

Reach the future of dentistry

2023 MEDIA KIT



ASDA
ANNUAL SESSION
REACHING
NEW HEIGHTS
FEBRUARY 12-18, 2023 | SEATTLE, WASHINGTON

Annual Session registration is open

During 2.5 days, you will vote on business of the association, network with your peers and receive chapter training to help you in a current or future leadership role.

[Learn More](#)

ASDA is a national student-run organization that protects and advances the rights, interests and welfare of dental students. [Learn about us →](#)

New & Noteworthy




Connect with dentistry's future leaders.

Serving nearly 82% 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 ASDA's Business Development team at CorporateRelations@ASDAnet.org.

AUDIENCE 
21,000 READERS,
INCLUDING STUDENTS, DEANS AND STAFF
FROM **69** U.S. DENTAL SCHOOLS

82%
OF MARKET SHARE


25,000+
FOLLOWERS ON INSTAGRAM
700,000+
IMPRESSIONS




52,000 MONTHLY WEBSITE
PAGE VIEWS

By the Numbers

CONTOUR MAGAZINE

Circulation:

21,000 dental students

21,500 average monthly unique page views

Readers spend **13** minutes on average per issue

ASDA WEBSITE (ASDANET.ORG)

52,000 average monthly page views

E-NEWSLETTERS

Word of Mouth:

38% open, **6%** click-through

New Leader:

48% open, **4%** click-through

Polished Predental:

70% open, **10%** click-through

SOCIAL MEDIA

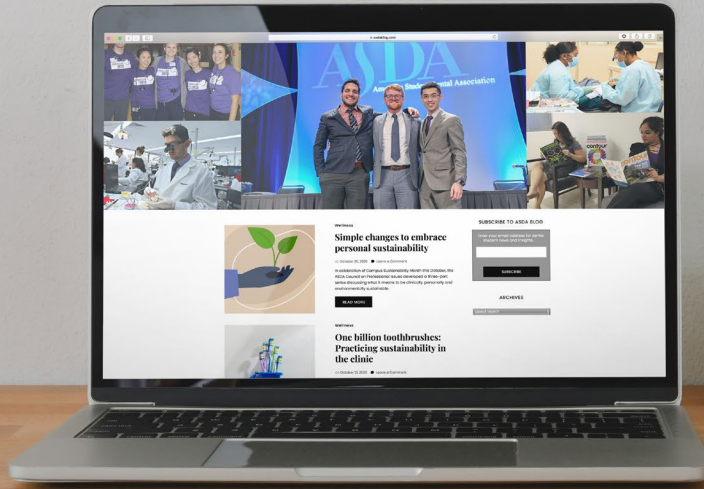
Over 25,000 followers

Over 700,000 annual impressions

EMAIL MARKETING

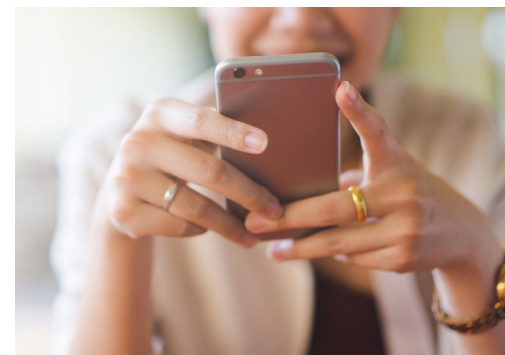
34% average open rate

9% click to open rate



Stay top of mind with the nation's top minds.

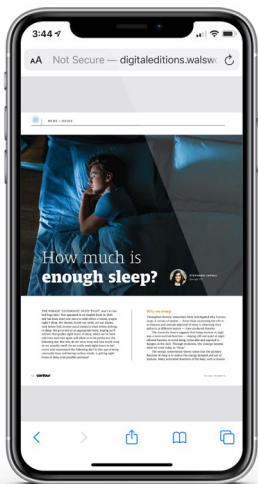
EXPAND YOUR REACH. ADVERTISE WITH ASDA.



Contour Magazine

Contour magazine is ASDA's leading news source dedicated to sharing the student perspective and addressing their holistic needs as they prepare to enter the dental profession.

Award-winning Contour magazine is a digital-only publication, reaching student dentists no matter where they are. There are a variety of digital branding options for advertisers and all advertisers benefit from an advertiser listing on each issue's homepage and analytics on impressions and click-throughs.



