



MEDIA KIT

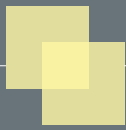
2012

JOURNALS
DIRECTORIES
NEWSLETTERS
PROGRAM GUIDES
CLASSIFIED ADS
WEBSITES

ADEA

AMERICAN
DENTAL
EDUCATION
ASSOCIATION

The Voice of
Dental Education



THE MARKET

About Dental Education

Dental education is a broad and varied field that prepares people for careers as general dentists, specialists (such as orthodontists, periodontists, and endodontists), dental hygienists, dental assistants, and dental laboratory technicians.

In the United States and Canada, a dental professional must graduate with a degree from an accredited academic dental institution. It is from these institutions that ADEA derives its membership.

About ADEA

ADEA represents the dental education community. Its members are academic dental institutions; their faculty and staff (those who teach dentistry, dental hygiene, dental assisting, and dental laboratory technology); their allied, predoctoral, and postdoctoral students, residents, and fellows; and member corporations and organizations. Since its founding in 1923, ADEA has cultivated relationships with and been a valued resource for faculty, staff, and leaders of allied, predoctoral and postdoctoral dental education.

As The Voice of Dental Education, ADEA's mission is to lead individuals and institutions of the dental education community to address contemporary issues influencing education, research, and the delivery of oral health care for the health of the public.

ADEA's activities encompass a wide range of research, advocacy, faculty development, meetings, and communications like the esteemed *Journal of Dental Education*, as well as the dental school admissions services ADEA AADSAS, ADEA PASS, and ADEA CAAPID.

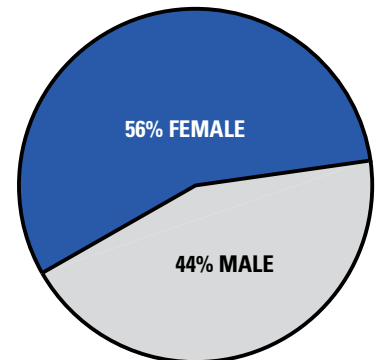
ADEA fosters faculty and leadership development and networking for those at all stages of dental education careers, notably through the ADEA Leadership Institute and the ADEA Allied Dental Faculty Leadership Development Program, as well as through online learning, awards and fellowships, and meetings including the ADEA Annual Session & Exhibition.

In addition, ADEA encourages students from diverse backgrounds to learn more about careers in the dental professions through such programs as ExploreHealthCareers.org, the AAMC/ADEA Summer Medical and Dental Education Program, the ADEAGies Foundation/AADR Academic Dental Careers Fellowship Program, and the ADEA Minority Dental Faculty Development Program.

ADEA Individual Member Statistics

As of June 1, 2011, the 19,000+ ADEA members are:

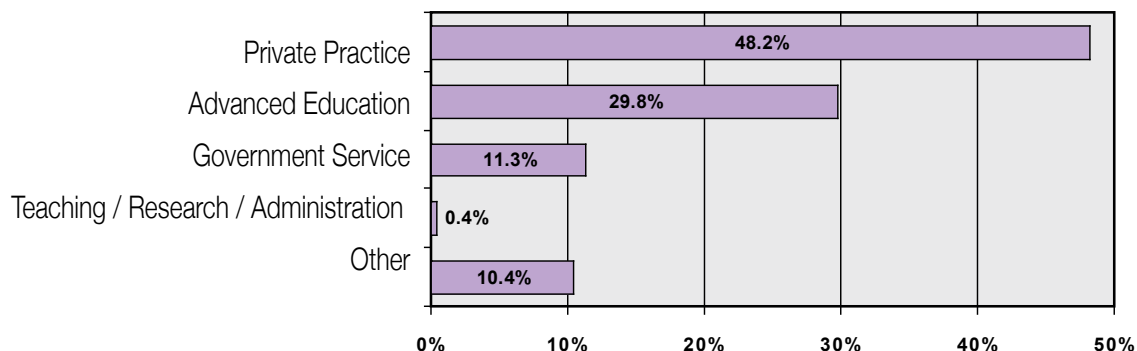
- 69% Students
- 31% Faculty, administrators, staff, and retirees of academic dental institutions



- ADEA members are students, residents, and fellows as well as those active in the workforce.
- 14% are age 24 or under
 - 37% are ages 25 to 29
 - 14% are ages 30 to 34
 - 24% are ages 35 to 54
 - 9% are ages 55 to 64
 - 2% are age 65+

