

Reach the future of dentistry

2024 MEDIA KIT





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

22,000 READERS,

INCLUDING STUDENTS, DEANS AND STAFF
FROM 70 U.S. DENTAL SCHOOLS

82%

OF MARKET SHARE



27,000+

FOLLOWERS ON INSTAGRAM

700,000+

IMPRESSIONS



By the Numbers

CONTOUR MAGAZINE

Circulation:

22,000 dental students

17,000 average monthly unique
page views

Readers spend **10** minutes on
average per issue

ASDA WEBSITE (ASDANET.ORG)

52,000 average monthly page views

E-NEWSLETTERS

Word of Mouth:

44% open, **6%** click-through

New Leader:

50% open, **4%** click-through

Polished Predental:

72% open, **7%** click-through

SOCIAL MEDIA

Over 27,000 followers

Over 700,000 annual impressions

EMAIL MARKETING

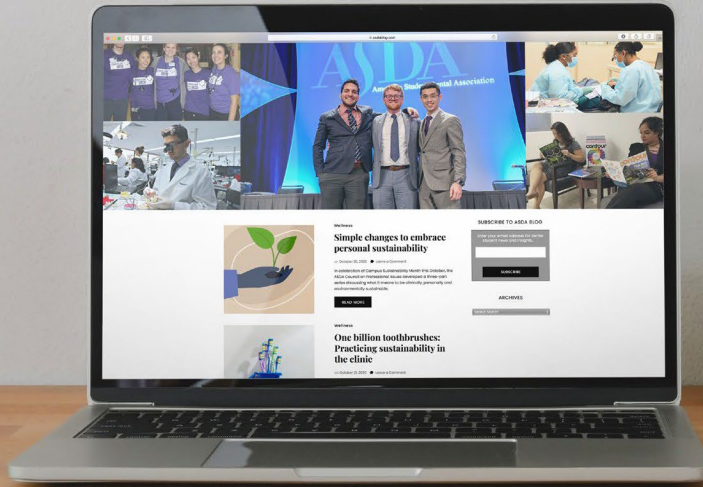
47% average open rate

12% click to open rate



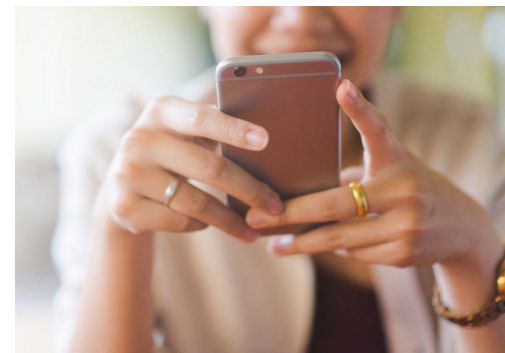
52,000

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 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.



ADVERTISING				SPONSORED CONTENT	
ISSUE	THEME	RESERVATION DUE	ART DUE	RESERVATION DUE	COPY DUE
January 2024	Perinatal & Geriatric	Nov. 1, 2023	Nov. 15, 2023	Sep. 19, 2023	Oct. 1, 2023
February 2024	Black History	Dec. 1, 2023	Dec. 15, 2023	Oct. 18, 2023	Nov. 1, 2023
March 2024	Non-Traditional Dentistry	Jan. 5, 2024	Jan. 15, 2024	Nov. 17, 2023	Dec. 1, 2023
April 2024	Humor	Feb. 1, 2024	Feb. 15, 2024	Dec. 20, 2023	Jan. 5, 2024
May 2024	New Age Dentistry	March 1, 2024	March 15, 2024	Jan. 15, 2024	Feb. 1, 2024
June/July 2024	Sports Dentistry	April 1, 2024	April 15, 2024	Feb. 15, 2024	March 1, 2024
August 2024	TBD in Feb. 2024	June 1, 2024	June 15, 2024	March 15, 2024	April 1, 2024
September 2024	Wellness (standing theme)	July 1, 2024	July 15, 2024	April 15, 2024	June 1, 2024
October 2024	TBD in Feb 2024	Aug. 1, 2024	Aug. 15, 2024	June 15, 2024	July 1, 2024
Nov/Dec 2024	Advocacy (standing theme)	Sep. 1, 2024	Sep. 15, 2024	July 15, 2024	Aug. 1, 2024

Click here for more information on insertion styles. ►

Social Media

ASDA has more than 27,000 followers on Instagram. Give dental students the opportunity to like and engage with your content. Opportunities include Instagram posts, stories and reels.



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 21,000 readers.

MONTH	ARTWORK DUE
January 2024	Jan. 11, 2024
February 2024	Feb. 15, 2024
March 2024	March 14, 2024
April 2024	April 11, 2024
May 2024	May 9, 2024
June 2024	June 13, 2024

MONTH	ARTWORK DUE
July 2024	July 11, 2024
August 2024	Aug. 15, 2024
September 2024	Sep. 12, 2024
October 2024	Oct. 10, 2024
November 2024	Nov. 14, 2024
December 2024	Dec. 12, 2024

New Leader

Tap into ASDA's most engaged members. New Leader, sent monthly, keeps more than 500 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.

MONTH	ARTWORK DUE
January 2024	Jan. 2, 2024
February 2024	Feb. 6, 2024
March 2024	March 5, 2024
April 2024	April 2, 2024
May 2024	May 7, 2024
June 2024	June 4, 2024

MONTH	ARTWORK DUE
July 2024	July 2, 2024
August 2024	Aug. 6, 2024
September 2024	Sep. 3, 2024
October 2024	Oct. 1, 2024
November 2024	Nov. 5, 2024
December 2024	Dec. 3, 2024

Polished Predental

Extend your message to ASDA's growing predental membership. Nearly 1,000 students who plan to attend dental school receive this quarterly e-newsletter, giving them resources on getting into dental school.

