



# 2019–20 ADVERTISING INSERTION ORDER FORM

## **Advertiser/Client Information**

Company name: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

City, state, ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

## **Agency Information (if applicable)**

Agency name: \_\_\_\_\_

Agency contact: \_\_\_\_\_ Agency email: \_\_\_\_\_

Agency phone: \_\_\_\_\_

## **Payment Information**

Amount due: \_\_\_\_\_ Payment Type:  ACH  Check  Visa/Mastercard

Billing contact: \_\_\_\_\_

Billing email: \_\_\_\_\_

Billing address: \_\_\_\_\_

City, state, ZIP: \_\_\_\_\_

Purchase order number (if applicable): \_\_\_\_\_

I agree to the terms and conditions provided by ASDA. I acknowledge the asset deadlines and agree to additional fees associated with cancelled opportunities within 30 days of the distribution date or failure to provide assets by the deadline. By signing below, I am authorizing payment for the above ad(s).

Signature \_\_\_\_\_ Date \_\_\_\_\_

*A confirmation will be sent to you after the insertion order form is received.*

**Please email this completed form to: [Advertising@ASDAnet.org](mailto:Advertising@ASDAnet.org)**

# TERMS AND CONDITIONS

## I. GENERAL

- Advertisements will not be processed without a signed insertion order form.
- All advertisements are subject to review and approval by ASDA.
- Advertisements must not be deceptive or misleading. All claims of fact must be fully supported and meaning in terms of performance, outcome or any other benefit. The association reserves the right to request additional information as needed.
- Advertisements will not be accepted if they conflict with ASDA's mission and values or contain attacks of a personal, racial or religious nature.

## II. CANCELLATION POLICY

All cancellations must be submitted in writing 30 days prior to reservation deadline. Cancellations received after this period will not be accepted and the advertiser will be liable for the cost of the scheduled advertisement. If the required materials are not received by [Advertising@ASDAnet.org](mailto:Advertising@ASDAnet.org) by the specified due date, the opportunity is subject to cancellation. Canceled advertisements are eligible for rescheduling pending availability and will incur a service charge of \$250.

## III. COPY ACCEPTANCE

- All copy is subject to approval and must adhere to the American Student Dental Association's [Sponsored Content Guidelines](#).
- American Student Dental Association reserves the right to accept, reject, discontinue or edit any electronic advertising opportunity and advertisement offered for publication. Dissemination of advertising materials is not an endorsement, qualification, approval or guarantee of either the advertisement or product. Edits will be made to adhere to Association and AP Style Guide standards.
- The author represents and warrants that the Article is original, does not infringe on any existing copyrights, or any other rights of any kind, contain no material which is obscene, libelous, or otherwise in contravention of law and have not previously been published or submitted for publication in whole or in parts elsewhere. The author shall indemnify, defend and hold ASDA harmless against any loss arising out of or related to breach of the warranties or representations set forth herein.
- An advertiser who purchases social media post agrees to provide content educational in nature and in compliance with Facebook's [advertising](#) and [branded content](#) policies.
- Advertiser shall have and maintain ownership of the content provided to ASDA including any modifications made to the content by ASDA staff ("Sponsor Content"). Advertiser grants ASDA a non-exclusive, royalty-free, and perpetual license to reproduce, to display, to distribute, or to otherwise use Sponsor Content in any and all forms as may be chosen and in any manner ASDA may find appropriate. Advertiser shall not be entitled to receive any proceeds derived from such use by ASDA.

#### **IV. BROADCAST EMAIL AND MAILING LISTS**

- Advertisers will be held to the the terms of the [privacy policy](#) of ASDA as well as any terms and conditions placed on Organization's access to, use and storage of data by ASDA, its members, attendees and participants in the ASDA Meeting.
- Student mailing list information is confidential to the purchasing organization who shall not under any circumstances sell, loan or circulate such membership lists to any third party, or use such membership lists for any other purpose than the approved mailing list rental campaign for a one-time use only.
- Organizations who purchase these media options agree to the monitored use of the membership list through seeded "dummy names." Due to privacy clauses, the following schools are not included in the provided member data: New York University, Case Western Reserve University and University of the Pacific and University of California at Los Angeles.
- Students who choose to opt out of mailings will also be excluded.

#### **V. MECHANICAL REQUIREMENT**

All ads should be submitted in specifications required. Please submit all artwork files to [Advertising@ASDAnet.org](mailto:Advertising@ASDAnet.org) by the due date. HTML third-party tags are required for all digital media as a means to collect impression analytics.

#### **VI. PAYMENT TERMS**

Net 30 days. Invoices are sent once the issue has been published. Any advertiser whose account is more than 90 days past due may not advertise in any ASDA publication until the account is paid in full.

#### **VII. POSITIONING & ROTATION**

While every attempt will be made to meet position requests, the publisher cannot guarantee placement.

#### **VIII. RATES & RATE PROTECTION**

Rates are net cost and based on the length or number of ads requested per insertion. Rates are subject to change without notice. All contracts are guaranteed at the rates in effect at the time of contract.