**REACH
21,000
READERS**
including dental and
predental students,
deans and staff from 69
U.S. dental schools.



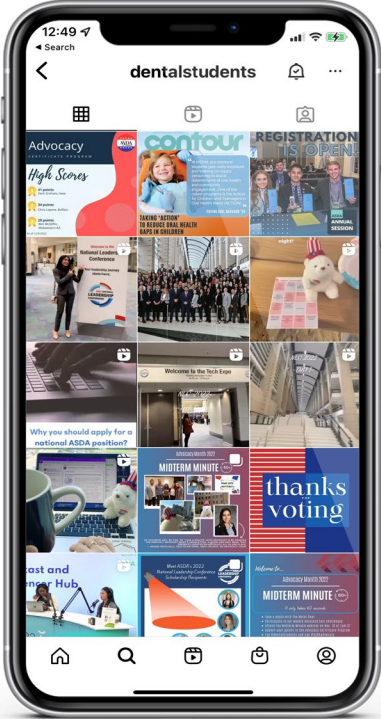
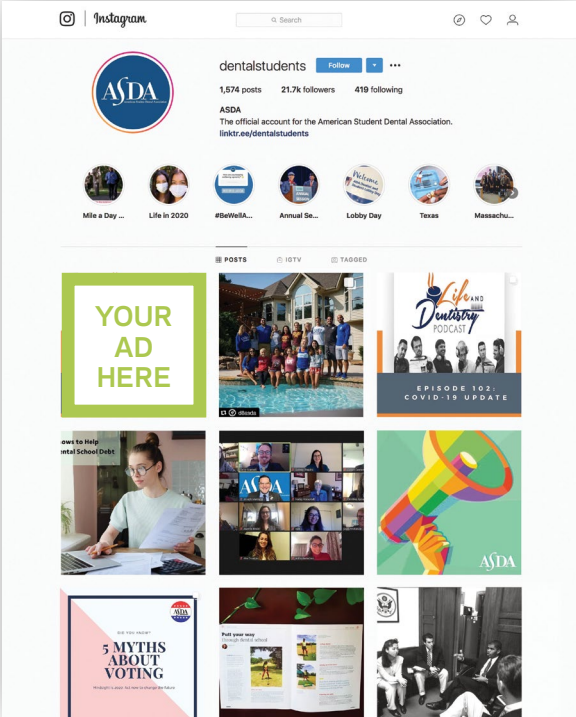
ISSUE	THEME	ADVERTISING		SPONSORED CONTENT	
		RESERVATION DUE	ARTWORK DUE	RESERVATION DUE	COPY DUE
January 2023	Back to Basics	Nov. 1, 2022	Nov. 15, 2022	Sep. 19, 2022	Oct. 3, 2022
February 2023	Roadblocks	Dec. 1, 2022	Dec. 15, 2022	Oct. 18, 2022	Nov. 1, 2022
March 2023	Communication	Jan. 5, 2023	Jan. 16, 2023	Nov. 17, 2022	Dec. 1, 2022
April 2023	Art of Dentistry	Feb. 1, 2023	Feb. 15, 2023	Dec. 20, 2022	Jan. 3, 2023
May 2023	Business Aspects of Dentistry	Mar. 1, 2023	Mar. 15, 2023	Jan. 18, 2023	Feb. 1, 2023
June/July 2023	Sustainability/ Environmental Responsibilities	Apr. 3, 2023	Apr. 17, 2023	Feb. 15, 2023	Mar. 1, 2023
August 2023	TBD in Feb. 2023	Jun. 1, 2023	Jun. 15, 2023	Apr. 17, 2023	May 1, 2023
September 2023	Wellness (standing theme)	Jul. 3, 2023	Jul. 17, 2023	May 18, 2023	Jun. 1, 2023
October 2023	TBD in Feb 2023	Aug. 1, 2023	Aug. 15, 2023	Jun. 19, 2023	Jul. 3, 2023
Nov/Dec 2023	Advocacy (standing theme)	Sep. 1, 2023	Sep. 15, 2023	Jul. 18, 2023	Aug. 1, 2023

[Click here for more information on insertion styles.](#) ►

Social Media

ASDA has more than 25,000 followers on Instagram. Give dental students the opportunity to like and engage with your content.

	SINGLE SESSION	BUNDLE OF THREE
Instagram post	\$1,550	\$3,800
Instagram story	\$550	\$1,300
Instagram LIVE	\$3,550	



SPECIFICATIONS

- For Instagram post specifications, [click here](#).
- For Instagram story specifications, [click here](#).
- If using a tracking URL, please provide the shortened version.
- Artwork due two weeks prior to confirmed post date.

