increments over 1"

<u>Practices / Offices Available</u>	1x	3x*	6x*	Ad Sizes**	Specs
Word Ad (First 30 Words)	\$135	\$108	\$95	1 Column	2 1/8" W
Each Additional Word	\$9.00	\$7.20	\$6.30	2 Column	4 7/16" W
<small>Cost per word over 30</small>				3 Column	6 3/4" W
Cost Per Inch - B&W	\$295	\$236	\$207	4 Column	9 3/4" W
<small>1 inch minimum</small>				**Dental Office Shopper has a 1 col. inch minimum and 6 column inch maximum requirement. *Practices / Offices Available has 1 column inch minimum requirement.	
Cost Per Inch - Color	\$325	\$260	\$228		
<small>1 inch minimum</small>					
<small>Available in 1/4" increments over 1"</small>					

Frequency Discounts*

ADA Members receive a 10% discount.

*Rates are per insertion. In order to earn frequency rates, insertion orders for 3 or more issues must be submitted at the same time. If an ad is cancelled, credit will be based on the frequency rate earned.

Blind Box Service: \$45 one-time fee.

Note: Recruitment advertising is listed in the Employment Opportunities section. Word ads run under a heading indicating where the position is located. Product and service advertising are placed under category specific classified headings.

COUNTING WORDS: Every word is counted. Two initials are considered one word, each abbreviation is considered one word and figures consisting of a dollar sign and numerals are considered one word. P.O. is one word, box is one word and box number is one word. Suite, Dept. or Ext. with the number are counted as two words. Cities and states consisting of two or more words are considered one word: i.e. "New York City". Zip code is considered one word. Internet / email addresses are considered three words (each). Telephone numbers with area code are considered one word. No charge for normal punctuation.

WORD AD STYLE: Classified print ads are set solid with lead words set in bold caps. Abnormal capitalization, type variations, illustrations, special line breaks, and borders are not permitted.

DISPLAY SPECIFICATIONS

File types accepted: Adobe Photoshop, Adobe Illustrator (when sending EPS files, save all text as outlines). High resolution PDF file (distilled through Acrobat Distiller with fonts embedded). InDesign with all resource files (logo, graphics) and screen/ printer fonts (postscript fonts only, no true-type fonts) included. Color images in CMYK mode only (do not send RGB), black and white ads are set using black only, zero-100% (do not use a CMYK break-down); 300 dpi resolution, saved as PDF, Tiff or EPS. Send ads via email to: production@russelljohns.com with a copy to your sales account representative indicating the publication in which the ad is being placed in the subject line or send on disk. FTP site information is available upon request. If sending a file type other than a Tiff or PDF, please send a PDF for proofing purposes or fax a copy of the ad to: 813-702-9335 (clearly stating which publication you are working with). Reproduction quality is at the advertiser's risk if requirements are not met.

TYPES OF ADVERTISING: The "Dental Office Shopper" section offers product & service advertising. The "Practices / Offices Available" section offers advertising for practices for sale or lease.

CLASSIFICATION HEADINGS: Classified advertising is listed under the following categories:

Collection Services	Instrumentation	Outsourcing Laboratories
Cosmetic	Laboratory Services	Periodontics
Dental Services	Materials / Restorative	Practice Management
Endodontics	Office Furniture	Professional Services
Equipment	Operator Furniture	Radiology
Implants	Operator Supplies	Real Estate
Infection Control	Orthodontics	Technology

CIRCULATION: Reaches a qualified average circulation of 161,883.* Qualified circulation includes: dentists, students, hospitals / health departments and others allied to the dental profession.

*BPA May 2012 issue, June ending statement

ISSUE & CLOSING DATES

<u>ADA News Issues</u>	<u>Closing Dates</u>
January 2025	December 3, 2024
February	December 31, 2024
March	January 31, 2025
April	March 4
May	April 1
June	April 29
July	June 3
August	July 1
September	July 29
October	September 2
November	October 7
December	November 4

ADA News is mailed on the Friday preceding the issue date.
 ADA News is published 12 times annually. The "Dental Office Shopper" and "Practices / Offices Available" advertisement sections will be included in the issues noted above.

ADA CareerCenter
 Opportunities for Dental Professionals

Maximize your reach with ADA CareerCenter online advertising opportunities.

Promote your organization and job openings for dentist and dental professional on the online job board at:

careercenter.ada.org

View a copy of our Online Advertising Rates or contact us for details.

