Establish credibility with dentistry’s future leaders.

Serving nearly 90% of the dental student market, the American Student Dental Association (ASDA) prepares the next generation of dentists to be well-rounded health care providers through business, leadership and wellness-focused education, opportunities to connect with peers nationwide and the skills to advocate on behalf of the profession.

Start building your relationship with this group of emerging decision-makers now. To explore advertising and sponsorship opportunities with ASDA, contact Kendra Johnson, senior manager of sponsorships and programs, at Kendra@ASDAnet.org.

By the Numbers

**CONTOUR MAGAZINE**
Circulation:
- 20,000 dental students
- 1,750 predental students

**CONTOUR MAGAZINE - DIGITAL EDITION**
Average monthly page views: 13,000
Average minutes spent per issue: 8

**ASDA BLOG**
Average monthly page views: 20,000
Email subscribers: 3,200

**ASDA WEBSITE (ASDANET.ORG)**
Average monthly page views: 80,000
Average minutes spent on site per user: 2:50

**E-NEWSLETTERS**
Average open rate: 40-55%

**SOCIAL MEDIA**
Facebook followers: 70,000+
Instagram followers: 15,000+

**DIRECT MARKETING**
Average open rate: 33%
Click-through rate: 5%

---

CIRCULATION
22,000 READERS,
INCLUDING STUDENTS, DEANS AND STAFF FROM ALL 66 U.S. DENTAL SCHOOLS

20,000+
PREDOCRATORAL MEMBERS

33 PERCENT
DIRECT MARKETING OPEN RATE

75,000
MONTHLY WEBSITE PAGE VIEWS
Stay top of mind with the nation’s top minds.

EXPAND YOUR REACH. ADVERTISE WITH ASDA.
Contour Magazine

Contour magazine is the sole print news source completely dedicated to sharing the dental-student narrative and addressing their holistic needs as they prepare to enter the workforce as dental professionals.

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>THEME</th>
<th>ARTWORK DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 2019</td>
<td>Veterinary Dentistry</td>
<td>Jun. 13, 2019</td>
</tr>
<tr>
<td>September 2019</td>
<td>Wellness</td>
<td>Jul. 11, 2019</td>
</tr>
<tr>
<td>October 2019</td>
<td>Teeth/Oral Health in Media</td>
<td>Aug. 13, 2019</td>
</tr>
<tr>
<td>November/December 2019</td>
<td>Advocacy</td>
<td>Sep. 12, 2019</td>
</tr>
<tr>
<td>January 2020</td>
<td>Pain Management</td>
<td>Nov. 13, 2019</td>
</tr>
<tr>
<td>February 2020</td>
<td>Epidemiology</td>
<td>Dec. 10, 2019</td>
</tr>
<tr>
<td>March 2020</td>
<td>Career Paths</td>
<td>Jan. 13, 2020</td>
</tr>
<tr>
<td>April 2020</td>
<td>Patient Education</td>
<td>Feb. 13, 2020</td>
</tr>
<tr>
<td>May 2020</td>
<td>Designing Your Practice</td>
<td>Mar. 13, 2020</td>
</tr>
<tr>
<td>June/July 2020</td>
<td>Oral Health/Overall Health</td>
<td>Apr. 13, 2020</td>
</tr>
</tbody>
</table>

Every issue hits mailboxes the second week of the month.