Dental Education Demographics

Career Plans of Dental School Seniors Upon Graduation, 2009



EDITORIAL CALENDAR

Title	Special Topics or Distribution	Ad Due Date	Media Due Date	Issue Date(s)
<i>Journal of Dental Education (JDE)</i>	Feb. 2012	1st of month preceding month of issue	4th of month preceding issue	On or about the 7th of the month of issue
<i>Bulletin of Dental Education Online (BDE)</i> (www.adea.org/bde)	Mar. 2012: Preview of 2012 ADEA Annual Session & Exhibition Apr. 2012: 2012 ADEA Annual Session & Exhibition coverage May 2012: Scholarship in academic dentistry (fellowships) June 2012: Allied Dental Education issue Aug. 2012: Excellence in academic dentistry (awards and nominations for 2013) Sept. 2012: Student issue In every issue: Around the Dental Education Community, Kudos, Transitions, Dentistry in the News.	1st of month preceding month of issue	7th of month preceding month of issue	On or about the 1st month of issue
<i>ADEA's Member News</i>	In every issue: Link to online JDE, sign up for JDE table of contents by email, link to BDE, link to ADEA Dent EdJobs, link to MedEdPORTAL; what's in the member center	7 calendar days preceding date of issue	5 calendar days preceding date of issue	Usually second and fourth Wednesday of every month
<i>ADEA Directory of Institutional Members and Association Officers</i>	N/A	Aug. 3, 2012	Aug. 15, 2012	Sept. 18, 2012
<i>ADEA Official Guide to Dental Schools</i>	N/A	Oct. 5, 2012	Oct. 26, 2012	Jan. 25, 2013
<i>2012 ADEA Annual Session & Exhibition Program</i>	N/A	Jan. 3, 2011	Jan. 13, 2012	Mar. 17, 2012
<i>ADEA Fall 2012 Meetings Program</i>	N/A	Aug. 24, 2012	Sept. 5, 2012	Oct. 26, 2012
<i>ExploreHealthCareers.org Newsletter</i>	Sep. 2011: Accreditation Matters, Part 1: How to Be a Smart Consumer of Academic Programs in Health Care How to Finance Your Health Professions Education Health Literacy: The Role of Health Educators – Sue Sandmeyer Oct. 2011: Accreditation Matters, Part 2: Potential Consequences of Attending a Non-Accredited School Health Care Career Opportunities for Mid-Career Changers Nov. 2011: Accreditation Matters, Part 3: Impact of Accreditation on Financing Health Professions Education Mentoring in Medicine Profile How to Apply for College Dec. 2011: Coursework and Credentialing in Health Care	Jan. 2012: Feb. 2012: Mar. 2012: Apr. 2012: May 2012: Jun. 2012:	How Credit Card Act Impacts Financing and Budgeting for School How to Get the Most out of Your Shadowing Experience Benefits of Loan Repayment Options: Private vs. Federal Loans Military Health Careers Dental Therapist Profile Decisions, Decisions: How to Choose a Health Care Career IT Jobs in Health Care Questions You Should Ask About the Costs and Benefits of Obtaining an Entry-Level Health Care Credential Navigating the Centralized Application Service Process	

PRINT OPPORTUNITIES



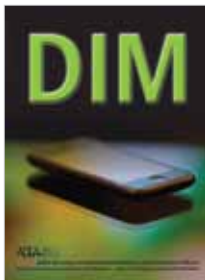
Journal of Dental Education (JDE) **Monthly**

Published since 1936, it is the only peer-reviewed scholarly journal for academic dentistry. Covers wide variety of scientific and educational research in dental and allied dental education for an international audience.

The number of paid subscribers to the JDE print edition is approximately 1,000.

Journal of Dental Education (Classified Ad)

Ad space must be secured by the first of the month preceding the month of issue.



ADEA Directory of Institutional Members and Association Officers (ADEA Dim) **Annual**

The “who’s who” of academic dental institutions and an essential networking tool that lists key administrators, faculty, and staff, as well as ADEA officers and staff.

Approximately 1,000 copies are sold or distributed each year.



ADEA Official Guide to Dental Schools **Annual**

This authoritative guide to dental schools in the United States (including Puerto Rico) and Canada has been produced for nearly 50 years. Provides valuable information for undergraduate students and academic advisors including quick look-up tables and detailed information about each school’s entrance requirements, application and selection processes, curriculum, costs, and financial aid.

Approximately 4,000 copies are sold or distributed each year.



2012 ADEA Annual Session & Exhibition Program **Annual**

The go-to-guide for attendees of ADEA’s largest conference. Information includes schedules, event and educational session descriptions, and continuing education availability.

There were 2,032 registrants for the 2011 ADEA Annual Session & Exhibition in San Diego, California, an 11% increase from 2010. Fifty-three percent of attendees identified themselves as faculty members, with 26% identifying as administrators. The rest were students, corporate members or exhibitors, association representatives, or other categories.



ADEA Fall 2012 Meetings Program **Annual**

Detailed information for attendees of ADEA’s second largest conference, including schedules, event and educational session descriptions, and continuing education availability.

There were 286 registrants in 2010.