ADA CareerCenter Online Advertising

Maximize your reach with ADA CareerCenter online advertising opportunities. Promote job openings and targeted messages on the online job board supported by ADA, JADA and ADA News. Online rates are effective January 1, 2025.

ADA CareerCenter Online Advertising

ADA CareerCenter is the online career resource of The American Dental Association (ADA). Partnered with and promoted by industry respected journals Journal of the American Dental Association (JADA) and ADA News, ADA CareerCenter is an online job board focused on connecting employers and recruiters with job seekers looking for positions for dentists and dental professionals.

- JADA publishes original clinical and educational research of interest to dentist, others professionals involved in dentistry.
- ADA News supports a learning community of those who generate and use information about important news affecting dentistry.

Print and Online Combo Discount

Advertise in any three ADA print products and receive 25% off online ADA CareerCenter advertising.

Advertise in any five ADA print products and receive 35% off ADA CareerCenter advertising.

Standard Online Job Board Advertising Rates

Standard jobs are online for 30 days and appear in the job search results. Their position is determined by the search executed (e.g. location) or by the date they were posted.

Standard Listing.....	\$275
3 Pack - Standard Job Posting.....	\$800
5 Pack - Standard Job Posting.....	\$1,295
60 Day Standard.....	\$440
90 Day Standard.....	\$615
365 Day Standard.....	\$2,310

Premium Online Job Board Advertising Rates

Premium jobs are online for 30 days and offer superior exposure to jobseekers. They have an enhanced design and appear more frequently in email job alerts.

Premium Listing.....	\$370
3 Pack - Premium Job Posting.....	\$1,025
5 Pack - Premium Job Posting.....	\$1,650
60 Day Premium.....	\$535
90 Day Premium.....	\$710
365 Day Premium.....	\$2,405

Unlimited Resume Database Access

1 Month.....	\$1,100
3 Months.....	\$1,855
6 Months.....	\$3,300
12 Months.....	\$6,050

Banner Ad Prices

Displayed on the jobseeker site

30 Days.....	\$400
60 Days.....	\$635
90 Days.....	\$895
365 Days.....	\$2,855

Banner Ad Specs: Sizes: 300x250 | File Type: gif/jpg/png | File Size Max: 40K

Ask us about Featured Employer Accounts today!

Featured Employer Account Information:

Upgrading to a Featured Employer account can help you achieve your recruitment goals! Letting your job opening go unfilled for too long can cost your company time and money. Don't let the cost of an unfilled position bring you down, invest in the right recruitment resources.

3 Months.....	\$2,970
6 Months.....	\$5,280
12 Months.....	\$8,250

Want More Tools You can Use?

- Unlimited Featured Job Postings
- Logo in Rotation on the Homepage
- Customized Company Profile Page
- Resume Database Access
- Enhanced Account Management Tools
- Applicant Pre-screening Options

The screenshot shows the ADA CareerCenter website interface. At the top, there are navigation links for 'Home', 'Find a Job', 'Job Alerts', 'Search Employers', and 'Career Advice'. A search bar is prominently displayed with filters for 'Position' and 'Location'. Below the search bar, a grid of job categories is shown with counts, such as 'Associate Dentist: 730', 'Employee Dentist: 38', and 'Oral Surgeon: 56'. A 'Featured Jobs' section highlights listings from 'PACIFIC Dental Services' and 'ETS dental'. A 'Featured Employers' section displays logos for 'benevis', 'ETS dental', 'Advantage Dental', 'Gentle Dental', and 'PURE DENTAL BRANDS'. A 'Career Advice' section offers articles like 'What Undergraduate degree do I need to become a Dentist?' and 'Become an Oral Surgeon'. The bottom of the page includes a 'Dental Products, Services and' section.

marketplace.ada.org

ADA Marketplace Online Advertising

Advertise products, services or practices / offices available for sale or lease on ADA Marketplace and reach a targeted audience of ADA members, dentists and dental professionals. Combine your online listing with dentistry's best read journal and news publication. JADA and ADA News, and receive a discounted package price. ADA Marketplace categories include: continuing education, office supplies and furniture, practice / offices available, professional services and more.

Posting Rates

Post your classified advertisement on ADA Marketplace as a text ad or upgrade to include an image to make sure your listing stands out.

ADA Members receive a 10% discount.