<table>
<thead>
<tr>
<th>TYPE</th>
<th>SIZE</th>
<th>1x RATE</th>
<th>2-4x RATE</th>
<th>5-7x RATE</th>
<th>8-10x RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>A 1/2-page horizontal</td>
<td>9” x 5.25”</td>
<td>$3,265</td>
<td>$2,880</td>
<td>$2,493</td>
<td>$2,079</td>
</tr>
<tr>
<td>B 1/3-page vertical</td>
<td>2.5” x 10.875”</td>
<td>$2,971</td>
<td>$2,673</td>
<td>$2,493</td>
<td>$2,254</td>
</tr>
<tr>
<td>C Two-page spread</td>
<td>18” x 10.875”</td>
<td>$6,535</td>
<td>$6,179</td>
<td>$5,824</td>
<td>$5,463</td>
</tr>
<tr>
<td>D Full page</td>
<td>9” x 10.875”</td>
<td>$3,863</td>
<td>$3,564</td>
<td>$3,265</td>
<td>$2,971</td>
</tr>
<tr>
<td>E Bottom bar two-page spread</td>
<td>18” x 1.75”</td>
<td>$3,564</td>
<td>$3,208</td>
<td>$2,991</td>
<td>$2,705</td>
</tr>
<tr>
<td>F Belly band</td>
<td>18.25” x 4”</td>
<td>$8,927</td>
<td>$8,168</td>
<td>$7,474</td>
<td>$6,837</td>
</tr>
<tr>
<td>G Blow-in card</td>
<td>6” x 4”</td>
<td>$3,990</td>
<td>$3,649</td>
<td>$3,341</td>
<td>$3,055</td>
</tr>
<tr>
<td>Sponsored article</td>
<td>9” x 10.875”</td>
<td>$3,978</td>
<td>$3,686</td>
<td>$3,384</td>
<td>$3,092</td>
</tr>
<tr>
<td>Sponsored article &amp; full-page ad (two-page spread)</td>
<td>18” x 10.875”</td>
<td>$6,657</td>
<td>$6,296</td>
<td>$5,941</td>
<td>$5,585</td>
</tr>
<tr>
<td>Cover II (inside front)</td>
<td>9” x 10.875”</td>
<td>$4,158</td>
<td>$3,803</td>
<td>$3,447</td>
<td>$3,092</td>
</tr>
<tr>
<td>Cover III (inside back)</td>
<td>9” x 10.875”</td>
<td>$4,158</td>
<td>$3,803</td>
<td>$3,447</td>
<td>$3,092</td>
</tr>
<tr>
<td>Cover IV (back)</td>
<td>9” x 10.875”</td>
<td>$4,753</td>
<td>$4,456</td>
<td>$4,158</td>
<td>$3,863</td>
</tr>
<tr>
<td>Two-page gatefold (up to three full pages)</td>
<td>9” x 10.875”</td>
<td>$9,018</td>
<td>$8,248</td>
<td>$7,548</td>
<td>$6,906</td>
</tr>
<tr>
<td>Full-page removable insert</td>
<td>9” x 10.875”</td>
<td>$9,107</td>
<td>$8,333</td>
<td>$7,622</td>
<td>$6,975</td>
</tr>
</tbody>
</table>

Be a thought leader
Share your expertise through sponsored content. Sponsored articles are featured in the following sections:
- Expert Insights
- Management + Leadership
- Career Compass
- Wellness

Secure a high-impact bundle:
- Belly band
- Bottom bar two-page spread
- Sponsored article
- Digital insertion
- Highlight in email to digital subscribers
- Cover IV (back)

$25,000

SPECIFICATIONS
- All ads must be CMYK (no spot colors allowed) and submitted in PDF/X-1a:2001 format.
- Please account for a 0.125” bleed and minimum 0.25” live area.
- Place crop marks outside of the 0.125” bleed.
- Dimensions listed above are the final trim size.
- Please refer to the ASDA Sponsored Content Guidelines for sponsored content specs.
Contour Magazine
Digital Edition

Get bonus exposure with a digitally enhanced ad placement. This multimedia approach lets you track your advertisement’s engagement while meeting students where they are — online.

<table>
<thead>
<tr>
<th>RATE (PER INSERTION)</th>
<th>1x</th>
<th>5x</th>
<th>10x</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$2,500</td>
<td>$7,500</td>
<td>$15,500</td>
</tr>
</tbody>
</table>

DIGITAL OPTIONS

A. VERTICAL BANNER
Displays along left-hand side of all pages. Artwork display can be animated or static image. Appears on desktop version only.

B. PRESENTATION PAGE
Placement is opposite the front cover. Links, audio, video and animation can be added to this page.

C. TICKER
The ticker displays clickable text and/or a small image at the bottom of every page. Direct readers to your website, event or subscription page.

D. INTERSTITIAL AD
This ad slides up in front of the reader, requiring them to click through in order to access content. Links, audio, video and animation can be added to this page.

E. AUDIO AND VIDEO
Options include embedded auto-start videos, click-to-start pop-up videos or links to external videos that open in a new window.