## 2019–20 DIGITAL ADVERTISING OPPORTUNITIES

| <b>Contour Digital Ad</b><br><i>online edition</i> | 1x                       | 5x                       | 10x                      | INSERTION SELECTION: |
|--|--------------------------|--------------------------|--------------------------|----------------------|
|  | \$2,500                  | \$7,500                  | \$15,500                 | _____                |
|  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | ISSUE(S): _____      |

| <b>ASDAnet.org Banner Ad</b> | 3x                       | SINGLE MONTH             |                        |
|------------------------------|--------------------------|--------------------------|------------------------|
| TOP 10 MOST VISITED PAGE     | \$3,750                  | \$1,400                  |                        |
|                              | <input type="checkbox"/> | <input type="checkbox"/> |                        |
| HOMEPAGE WITH 50-WORD COPY   | \$2,750                  | \$1,100                  |                        |
|                              | <input type="checkbox"/> | <input type="checkbox"/> |                        |
| HOMEPAGE                     | \$2,550                  | \$900                    |                        |
|                              | <input type="checkbox"/> | <input type="checkbox"/> |                        |
|                              |                          |                          | SINGLE MONTH(S): _____ |

| <b>E-Newsletter Banner Ads</b> | 1x                       | 3x                       | SPONSORED CONTENT (1x)   |
|--------------------------------|--------------------------|--------------------------|--------------------------|
| WORD OF MOUTH                  | \$1,950                  | \$5,500                  | \$2,500                  |
|                                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| NEW LEADER                     | \$950                    | \$2,750                  | \$1,500                  |
|                                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| POLISHED PREDENTAL             | \$450                    |                          |                          |
|                                | <input type="checkbox"/> |                          |                          |
|                                |                          |                          | SINGLE MONTH(S): _____   |

### SOCIAL MEDIA:

| <b>Sponsored Post</b> | <input type="checkbox"/> \$1,500 per post, per platform | <input type="checkbox"/> \$3,750 bundle of three |
|-----------------------|---|--|
|                       | <input type="checkbox"/> Instagram                      | <input type="checkbox"/> Facebook                |
|                       |   | MONTH(S)/DATE(S): _____                          |

### ASDA BLOG:

| <b>Sponsored Post</b> | <input type="checkbox"/> \$3,000 per blog post | MONTH(S): _____          |
|-----------------------|--|--------------------------|
|                       |  |                          |
| <b>Banner Ads</b>     | 3x   | SINGLE MONTH             |
| SQUARE                | \$1,550  | \$750                    |
|                       | <input type="checkbox"/>                       | <input type="checkbox"/> |
|                       |  | MONTH(S): _____          |

# 2019–20 DIRECT MARKETING OPPORTUNITIES

## BROADCAST EMAIL:

|  | PER EMAIL |
|--|-----------|
| ANNUAL EVENT ATTENDEES — INCLUDES ANNUAL SESSION AND NATIONAL LEADERSHIP CONFERENCE (APPROX. 700 STUDENTS) | \$1,500   |
| PREDENTAL MEMBERS (APPROX. 1,750 STUDENTS)   | \$2,500   |
| EXECUTIVE COMMITTEE, NATIONAL AND CHAPTER LEADERS (APPROX. 700 STUDENTS)                                   | \$2,750   |
| ONE PREDOCTORAL CLASS (APPROX. 5,000 STUDENTS)   | \$3,500   |
| TWO PREDOCTORAL CLASSES (APPROX. 10,000 STUDENTS)  | \$4,500   |
| THREE PREDOCTORAL 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   |

## SELECT YOUR PREFERRED INSERTION(S):

|   | JAN                      | FEB                      | MAR                      | APR                      | MAY                      | JUNE                     | JULY                     | AUG                      | SEPT                     | OCT                      | NOV                      | DEC                      |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| ANNUAL EVENT ATTENDEES                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| EXECUTIVE COMMITTEE, NATIONAL AND CHAPTER LEADERS | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| PREDENTAL MEMBERS                                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| ONE CLASS   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| TWO PREDOCTORAL CLASSES                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| THREE PREDOCTORAL CLASSES                         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| ENTIRE PREDOCTORAL MEMBERSHIP                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

## MAILING LIST RENTAL:

|  |         |                          |
|--|---------|--------------------------|
| ANNUAL EVENT ATTENDEES — INCLUDES ANNUAL SESSION AND NATIONAL LEADERSHIP CONFERENCE (APPROX. 700 STUDENTS) | \$500   | <input type="checkbox"/> |
| PREDENTAL MEMBERS (APPROX. 1,750 STUDENTS)   | \$750   | <input type="checkbox"/> |
| EXECUTIVE COMMITTEE, NATIONAL AND CHAPTER LEADERS (APPROX. 700 STUDENTS)                                   | \$850   | <input type="checkbox"/> |
| ONE PREDOCTORAL CLASS (APPROX. 5,000 STUDENTS)   | \$1,000 | <input type="checkbox"/> |
| TWO PREDOCTORAL CLASSES (APPROX. 10,000 STUDENTS)  | \$1,300 | <input type="checkbox"/> |
| THREE PREDOCTORAL CLASSES (APPROX. 15,000 STUDENTS)  | \$1,600 | <input type="checkbox"/> |
| ALL MEMBERS (APPROX. 22,000 STUDENTS)  | \$2,200 | <input type="checkbox"/> |

Quantity: \_\_\_\_\_ Month(s): \_\_\_\_\_

If selecting a class or classes, specify audience:  2023 (D1)  2022 (D2)  2021 (D3)  2020 (D4)

Please email this completed form to: [Advertising@ASDAnet.org](mailto:Advertising@ASDAnet.org)