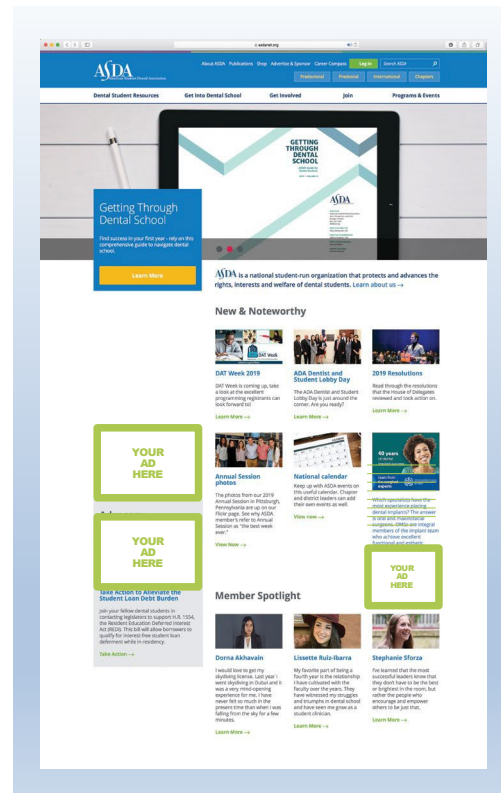
QUARTER	ARTWORK DUE
Q1	Dec. 19, 2023
Q2	March 19, 2024
Q3	June 18, 2024
Q4	Sep. 17, 2024



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.

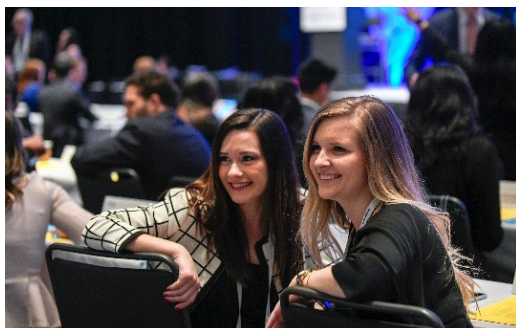
- **HOMEPAGE WITH 50-WORD DESCRIPTION**
- **HOMEPAGE**



Direct Mail Marketing

Enhance your marketing efforts with direct marketing.

- **RENTAL by CLASS**
- **ALL MEMBERS**



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)
By graduation year	
One predoctoral class	5,000
Two predoctoral classes	10,000
Three predoctoral classes	15,000
All members	21,000
By geographical region	
Per ASDA District	2,000 per District
Per state or other customizable regional grouping	up to 3,000
By membership category or other cohort	
Board of trustees, national and chapter leaders	500
National meeting attendees: <i>Annual Session (Feb/March) or National Leadership Conference (Oct/Nov)</i>	350–700 (depending on meeting)
Predentals	1,000



Enhance the performance of your email with these options:

Re-launch

- To unopened recipients
- Follow-up to recipients who opened
- Follow-up to recipients who opened and clicked

Split testing

- Subject line: *Test up to three subject line options in real time*
- Content or image: *Test different images or copy*
- Time-of-day: *Test two or three different send times*

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.*

De-duping: *Build a recipient list based on information provided by advertiser, such as email address, to target or exclude members.*

Personalization: *Address recipients by first name or personalize by chapter, district, grad year or region.*

Customized services

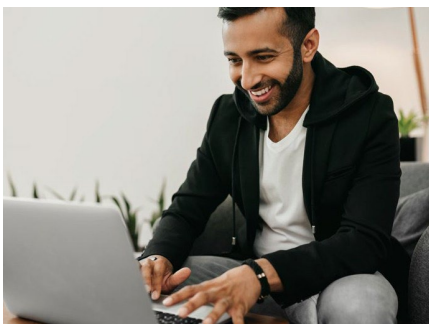
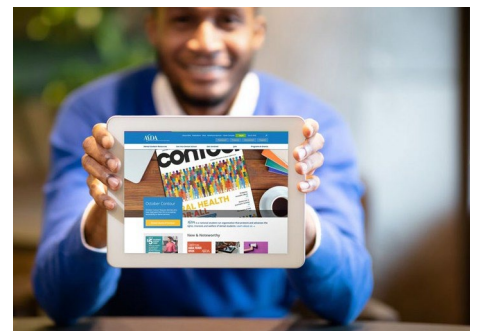
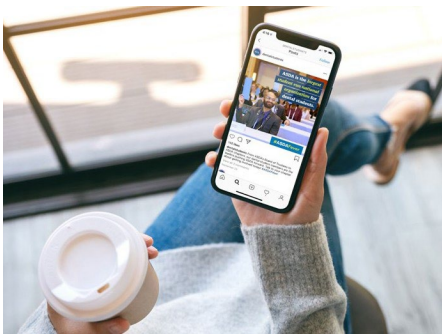
Drip campaign: *Series in which later emails are customized based on responses to previous emails; i.e. survey in initial email, with follow-up content tailored to an individual's response to survey.*

Design & content services: *Copy & image design and layout; copy writing, etc.*



We are where they are.

REACH NEARLY **82%** OF ALL U.S. DENTAL STUDENTS
AND CREATE RELATIONSHIPS WITH MORE THAN **22,000** FUTURE DENTISTS.



Interested in advertising with us?

Contact

ASDA'S BUSINESS DEVELOPMENT TEAM

CorporateRelations@ASDAnet.org

