



# 2025 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): \_\_\_\_\_

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

- ☐ 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 \_\_\_\_\_

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

# Email marketing

## select target audience(s)

### by predoctoral class/graduation year

	approx. # of recipients	price per email	month(s)
<input type="checkbox"/> one predoctoral class	5,000	\$3,500	
<input type="checkbox"/> two predoctoral classes	10,000	\$4,500	
<input type="checkbox"/> three predoctoral classes	15,000	\$5,500	
<input type="checkbox"/> all members	21,000	\$5,750	

If selecting a class or classes, specify audience:

☐ 2025 grads   ☐ 2026 grads   ☐ 2027 grads   ☐ 2028 grads

### by district or geographic region

	approx. # of recipients	price per email	month(s)
<input type="checkbox"/> asda district	2,000 per district	\$1,750	
<input type="checkbox"/> state or other customizable regional grouping	up to 3,000	\$2,000	

### by membership category or other grouping

	approx. # of recipients	price per email	month(s)
<input type="checkbox"/> board of trustees, national & chapter leaders	500	\$1,500	
<input type="checkbox"/> national meeting attendees: <i>annual session (feb/mar) or NLC (oct/nov)</i>	350 at Annual Session 800 at NLC	\$1,500	
<input type="checkbox"/> predentals	1,000	\$2,000	

## select month(s)

☐ January   ☐ February   ☐ March   ☐ April   ☐ May   ☐ June  
☐ July   ☐ August   ☐ September   ☐ October   ☐ November   ☐ December

## select email enhancement(s)

*enhancements are optional, for an additional fee*

price per email

### relaunch options

- |   |         |
|---|---------|
| <input type="checkbox"/> <u>to unopened recipients</u> : send <b>same email</b> to recipients that did not open.<br><i>Modified subject line accepted at no additional fee to advertiser.</i> | \$950   |
| <input type="checkbox"/> <u>follow-up to recipients who opened</u> : send <b>new email</b> to recipients of initial email that opened.  | \$1,750 |
| <input type="checkbox"/> <u>follow-up to recipients who opened and clicked through</u> : send <b>new email</b> to recipients of initial email that opened and clicked-through.                | \$1,750 |

### other options

- |  |       |
|--|-------|
| <input type="checkbox"/> <u>rush charge</u> : turnaround less than the standard two weeks  | \$450 |
| <input type="checkbox"/> <u>de-duping</u> : build recipient list using information provided by the advertiser, such as email address, to be matched to ASDA's database. Matches can be targeted or excluded. | \$500 |
| <input type="checkbox"/> personalization   | \$300 |

## Instagram

	single launch	bundle of three launches	preferred week(s)
instagram post	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$3,800	
instagram story	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1,300	
instagram reel	<input type="checkbox"/> \$800	<input type="checkbox"/> \$2,000	

## E-newsletters

Pricing for *Word of Mouth* and *New Leader* is also available for individual months. Please request a quote.

		1 <sup>st</sup> leaderboard	2 <sup>nd</sup> leaderboard	3 <sup>rd</sup> leaderboard	starting month(s)
<i>word of mouth</i>	12 months	<input type="checkbox"/> \$4,300	<input type="checkbox"/> \$3,800	<input type="checkbox"/> \$3,300	
	6 months	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,800	
<i>new leader</i>	12 months	<input type="checkbox"/> \$1,900	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$1,300	
	6 months	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$900	<input type="checkbox"/> \$800	
<i>polished predental</i>	<input type="checkbox"/> \$500 per quarter ( <i>note: only quarterly issues available</i> )				

## Contour, ASDA's digital magazine

	1x	2-3x	4-5x	6-7x	8-10x	month(s)
full page	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,300	<input type="checkbox"/> \$2,100	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$1,900	
1/2 page horizontal	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$1,300	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,100	
presentation page	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2, 500	<input type="checkbox"/> \$2, 500	<input type="checkbox"/> \$2, 500	<input type="checkbox"/> \$2,500	
interstitial	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,500	

## Website: ASDAnet.org

	six (6) months	three (3) months	month(s)
homepage with 50-word copy	<input type="checkbox"/> \$5,500	<input type="checkbox"/> \$2,800	
interior page	<input type="checkbox"/> \$2,300	<input type="checkbox"/> \$1,200	

## Direct Mail Marketing

one class rental, 1x	<input type="checkbox"/> \$1,100	If selecting a class or classes, specify audience: <input type="checkbox"/> 2025 <input type="checkbox"/> 2026 <input type="checkbox"/> 2027 <input type="checkbox"/> 2028
all members, 1x	<input type="checkbox"/> \$3,500	

# Terms and Conditions

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## 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 (ASDA).
- 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 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 may not be 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.**
- Advertisers may include HTML third-party tags for 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