

Reach  
the  
future  
of  
dentistry

2025  
MEDIA KIT

ASDA





# Connect with tomorrow's leaders



Serving **more than 83% of the dental student market**, the American Student Dental Association (ASDA) prepares the next generation of dentists to through business, leadership and wellness-focused education, opportunities to connect with peers nationwide and the ability to advocate on behalf of the profession.

Build your relationship with these emerging decision-makers now. To explore advertising and sponsorship opportunities with ASDA, contact [IndustryRelations@ASDAnet.org](mailto:IndustryRelations@ASDAnet.org).

**82%** of the **DENTAL STUDENT market**

## CONTOUR MAGAZINE

### Circulation:

**23,000** dental students

**17,000** average monthly unique page views

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

## E-NEWSLETTERS

### Word of Mouth:

**41%** open, **6%** click-through

### New Leader:

**43%** open, **5%** click-through

### Polished Predental:

**71%** open, **8%** click-through

## SOCIAL MEDIA

**Over 29,000** followers

**Over 1,000,000** annual impressions

## EMAIL MARKETING

**47%** average open rate

**12%** click to open rate

## ASDA WEBSITE (ASDANET.ORG)

**52,000** average monthly page views



**23,000+ MEMBERS**

FROM **73** U.S. DENTAL SCHOOLS



**31,000+**

FOLLOWERS ON INSTAGRAM

**3 million+**

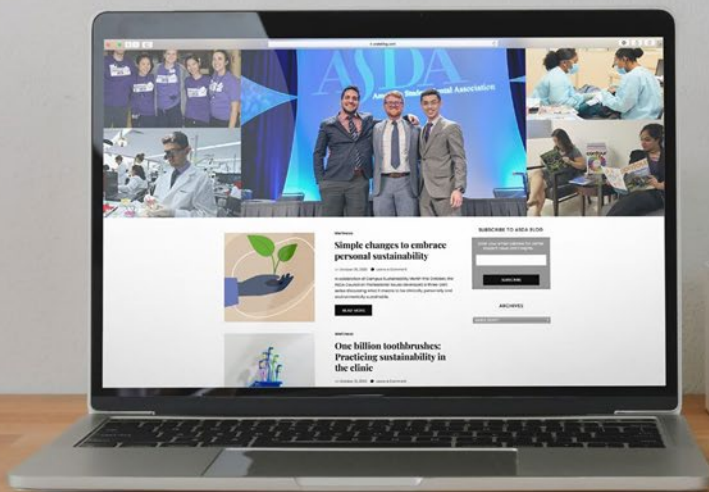
IMPRESSIONS



**52,000**

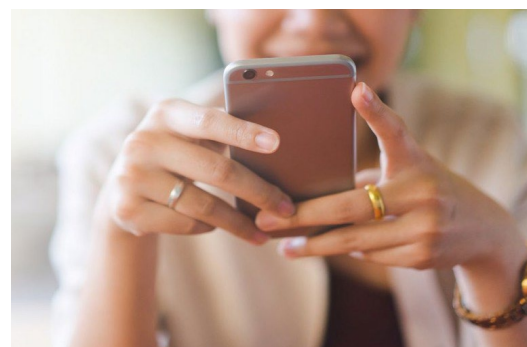
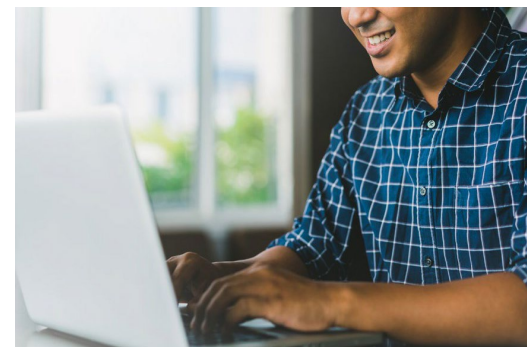
MONTHLY WEBSITE PAGE VIEWS





*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.



**REACH  
22,000  
READERS**

including dental and  
predental students, deans  
and staff from **73 U.S.**  
dental schools.