Posting Rates

Ask about our member discounts.

Job Type	Rate
30 Day Posting (Web Only)	\$150
30 Day Posting (Combined with Print Ad)	\$50
Image Upgrade* (Web Only)	\$20
30 Day Banner Ad (Marketplace Only)	\$750
30 Day Banner Ad (plus ADA CCTR banner)	\$750

*Image to be supplied by Advertiser, or may be purchased on Advertiser's behalf at an additional cost.

Banner Ad Specs

Sizes: 728x90, 180x150
File Size Max: 180x150 - 20K, all others - 40K

Upgrade Listing Image Specification

Width: 700px
Height (max): 500px
File Size (max): 30kb
File Type: jpg/png (static images only)

Post Your Advertisement on ADA Marketplace today!

The screenshot shows the ADA CareerCenter website interface. At the top, there are links for 'Jobseekers Sign In or Create Account' and 'Employers: Post a Job'. The main heading is 'ADA CareerCenter Opportunities for Dental Professionals'. Below this is a navigation bar with 'Home', 'Find a Job', 'Job Alerts', 'Search Employers', and 'Career Advice'. A search bar is prominently displayed with the text 'Find Your Next Dental Career Today'. The search bar contains 'e.g. Dental Hygienist' in the position field, 'e.g. New York' in the location field, and 'Within 20 miles' in the radius field. Below the search bar, there are tabs for 'Position' and 'Location', and a 'View all' link. A grid of job categories is shown, including Associate Dentist (730), Chief (4), Clinic Director (2), Dental Assistant (393), Dental Hygienist (479), Dental Team Member (15), Director (12), Employee Dentist (38), Endodontist (47), Faculty (7), Front Office / Administrative (143), General Dentist (1861), Locum Tenens Dentist (14), Manager (48), Oral Surgeon (54), Orthodontist (45), Other (11), Pedodontist (102), Periodontist (21), Prosthodontist (7), and Purchase / Partial Purchase Dentist (4). Below the job categories, there are 'Featured Jobs' with listings for Pacific Dental Services (General Dentist in Gilbert, AZ), ETS dental (General Dentist in Edwardsville, IL), and Lyman (Dentist in South Carolina). There are also buttons for 'Get instant job alerts' and 'Create an account for free'. At the bottom, there is a 'Career Advice' section with articles like 'What Undergraduate degree do I need to become a Dentist?', 'Become an Orthodontist', and 'Become Employed as an Oral Surgeon'. On the right side, there are logos for featured employers: benevis, ETS dental, Advantage Dental, Morrison Dental Group, Gentle Dental, and PURE Dental Brands.

ADA Classified Department • 17110 Gunn Hwy • Odessa, FL 33556
(877) 394-1388 • Fax: (813) 702-9335 • www.russelljohns.com
Office Hours: Monday through Friday, 8:30 AM - 5:00 PM Eastern Time

BILLING & CREDIT Checks (drawn upon a U.S. Bank in U.S. funds), MasterCard, VISA, American Express, Discover, and PayPal are accepted for payment. Make checks payable to ADA/Russell Johns Associates. Returned checks will be subject to penalties pursuant to Florida law. Credit card number, CVV code, expiration date, authorized amount, billing address, and signature of cardholder are required for credit card payments. Additional identification may be requested. Display advertising credit will be based on approved credit application after prepayment of first insertion. All invoices are payable net 30 days. Invoices not paid according to terms will be subject to a 5% late payment charge. Tearsheet available only upon request.

COMMISSION & DISCOUNTS Display advertising is commissionable at 15% to recognized agencies providing publication-ready art. No cash discounts permitted.

COPY & CONTRACT POLICIES

A. PUBLISHER and/or Russell Johns Associates, (RJA) reserves the right at its absolute discretion, and at any time, to cancel any advertising order or reject any advertising copy, whether or not the same has already been acknowledged and/or previously published. In addition, PUBLISHER and/or RJA reserves the right to remove from selected copies of the publication advertisements containing matter that subscribers have deemed objectionable or fraudulent. In the event of such cancellation or rejection by PUBLISHER and/or RJA, advertising already run shall be paid for at the rate that would apply if the entire order were published. Cancellation of any portion of any advertising order or contract by or on behalf of the Advertiser or failure to have published the specified number of pages automatically nullifies any rate discount, including for previously published advertisements, and may result in a short-rate. In such event, the Advertiser and/or Agency must reimburse PUBLISHER or RJA for the short-rate within 30 days of invoice therefore.