ONLINE OPPORTUNITIES

Journal of Dental Education (JDE) Online (www.jdentaled.org)

Monthly

All editorial content of the JDE print edition since 2001 is posted. As of July 2010, 2,506 JDE articles are online.

Since January 2009, usage of the JDE Online has increased more than 66%, based on average successful requests per week. Requests per day average more than 16,000, and requests per week more than 110,000.

Bulletin of Dental Education Online (BDE) (www.ADEA.org/bde)



Monthly

Online news and industry information for ADEA members.

The average open rate for the BDE notification email is 16%. The average clickthrough rate for the BDE notification email is 16%. Between June 2010 and June 2011, the BDE had 6,752 visits by 3,408 unique visitors. The average BDE reader looks at 5 pages per visit. The most-read content is classified advertising and the Around the Dental Education Community column.

ADEA'S Member News

Semimonthly

Emailed news and information for ADEA members; distributed to more than 19,000 members.

The open rate averages 15%.

www.ADEA.org

Almost all prospective predoctoral and postdoctoral dental students access ADEA's website for application information; also a resource for dental educators. ADEA.org is a destination site; half of all users access it directly.

For 2010, the www.adea.org website has averaged 1,414 unique visitors per day, an 81% increase over the same period in 2009. The average visitor looks at approximately three pages during his or her visit, and the most popular content is aimed at potential and current students. Approximately 400 inbound links.

ADEA Dent ED Jobs Board (Classified Ad)

Online job board for academic dentistry. Postings can also appear as classifieds in the JDE print edition and BDE. (www.adea.org/dentedjobs)

Between June 2010 and June 2011, ADEA DentEdJobs averaged 9,245 unique views per month.

Bulletin of Dental Education Online (Classified Ad)

Ad space must be secured by the first of the month preceding the month of issue.

Job Posting Classified Ads Packages

Gold Level

Full page in JDE, Placement in BDE online newsletter, Banner (only if 3 consecutive months), 3 job postings

Silver Level

½ page in JDE, Placement in BDE online newsletter, Banner (only if 3 consecutive months), 2 job postings

Bronze Level

¼ page in JDE, Placement in BDE online newsletter, 1 job posting

RATES

Journal of Dental Education *Print Edition

Premium Position Net Rates

Four-color	1X	6X	12X
IFC	\$3,070	\$2,925	\$2,780
IBC	\$2,842	\$2,700	\$2,565
OBC	\$3,550	\$3,375	\$3,205
Page One and Opposite TOC	\$2,960	\$2,815	\$3,205

Standard Position Net Rates

Four-color	1X	6X*	12X*
Full Page	\$2,370	\$2,265	\$2,150
Half Page	\$1,400	\$1,295	\$1,185
Quarter Page	\$1,160	\$1,065	\$960

*With any 6x or 12x print run, receive a 10% discount on banner advertising for either jdentaled.org or adea.org

ADEA Directory of Institutional Members and Associate Officers

Net Rates

Pages	Four-color	Black & White
Full Page	\$2,660	\$1,770
Half Page	\$2,000	\$1,110
Quarter Page	\$1,770	\$875

2011 ADEA Annual Session & Exhibition Program

Net Rates

Four-color	1X
Full Page	\$2,370
Half Page	\$1,400
Quarter Page	\$1,160

ADEA Official Guide to Dental Schools

Net Rates

Four-color	1X
Full Page	\$2,370
Half Page	\$1,400
Quarter Page	\$1,160

DISCOUNTS

10% discount for ADEA Corporate Members.

15% commission to bona fide agencies. Color charges are commissionable.

Rates quoted are for U.S. funds only, drawn on a U.S. bank. Typesetting of display ads for print publications is available at \$75 for a ¼-page ad, \$100 for a ½-page ad, and \$125 for a full-page ad.

ADEA Fall 2010 Meetings Program

Net Rates

Four-color	1X
Full Page	\$2,370
Half Page	\$1,400
Quarter Page	\$1,160

Journal of Dental Education Online Edition (www.jdentaled.org)

Net Rates

Position	1X	6X	12X
Run-of-Site - Center Header	\$1,840	\$10,480	\$19,860
Homepage - Left	\$1,380	\$7,860	\$14,065
Homepage - Right	\$1,380	\$7,860	\$14,065

No tear sheets available. Advertiser provides banner (40 pixels high by 220 pixels wide) in GIF format.

Bulletin of Dental Education Online

Net Rates

Size	1X	6X	12X
Regular Single (180 x 80 pixels)	\$510	\$3,035	\$6,080
Double (180 x 160 pixels)	\$765	\$4,560	\$9,115
Triple (180 x 240 pixels)	\$920	\$5,500	\$10,910

One-time recruitment ad \$901

Website Advertising | www.ADEA.org

Rates Per Month

Run-of-Site*	1X	Maximum file size 10kb. JPG or GIF file formats only
100 x 100	\$2,370	
180 x 150	\$1,400	
300 x 250	\$1,160	
300 x 250	\$1,160	*Excludes application pages portal. passweb.org and portal.aadsasweb.org . Specific advertisements and their placement subject to ADEA approval.