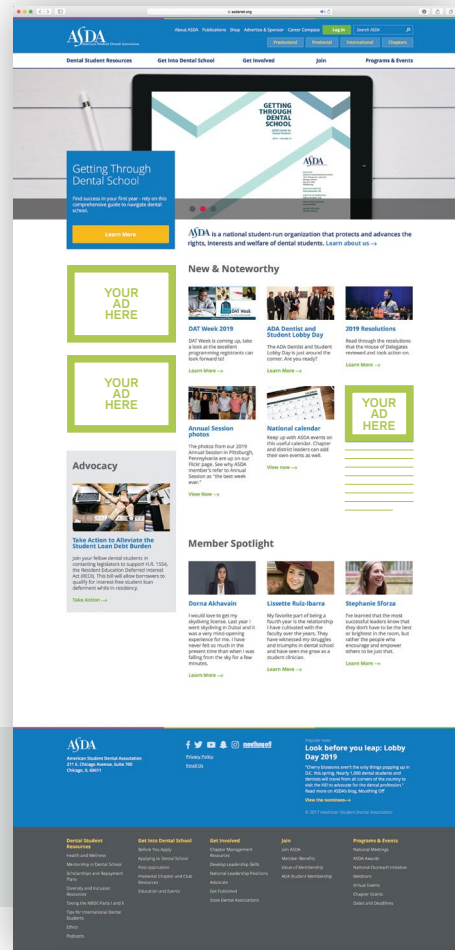
ASDAnet.org

Drive students where you want them to go by securing a banner ad with copy on ASDAnet.org, or select from two spots on our homepage.

	HOMEPAGE WITH 50-WORD DESCRIPTION	HOMEPAGE
3x	\$2,800	\$2,600
Single month insertion	\$1,150	\$950

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.



Direct Mail Marketing

Enhance your marketing efforts with direct marketing.

	RATE
Each class rental	\$1,100
All members	\$3,550



Email Marketing

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.

TARGET AUDIENCE	NUMBER OF STUDENTS (approximate)	PRICE PER EMAIL
By graduation year		
One predoctoral class	5,000	\$3,550
Two predoctoral classes	10,000	\$4,550
Three predoctoral classes	15,000	\$5,050
All members	21,000	\$5,550
By geographical region		
Per ASDA District	2,000 per District	\$1,750
Per state or other customizable regional grouping	up to 3,000	\$2,000
By geographical region		
Board of trustees, national and chapter leaders	500	\$2,750
National meeting attendees: <i>Annual Session (Feb/March) or National Leadership Conference (Oct/Nov)</i>	350-700 (depending on meeting)	\$1,500
Predentals	1,000	\$2,000



Enhance the performance of your email with these options:

ENHANCEMENT OPTIONS	PRICE PER EMAIL
Re-launch	
To unopened recipients	\$925
Follow-up to recipients who opened	\$1,775
Follow-up to recipients who opened and clicked	\$1,775
Split testing	
Subject line: Test up to three subject line options in real time	\$175
Content or image: Test different images or copy	\$500
Time-of-day: Test two or three different send times	\$500
Other options	
Rush charge: Following receipt of complete and final materials and dependent on advertiser's timely response to inquiries and approvals, emails can be launched in as little as one business week. Additional stipulations may apply.	\$450
De-duping: Build a recipient list based on information provided by advertiser, such as email address, to target or exclude members.	\$500
Personalization: Address recipients by first name or personalize by chapter, district, grad year or region.	\$300
Customized services	
Drip campaign: Series in which later emails are customized based on responses to previous emails; i.e. survey in initial email, with follow-up content tailored to an individual's response to survey.	Request a quote
Design & content services: Copy & image design and layout; copy writing, etc.	Request a quote

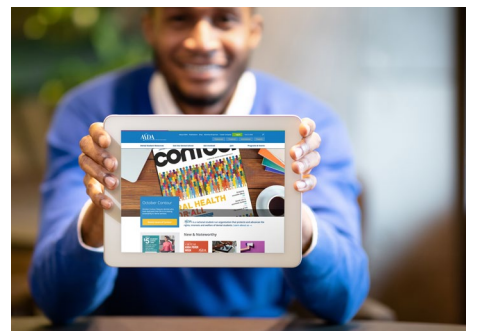
SPECIFICATIONS

- For email specifications, [click here](#).
- Copy, artwork, links, etc. are due two weeks prior to launch.



We are where they are.

REACH NEARLY **82%** OF ALL U.S. DENTAL STUDENTS
AND CREATE RELATIONSHIPS WITH MORE THAN **21,000** FUTURE DENTISTS.



Interested in advertising with us?

Contact

ASDA'S BUSINESS DEVELOPMENT TEAM

CorporateRelations@ASDAnet.org

