

ADAA ONLINE 24/7

REACH

31,500

DENTAL ASSISTANTS

EVERY WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Home About Membership Foundation Journal Scholarship ADAA CE Sept 28, 2010

A

ADAA ONLINE 24/7
A WEEKLY NEWS AND INFORMATION RESOURCE FROM THE AMERICAN DENTAL ASSISTANTS ASSOCIATION

ADAA Quick Links > Home About Membership Foundation Journal Scholarship ADAA CE

US gum disease underestimated by half
United Press International
Experts say estimates of gum disease in the United States may have been too low and may have underestimated it by half. A National Health and Nutrition Examination Survey conducted by the Centers for Disease Control and Prevention in Atlanta and the American Academy of Periodontology indicates the past partial-mouth examination method may have underestimated true disease prevalence by up to 50 percent. In the pilot study, published in the Journal of Dental Research, full mouth examinations were done on 450 adults age 35 and older. **MORE**

Taste genes predict tooth decay
Medical News Today
Dental caries is a highly prevalent disease that is disproportionately distributed in the population. Caries occurrence and progression is known to be influenced by a complex interplay of both environmental and genetic factors, with numerous contributing factors having been identified including bacterial flora, dietary habits, fluoride exposure, oral hygiene, salivary flow, salivary composition, and tooth structure. Previous reports have characterized the influence of the genetic variation on taste preferences and dietary habits. **MORE**

C

Kodak Dental Systems
www.kodakdental.com/3D Large Field of View

A no-criinge fix? Filling cavities without the drill
NPR
It's just past 8 a.m., and Kimberly Baker is reclining in the dental chair at Case Western Reserve University's School of Dental Medicine in Cleveland. Baker has three cavities. This morning, she'll be getting two of them drilled the old-fashioned way. But the third is a decay that is not so advanced, and Dr. Jin-Ho Phark, her dentist, is going to use a treatment he's testing that involves no drilling — "which is nice because many patients don't like the sound of the drill, and the feeling or the pain that might be associated with it," Phark says. **MORE**

Successful periodontal therapy may reduce the risk of preterm birth
ScienceDaily
A collaboration led by a periodontal researcher from the University of Pennsylvania School of Dental Medicine has found a possible link between the success of gum-disease treatment and the likelihood of giving birth prematurely, according to a study published in the journal BJOG: An International Journal of Obstetrics and Gynaecology. **MORE**

E

Dental Services Group:
A Nationwide Network of Possibilities
Discover DSG's full range of laboratory services featuring the latest in implant innovation. Custom-milled and stock restorations. **MORE**

Low-cost dental work in demand
The Livingston Daily
An elderly couple who can't afford dental care. An unemployed landscaper with no dental insurance. A factory worker on disability. A young couple who used to live the good life and had to cut back on everything when the husband, a bank executive, lost his job. This was a snapshot of the more than 150 people who lined up for open enrollment at the nonprofit VINA Community. **MORE**

C1

Specialty kits available for various surgical applications!
PIEZOSURGERY INCORPORATED IS FIRST IN ULTRASONIC BONE SURGERY

Botox helps with excessive drooling
MedPage Today
Injecting botulinum toxin (Botox) into the submandibular glands helped to control excessive drooling in children with neurologic disorders, a Dutch prospective cohort study found. **MORE**

D

PRODUCT SHOWCASES

Straumann® AlloGraft Perio Protect LLC iDentify

3Mplants™

The Straumann® Bone Level implant features the unique SLActive® surface and complements Straumann's product portfolio of highly successful tissue level implants. Designed to optimize crestal bone preservation, provide excellent esthetic outcomes, and offer straightforward handling for a wide range of indications, the Straumann Bone Level implant can be incorporated with ease into any practice by using the same procedures and instruments used for all Straumann dental implants. **Learn More.**

The Perio Protect Method™ is a comprehensive approach to help manage oral biofilms. The methodology combines mechanical debridement and/or laser treatment with patient delivery of doctor-selected medications into periodontal pockets via a prescription dental tray. CE courses are offered throughout the US with research and implementation details. **More**

3Mplants™, Inc Launches the First Social Network for Dental Implantology that provides dentists with an interactive meeting place where they can seek out and instantaneously network with their peers to exchange ideas and experiential learning, solve critical clinical problems, remain current on emerging trends and technologies, and grow their business by building trust with patients in their social network. **More**

FREE!
comFORM
Resorbable Collagen Membrane
ZERO MEMORY LETS IT EASILY CONFORM TO SITE
VACE
SURGICAL SUPPLY, INC.

DentalEZ®
Stools: comfort and efficiency!
Position yourself properly for any procedure while minimizing stresses or strains related to dental practice.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to 31,500 dental assistants (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$2000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



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laboreis nisi. [More](#)

Product Showcase
\$1950

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



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Callout Text Ad
\$1500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



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incididunt ut labore et. [More](#)

Traditional Text Ad
\$1000

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

CONTACT US

COLBY HORTON
DIRECTOR OF MEDIA AND CONTENT
469.420.2601
chorton@multibriefs.com

BEN MAITLAND
DIRECTOR OF ADVERTISING SALES
972.402.7025
bmaitland@multibriefs.com

THE ADAA ONLINE 24/7, POWERED BY MULTIBRIEFS, PROVIDES NEWS AND INFORMATION TO LEADERS IN THE DENTAL ASSISTANT INDUSTRY.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of professional dental assistants, dental administrators and other industry professionals, the ADAA Online 24/7 keeps professionals informed of topics that impact the daily operation of their practices. Subscribers are decision-makers and influencers with purchasing power – the top-tier professionals in the dental assistant industry.

ADAA ONLINE 24/7
IS A PROFESSIONAL RESOURCE FOR

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN ADAA ONLINE 24/7:



CREDIBLE SOURCE

For over 80 years, our members have turned to the association as the informational authority of the industry. Advertising in ADAA Online 24/7 solidifies your place among weekly information provided to ADAA members.



TARGETED DISTRIBUTION

Advertising in ADAA Online 24/7 allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to ADAA Online 24/7 have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, ADAA Online 24/7 ensures your ad will be seen every week by our 31,500 subscribers.



AFFORDABLE

Advertising in ADAA Online 24/7 is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of ADAA Online 24/7 has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in ADAA Online 24/7.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.