B. Orders that contain rates that vary from the rates listed herein shall not be binding on PUBLISHER or RJA and may be inserted and charged for at the actual schedule of rates.

C. Advertisements that simulate editorial content must be clearly defined and labeled "ADVERTISEMENT" and PUBLISHER and/or RJA may, at their sole discretion, so label such copy.

D. In the event of errors in advertisements that have not been approved by the Advertiser or its Agency or omissions of any advertisement(s), PUBLISHER's and/or RJA's liability shall not exceed a refund of amounts paid to PUBLISHER or RJA for the advertisement. The Advertiser is responsible for checking the accuracy of their published advertisement in the first issue in which it appears and reporting any errors immediately following publication of said issue. No compensation will be made for errors not reported immediately following publication of the first issue in which the advertisement appears. Neither PUBLISHER nor RJA are responsible for errors in key numbers or for any error due to illegibly written copy. Neither the PUBLISHER nor RJA will be liable for errors in advertisements that are submitted and/or approved by the Advertiser or its Agency.

E. All issues relating to advertising will be governed by the laws of the State of Florida applicable to contracts to be performed entirely therein. Any action relating to advertising must be brought in the state or federal courts in Clearwater, Florida and the parties hereby consent to the jurisdiction of such courts.

F. The Advertiser and its Agency, if there be one, each represent that any advertising (including product samples) submitted complies with all applicable laws and regulations and does not violate the rights of, and is not harmful to, any person, corporation or other entity. As part of the consideration to induce PUBLISHER to publish such advertisement, the Advertiser and its Agency, if there be one, each agrees jointly and severally to indemnify and save harmless PUBLISHER and/or RJA, together with their employees and representatives,

against all liability, loss, damage, and expense of any nature, including attorney's fees, arising out of any claims for libel, invasion of privacy, copyright or trademark infringement and/or any other claim or suit that may arise out of the copying, printing, publishing, distribution or transmission of such advertisement.

G. In the event an order is placed by an Agency on behalf of the Advertiser, such Agency warrants and represents that it has full right and authority to place such order on behalf of the Advertiser and that all legal obligations arising out of the placement of the advertisement will be binding on both the Advertiser and the Agency.

H. The Advertiser and its Agency, if there be one, agree to be jointly and severally liable for the payment of all bills and charges incurred for each advertisement placed on the Advertiser's behalf. Advertiser authorizes PUBLISHER and/or RJA, at its election, to tender any bill to the Agency, and such tender shall constitute due notice to the Advertiser of the bill and such manner of billing shall in no way impair or limit the joint and several liability of the Advertiser and Agency. Payment by the Advertiser to the Agency shall not discharge the Advertiser's liability to PUBLISHER or RJA. The rights of PUBLISHER or RJA shall in no way be affected by any dispute or claim between the Advertiser and the Agency.

I. The Advertiser or Agency may not use any advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by PUBLISHER and/or RJA, nor may the Advertiser or Agency authorize any others to use any advertising space.

J. PUBLISHER reserves the right to use any of the commercially accepted printing processes.

K. The Advertiser and/or Agency agrees to reimburse PUBLISHER or RJA for its attorneys' fees and costs in collecting any unpaid charge or portion of the charge for any advertisement.

L. The copyright in any unpublished advertisement created by RJA is owned by RJA, and may not be otherwise used by the Advertiser without RJA's prior written consent. The Advertiser and/or Agency agree that any advertisements published may, at RJA's and the PUBLISHER's option, be included in all media, whether now in existence or hereafter developed, in which the issue containing the advertisement is published, reproduced, distributed, displayed, performed, or transmitted, in whole or in part.

M. Print rates and units of space are effective as outlined on individual rate cards. Announcement of any change in rate will be made 30 days in advance of the closing date for the first issue affected by such new rates. Orders for issues thereafter will be at the rates then prevailing.

N. The foregoing terms and conditions shall govern the relationship between PUBLISHER and/or RJA and the Advertiser and/or Agency. Neither PUBLISHER nor RJA has made any representations to the Advertiser or Agency that are not contained herein. Unless expressly agreed to in writing by PUBLISHER or RJA, no other terms or conditions in contracts, orders, copy, instruction, or otherwise will be binding on PUBLISHER or RJA.