SPECIFICATIONS

- **Vertical banner**: 160px x 600px. Must include URL.
- **Presentation page**: 9” x 10.875”. PDF, RGB, 200 dpi minimum resolution, embedded fonts, flattened transparencies, no masked text.
- **Ticker**: Provide text (max. character count = 150) and URL address. Optional image must be PNG, RGB, and can be up to 500px wide x 20px high.
- **Interstitial ad**: Three required pieces: (1) Android and computer/laptop: 9” x 10.875” (PDF); (2) iPhone: 320px x 416px (JPG); (3) iPad: 768px x 960px (JPG). Video and GIF files must be same size or smaller than sizes listed above. See additional video requirements below.
- **Audio and video**: MP4, recommended bit-rate is between 300kb/s and 700kb/s, recommended height is 600px or smaller to fit most screens (1024px x 600px or smaller) and file size must be less than 100mb, and have a play length of 1 second or more.
ASDA.net.org

Drive students where you want them to go online by securing a banner ad on our homepage, or you can select from the top-10 most visited webpages on the site.

### Specifications
- 300px x 250px
- Acceptable file formats: GIF, JPG or PNG. Files must be RGB and 72 dpi.
- Must provide valid URL and up to 50 words copy per insertion style secured.
- Artwork due two weeks prior to insertion start date.

<table>
<thead>
<tr>
<th>TOP 10 WEBPAGE</th>
<th>HOMEPAGE WITH 50-WORD DESCRIPTION</th>
<th>HOMEPAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>3x</td>
<td>$3,750</td>
<td>$2,750</td>
</tr>
<tr>
<td>Single month insertion</td>
<td>$1,400</td>
<td>$1,100</td>
</tr>
</tbody>
</table>

### ASDA Blog

ASDA Blog can be accessed by anyone interested in a career in dentistry. It tells the stories of dental students’ personal experiences in addition to covering topics such as finances, practice management, volunteering, advocacy and more.

Blog posts are featured in various ASDA e-newsletters and social media. Subscribers also receive a dedicated email with the full text of the post.

### Banner Ad Rate (per banner/per page)

<table>
<thead>
<tr>
<th></th>
<th>SQUARE</th>
</tr>
</thead>
<tbody>
<tr>
<td>3x</td>
<td>$1,550</td>
</tr>
<tr>
<td>Single month insertion</td>
<td>$750</td>
</tr>
</tbody>
</table>

### Sponsored Post

| Sponsored Post | $3,000 |

### Sponsored Post Specifications
- **Title:** ≤ 10 words; image size: 1020px x 435px
- **Body:** 500–750 words
- **Video:** size: ≤ 640px x 400px (link only)
- **Company logo and bio:** ≤ 40 words; image size: 150px x 150px (square shape)
- Copy is due three weeks prior to post start date and must follow ASDA Sponsored Content Guidelines.
E-Newsletters

Word of Mouth
All ASDA predoctoral members receive Word of Mouth each month, keeping them abreast of ASDA news and sharing content on business and leadership topics. Reach the inboxes of more than 20,000 readers.

New Leader
Tap into ASDA’s most active members. New Leader, sent monthly, keeps more than 700 dental students in ASDA leadership positions informed about upcoming events and initiatives, as well as resources to help them successfully lead their chapter or district.

Polished Predental
Extend your message to ASDA’s growing predental membership. Nearly 1,750 students who plan to attend dental school receive this quarterly e-newsletter, giving them resources on getting into dental school.

<table>
<thead>
<tr>
<th>WORD OF MOUTH</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner ad (3x)</td>
<td>$5,500</td>
</tr>
<tr>
<td>Banner ad (1x)</td>
<td>$1,950</td>
</tr>
<tr>
<td>Sponsored content (1x)</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NEW LEADER</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner ad (3x)</td>
<td>$2,750</td>
</tr>
<tr>
<td>Banner ad (1x)</td>
<td>$950</td>
</tr>
<tr>
<td>Sponsored content (1x)</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>POLISHED PREDENTAL</th>
<th>RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner ad (1x)</td>
<td>$450</td>
</tr>
</tbody>
</table>

SPECIFICATIONS
- Banner ads: 640px x 150px
- Sponsored content: Up to 65 words and a high-resolution image. Must follow the ASDA Sponsored Content Guidelines.
- Acceptable file formats: JPG or PNG. Files must be RGB and 72 dpi.
- Must provide valid URL and up to 50 words copy per insertion style secured.
- Artwork due two weeks prior to insertion start date.

