

AMERICAN DENTAL EDUCATION ASSOCIATION



ADEA | THE VOICE OF
DENTAL EDUCATION

ADVERTISING MEDIA KIT | 2026

OVERVIEW

The American Dental Education Association (ADEA) is The Voice of Oral Health Education. As the sole national organization representing academic dentistry, ADEA represents 65,000+ oral health faculty, staff, administrators, students, residents, and fellows. Members include all 87 U.S. and Canadian dental schools, more than 800 allied and advanced dental education programs, 50 corporations and approximately 15,000 individuals.

ADEA members set the standard of oral care in the United States and Canada. You can connect with ADEA members in a number of meaningful ways through ADEA publications, events and digital properties.



15,000
MEMBERS



Over

800

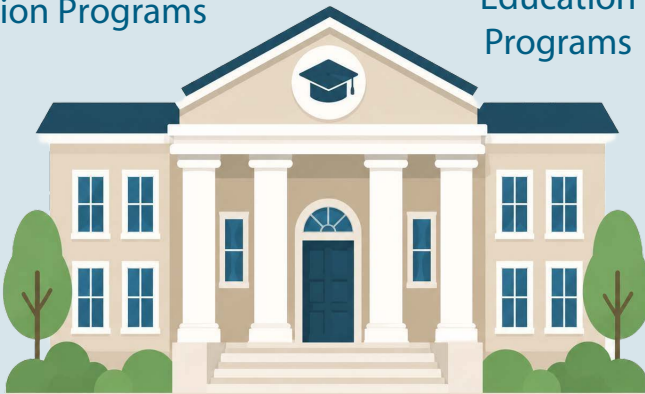
Allied and Advanced Dental
Education Programs

87

Predoctoral
Dental
Education
Programs

50

Corporate
Members



AMERICAN DENTAL EDUCATION ASSOCIATION

DIGITAL OPPORTUNITIES

The American Dental Education Association Website

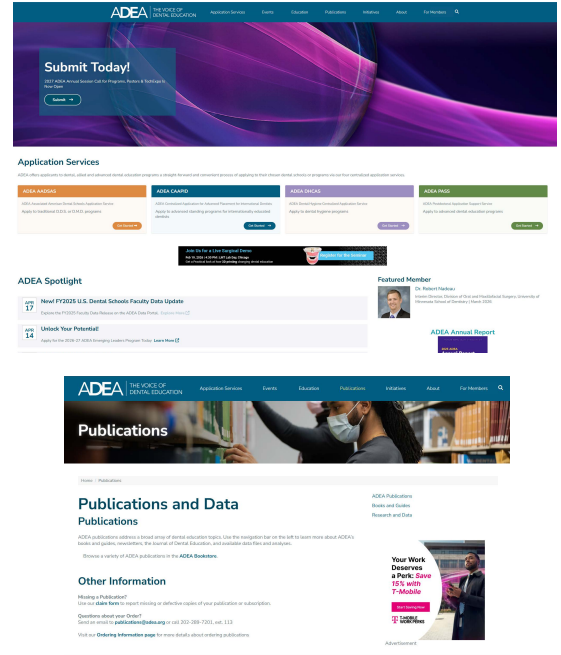
(ADEA.org) The premier resource for dental educators and prospective predoctoral and advanced dental education students, ADEA.org provides educational resources, access to publications, events, and career opportunities. The site generates more than 90k impressions per month.