ADEA's Member News

Net Rates

\$433/week (exclusive opportunity)

Job Posting and Classified Ads

Net Rates

Position	1X
ADEA DentEDJobs Board	\$300 Online posting
Journal of Dental Education	\$340 for the first 150 words (each additional word is \$2.26)
Bulletin of Dental Education Online	\$250
Gold Level Package	\$2,570
Silver Level Package	\$2,055
Bronze Level Package	\$1,700

SPECS

Journal of Dental Education, ADEA Directory of Institutional Members and Association Officers, ADEA Official Guide to Dental Schools, 2011 ADEA Annual Session & Exhibition Program, and ADEA Fall 2011 Meetings Program

Ad Size

Size	Width	Height
Quarter Page	3.375"	4.75"
Half Page (Vertical)	3.375"	10"
Half Page (Horizontal)	7"	4.75"
Full Page	7"	10"
Live Area	7.75"	10.5"
Trim Size	8.25"	11" Perfect Bound
Bleed Size, full page	8.5"	11.25"

TERMS, CONDITIONS, AND AD STANDARDS

- Earned rates are based on accumulated space and frequency during the previous 12-month period.
- Space purchased by a parent company and its subsidiaries is combined for accounting of earned rate.
- When several ad sizes are used, the minimum rate for the ad size used will apply.
- ADEA does not accept ads that promote tobacco or firearms of any kind; promote alcohol products irresponsibly; promote the work of trade associations for the tobacco, alcohol or firearms industries; or promote to children food of minimal nutritional value. Federal regulations define "foods of minimal nutritional value" to mean foods that provide less than 5% of the Recommended Daily Allowance per serving for each of eight key nutrients. They include soft drinks, water ices, chewing gum and certain candies made largely from sweeteners, such as hard candy and jelly beans.
- Professional products, generally of interest to the profession, are acceptable for advertising subject to approval by the publisher. Documentation for new products should be sent to the publisher. Please allow two weeks for clearance.
- Advertising for nonprofessional products or services should also be submitted to publisher for approval.
- Advertisements for employment from U.S. institutions must be nondiscriminatory and comply with all applicable laws and regulations.
- Digital ads only, except black and white only.
- All new orders must be accompanied by a proof.
- When copy is not provided before closing date, the immediately preceding advertisement will be repeated.
- Reprints are available. Contact the ADEA Business Manager.

FTP Login

Host: ftp.theYGSgroup.com

Username: adeamedia

Password: ygsftp

Please note that login is case sensitive. Place files in the "Ad Artwork" folder. Then, please notify your representative with the file name and date of upload.

FTP Submittal

To expedite the art submission process, please use The YGS Group's FTP site. To access the FTP site, we recommend using an FTP client application such as Fetch (Mac), CuteFTP, and FTP Voyager (Windows).

Journal of Dental Education Online (www.jdentaled.org)

Ad Size

Resolution	Width	Height
72 dpi	40 px	220 px

GIF (including animated GIF), JPG, and PNG files accepted. No tear sheets available.

Bulletin of Dental Education Online (www.adea.org/bde)

Ad Size

Resolution	Width	Height
72 dpi	180 px	80 px (single)
72 dpi	180 px	160 px (double)
72 dpi	180 px	240 px (triple)

GIF files accepted. Recruitment ads accepted as PDF only. No tear sheets available.

ADEA's Member News (www.jdentaled.org)

Ad Size

Resolution	Width	Height
72 dpi	200 px	120 px

No tear sheets available.

www.ADEA.org

Ad Size

Resolution	Width	Height
72 dpi	100 px	100 px
72 dpi	180 px	150 px
72 dpi	300 px	250 px
72 dpi	160 px	600 px

GIF or JPG files accepted. Maximum file size 20k. No tear sheets available.

ADEA Dent Ed Jobs and Recruitment Advertising (www.ADEA.org/DentEdJobs)

Ad Size

No word limit. No graphics permitted. All email addresses and URLs will appear as live links. Submit as Microsoft Word document or within body of email. No tear sheets available.

Angie VanGorder Media Sales Representative
P: 800.501.9571 x176 F: 717.825.2171
E: angie.vangorder@theYGSgroup.com

All advertisements are subject to the approval of the Publisher. Advertiser indemnifies The YGS Group and the American Dental Education Association (ADEA) against losses or liabilities arising from this advertising. The YGS Group assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. A charge of \$30.00 will be levied against all returned checks. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser/or agency agrees to repay The YGS Group any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are noncancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). The YGS Group is not responsible for errors if a hard copy proof is not submitted with the electronic file.