Social Media
ASDA has 70,000+ followers on Facebook and more than 15,000 on Instagram. Give dental students the opportunity to like and share your message with their networks.

<table>
<thead>
<tr>
<th>SINGLE POST</th>
<th>BUNDLE OF THREE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook &amp; Instagram post</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

SPECIFICATIONS
- Image file must be RGB and 300 dpi. Acceptable file formats: JPG or PNG.
- Must provide 50–75 words of copy (including URL).
- Artwork due two weeks prior to confirmed post date.
- Acceptable video formats: MP4 or MOV.
Direct Marketing Opportunities

Broadcast Emails

Broadcast emails are one of the most effective advertising opportunities available. Advertisers can create their own content and design a message to a specific audience within our membership.

Contact us for pricing on the following services:

1. Split testing
   - Subject line: Test up to three subject line options in real time.
   - Content: Test different images and copy.
   - Split testing by time: Test two to three different send times.

2. Personalization: Address recipients by their first name in the salutation, body copy or subject line, or personalize by school/chapter, district, graduation year or region.

3. Detailed analytics report: Get a deeper dive on the basic analytics report sent three to five days post-launch. Receive interpretations of data and recommendations on how to improve engagement.

4. Additional triggered email campaign: Launch a drip campaign based on recipient engagement.

5. Extra images: Include more than 12 images.

6. Design services
   - Brand-based email: Meet to discuss goals, message and look. Design and/or copy will be developed for the advertiser’s approval, followed by final email.
   - Microsoft Word or PDF-based design: Receive an email design, including copy and images, and code email to follow provided design and email best practices.
   - Copy writing: Meet to discuss goals and message. Copy will be written for advertiser’s approval, then integrated into the provided email design.

7. Email performance testing: Performance testing is included as part of an advertiser’s first broadcast email launch. If campaign is changed afterwards, this option reviews new layout on all 72 mobile and desktop platforms and includes recommendations.

8. Short turnaround/rush charges: Broadcast emails can be launched as quickly as one business day following receipt of a complete and final package of materials (dependent on advertiser’s timely response to inquiries and approvals).

Mailing List Rental

As an enhancement to any media purchase, this opportunity puts your message in the hands of your future customers. Lists include: first name, last name, mailing address, city, state, zip code, country, school, graduation year. Costs for the production and mailing of materials is responsibility of purchaser. Materials are subject to review by ASDA.

AUDIENCES | PRICE
--- | ---
Annual Session or National Leadership Conference attendees (approx. 700 students each) | $1,500
Predental (approx. 1,750 students) | $2,500
Executive Committee, national and chapter leaders (approx. 700 students) | $2,750
One class (approx. 5,000 students) | $3,500
Two classes (approx. 10,000 students) | $4,500
Up to three classes (approx. 15,000 students) | $5,000
All members (approx. 22,000 students) | $5,500
Re-launch to unopened recipients | $750
Follow-up to recipients who opened email | $1,500
Follow-up to recipients who opened and clicked through | $1,750

AUDIENCES | PRICE
--- | ---
Annual Session or National Leadership Conference attendees (approx. 700 students each) | $500
Predental (approx. 1,750 students) | $750
Executive Committee, national and chapter leaders (approx. 700 students) | $850
One class (approx. 5,000 students) | $1,000
Two classes (approx. 10,000 students) | $1,300
Up to three classes (approx. 15,000 students) | $1,600
All members (approx. 22,000 students) | $2,200

Download broadcast email specifications.
We are where they are.

REACH NEARLY 90% OF ALL U.S. DENTAL STUDENTS AND CREATE RELATIONSHIPS WITH MORE THAN 22,000 FUTURE DENTISTS.
Interested in advertising with us?

Contact

KENDRA JOHNSON
Senior Manager, Sponsorships and Programs
Kendra@ASDAnet.org
312-440-7602
ASDAnet.org