Banner Size

Homepage 970x90 and Inner Pages 600x600

Monthly Cost

\$2,520



The ADEA Bulletin of Dental Education (BDE) and BDE Online

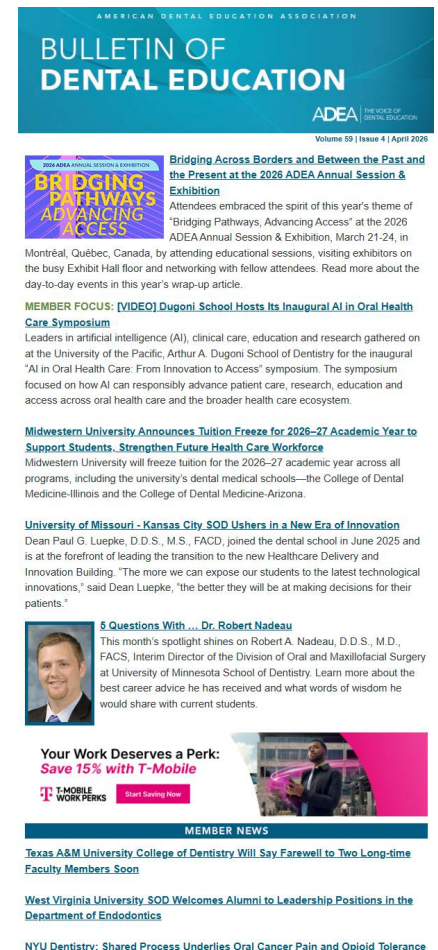
The BDE is a monthly e-newsletter distributed to more than 11,000 ADEA members, with an average open rate of 39.2% in 2026. Topics include news about member institutions, faculty transitions, cutting-edge research, career opportunities and ADEA news. The Bulletin of Dental Education is also posted on ADEA.org and sponsorship includes a banner in the newsletter and online.

Banner Size

600 x 125 Newsletter Banner and 600 x 600 Online

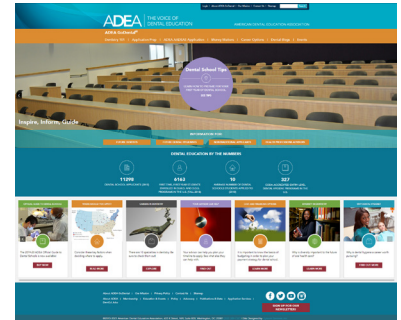
1x 6x

\$1,000 \$900



ADEA GoDental® Website (ADEA.org/GoDental)

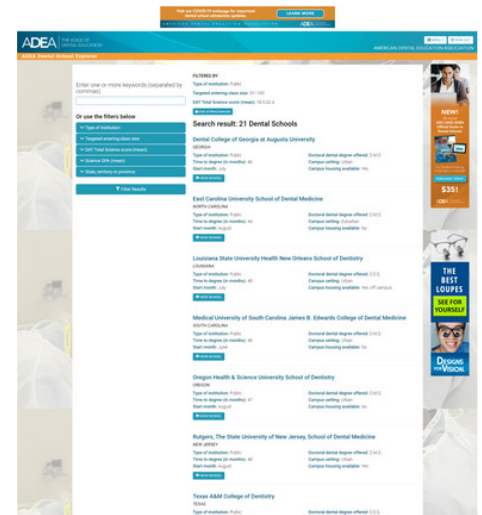
The ADEA GoDental website provides students and others interested in pursuing careers in dentistry and dental hygiene with information and guidance needed to apply to programs, matriculate, and fulfill their career goals.



Placement	Monthly Cost	Average Monthly Impressions
Rotating Banner	\$1,000	210k

ADEA Dental School Explorer (DentalSchoolExplorer.adea.org)

The ADEA Dental School Explorer (DSE) operates as an essential resource for prospective dental students. The DSE lists all 86 dental schools in the U.S. and Canada with detailed background information on application deadlines, degree programs offered, and requirements.



Positions and Sizes	Monthly Cost	Average Monthly Impressions
Header (728 x 90)	\$1,000	25k
Vertical Banner (160 x 600)	\$600	21k

Web and App Banners:**Requirements:**

- Maximum banner size: 300kb, but under 100kb is recommended for fast loading.
- Acceptable formats: JPG, GIF, PNG. 3rd Party ad tags accepted.
- Notes: Animated banners should run for no more than 10 seconds. Banners with a light colored background must have at least a 1 pixel black or dark colored border.

The American Dental Education Association Website Banner Sizes: 970 x 90 and 600 x 600

The ADEA GoDental Website Banner Sizes: 970 x 90 and 600 x 600

The ADEA Dental School Explorer Website Banner Sizes: 728 x 90 and 160 x 600

Email Banners:**Requirements:**

- Maximum banner size: 150kb
- Acceptable formats: JPG, GIF, PNG. Animated banners may be accepted, but it should be noted that not all email systems will display the animation.
- Notes: Animations should run for no more than 10 seconds. Animated banners may not display correctly in some email systems. Banners with a light colored background must have at least a 1 pixel black or dark colored border.

The ADEA Bulletin of Dental Education (BDE) and BDE Online Banner Sizes: 600 x 125 and 600 x 600