



# 2024 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: \_\_\_\_\_

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 \_\_\_\_\_

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

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

# Terms and Conditions

## I. GENERAL

- Advertisements **will not** be processed without a signed insertion order form and payment in full.
- 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. PAYMENT TERMS

To guarantee placement of your advertisement, **payment is due in full** with completed insertion order form. Additional fees may apply if your materials do not meet specified requirements or if your materials are submitted late.

## III. 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 [CorporateRelations@ASDAnet.org](mailto:CorporateRelations@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.

## IV. COPY & IMAGE ACCEPTANCE

- All copy and images are subject to approval by the American Student Dental Association and must adhere to ASDA's [Sponsored Content Guidelines](#).
- ASDA 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 the social media platform'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.

## V. BROADCAST EMAILS

- Advertisers will be held to 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 ASDA Meetings.
- **Due to privacy clauses, the following schools are not included in the provided member data: *New York University, Case Western Reserve University, University of the Pacific and University of California, Los Angeles.***
- Students who choose to opt out of communications will also be excluded.

## VI. SPECIFICATIONS

- All ads should be submitted to required specifications. **Submit all artwork files as directed or to [CorporateRelations@ASDAnet.org](mailto:CorporateRelations@ASDAnet.org) by the due date.**
- **HTML third-party tags are required for all digital media to collect impression analytics.**

## 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.

# Email Marketing

choose target audience		approx. number of students	price per email	month(s)
<b>by graduation year</b>				
<input type="checkbox"/>	one predoctoral class	5,000	\$3,550	
<input type="checkbox"/>	two predoctoral classes	10,000	\$4,550	
<input type="checkbox"/>	three predoctoral classes	15,000	\$5,050	
<input type="checkbox"/>	all members	21,000	\$5,550	
<b>by geographical region</b>				
<input type="checkbox"/>	per asda district	2,000 per district	\$1,750	
<input type="checkbox"/>	per state or other customizable regional grouping	up to 3,000	\$2,000	
<b>by membership category or other grouping</b>				
<input type="checkbox"/>	board of trustees, national and chapter leaders	500	\$2,750	
<input type="checkbox"/>	national meeting attendees: <i>annual session (feb/mar) or national leadership conference (oct/nov)</i>	350-700 (depending on meeting)	\$1,500	
<input type="checkbox"/>	predebtals	1,000	\$2,000	
Quantity: _____ Month(s): _____ If selecting a class or classes, specify audience: <input type="checkbox"/> 2024 <input type="checkbox"/> 2025 <input type="checkbox"/> 2026 <input type="checkbox"/> 2027				

choose enhancement options		price per email	month(s)
<b>re-launch</b>			
<input type="checkbox"/>	to unopened recipients: <i>send same email to those from the initial launch that did not open the email. Modified subject line accepted at no additional fee to advertiser.</i>	\$925	
<input type="checkbox"/>	follow-up to recipients who opened: <i>send new email provided by advertiser to recipients of initial email that opened email.</i>	\$1,775	
<input type="checkbox"/>	follow-up to recipients who opened and clicked: <i>Send new email provided by advertiser to recipients of initial email that opened and clicked-through email.</i>	\$1,775	
<b>split-testing</b>			
<input type="checkbox"/>	subject line: <i>test up to three subject line options in real time. After a two-hour test, provide results and launch the email with the winning subject line.</i>	\$175	
<b>other options</b>			
<input type="checkbox"/>	rush charge	\$450	
<input type="checkbox"/>	de-duping: <i>build a recipient list based upon information provided by the advertiser, such as email address. Information will be matched to ASDA's database, and matches can be targeted or excluded.</i>	\$500	
<input type="checkbox"/>	personalization	\$300	
<b>customized services</b>			
<input type="checkbox"/>	drip campaign: <i>email series designed to segment/pinpoint target audience(s)</i>	request a quote	
<input type="checkbox"/>	design & content services: <i>copy &amp; image design and layout; copy writing, etc.</i>	request a quote	

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## Contour, ASDA's digital magazine

	1x	2-3x	4-5x	6-7x	8-9x	10x	month(s)
two-page spread	<input type="checkbox"/> \$4,420	<input type="checkbox"/> \$3,980	<input type="checkbox"/> \$3,760	<input type="checkbox"/> \$3,550	<input type="checkbox"/> \$3,330	<input type="checkbox"/> \$3,110	
inside front cover or inside back cover	<input type="checkbox"/> \$3,420	<input type="checkbox"/> \$3,170	<input type="checkbox"/> \$3,040	<input type="checkbox"/> \$2,920	<input type="checkbox"/> \$2,790	<input type="checkbox"/> \$2,670	
full page	<input type="checkbox"/> \$2,550	<input type="checkbox"/> \$2,300	<input type="checkbox"/> \$2,170	<input type="checkbox"/> \$2,050	<input type="checkbox"/> \$1,920	<input type="checkbox"/> \$1,800	
1/2 page horizontal	<input type="checkbox"/> \$1,640	<input type="checkbox"/> \$1,480	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$1,320	<input type="checkbox"/> \$1,240	<input type="checkbox"/> \$1,160	
1/3 page vertical	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,130	<input type="checkbox"/> \$1,070	<input type="checkbox"/> \$1,010	<input type="checkbox"/> \$950	<input type="checkbox"/> \$890	
presentation page	<input type="checkbox"/> \$2,550	<input type="checkbox"/> \$2,550	<input type="checkbox"/> \$2,550	<input type="checkbox"/> \$2,550	<input type="checkbox"/> \$2,550	<input type="checkbox"/> \$2,550	
interstitial	<input type="checkbox"/> \$2,550	<input type="checkbox"/> \$2,550	<input type="checkbox"/> \$2,550	<input type="checkbox"/> \$2,550	<input type="checkbox"/> \$2,550	<input type="checkbox"/> \$2,550	

## Instagram

	single session	bundle of three	preferred week(s)
instagram post	<input type="checkbox"/> \$1,550	<input type="checkbox"/> \$3,800	
instagram story	<input type="checkbox"/> \$550	<input type="checkbox"/> \$1,300	
instagram reel	<input type="checkbox"/> \$750	<input type="checkbox"/> \$2,000	

## E-Newsletters

	1st leaderboard	1st row rectangle	2nd leaderboard	2nd row rectangle	month(s)
word of mouth	<input type="checkbox"/> \$4,300 for 6 months	<input type="checkbox"/> \$4,050 for 6 months	<input type="checkbox"/> \$3,800 for 6 months	<input type="checkbox"/> \$3,550 for 6 months	
new leader	<input type="checkbox"/> \$3,800 for 12 months	<input type="checkbox"/> \$3,550 for 12 months	<input type="checkbox"/> \$3,300 for 12 months	<input type="checkbox"/> \$3,050 for 12 months	
polished predental	<input type="checkbox"/> \$500 per quarter	(note: only quarterly issues available.)			

## Website: ASDAnet.org

	3 months	single month	month(s)
homepage with 50-word copy	<input type="checkbox"/> \$2,800	<input type="checkbox"/> \$1,150	
homepage	<input type="checkbox"/> \$2,600	<input type="checkbox"/> \$950	

## Direct Mail Marketing

	1x	month(s)
each class rental	<input type="checkbox"/> \$1,100	
all members	<input type="checkbox"/> \$3,550	