## ISSUES & THEMES

Jan	<i>Oral Health in Pop Culture</i>	April	<i>April Fool's Fun &amp; Games</i>	Sept	<i>Wellness (standing theme)</i>
Feb	<i>Hospital Dentistry in the ER</i>	May	<i>Celebrating the Class of 2025</i>	Oct	<i>TBD in Feb. 2025</i>
March	<i>Holistic Dentistry</i>	June/July	<i>Nutrition and Oral Health</i>	Nov/Dec	<i>Advocacy (standing theme)</i>
		Aug	<i>TBD in Feb. 2025</i>		

## DEADLINES

### ADVERTISING

### SPONSORED CONTENT

	RESERVATION DUE	ART DUE	RESERVATION DUE	COPY DUE
<b>MARCH 2025</b>	Jan. 5, 2025	Jan. 15, 2025	Nov. 15, 2024	Jan. 5, 2025
<b>APRIL 2025</b>	Feb. 1, 2025	Feb. 10, 2025	Dec. 15, 2024	Feb. 1, 2025
<b>MAY 2025</b>	March 1, 2025	March 10, 2025	Jan. 15, 2025	March 1, 2025
<b>JUNE/JULY 2025</b>	April 1, 2025	April 10, 2025	Feb. 15, 2025	April 1, 2025
<b>AUGUST 2025</b>	June 1, 2025	June 10, 2025	April 15, 2025	June 1, 2025
<b>SEPT 2025</b>	July 1, 2025	July 10, 2025	May 15, 2025	July 1, 2025
<b>OCT 2025</b>	Aug. 1, 2025	Aug. 10, 2025	June 15, 2025	Aug. 1, 2025
<b>NOV/DEC 2025</b>	Sept. 1, 2025	Sept. 10, 2025	July 15, 2025	Sept. 1, 2025



# Social Media

With more than 30,000 followers on Instagram, ASDA give you the opportunity for students to like and engage with your content. Options 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	MONTH	ARTWORK DUE	MONTH	ARTWORK DUE
January	Jan. 16, 2025	May	May 15, 2025	September	Sept. 11, 2025
February	Feb. 15, 2025	June	June 12, 2025	October	Oct. 16, 2025
March	March 13, 2025	July	July 17, 2025	November	Nov. 6, 2025
April	April 10, 2025	August	Aug. 14, 2025	December	Dec. 4, 2025

## 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	MONTH	ARTWORK DUE
January	Jan. 2, 2025	July	July 1, 2025
February	Feb. 4, 2025	August	Aug. 5, 2025
March	March 4, 2025	September	Sept. 2, 2025
April	April 1, 2025	October	Oct. 7, 2025
May	May 6, 2025	November	Nov. 4, 2025
June	June 3, 2025	December	Dec. 2, 2025

## 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. 15, 2024
Q2	March 18, 2025
Q3	June 17, 2025
Q4	Sept. 23, 2025

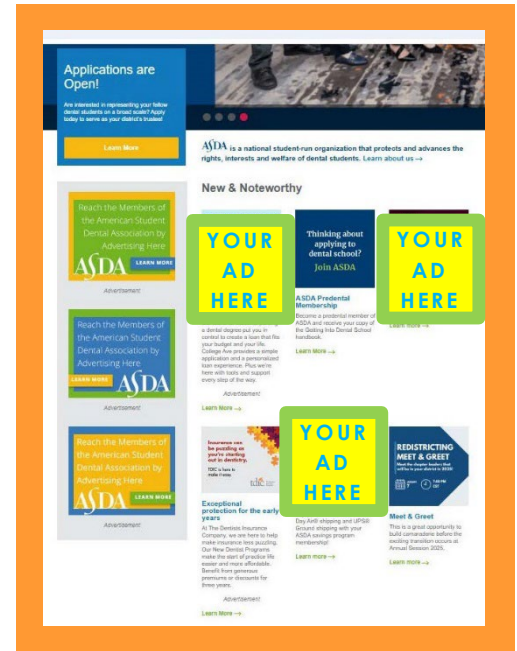




# ASDAnet.org

Drive students where you want them to go by securing a banner ad with copy on ASDAnet.org's homepage or an interior page.

- **HOMEPAGE WITH 50-WORD DESCRIPTION**
- **INTERIOR PAGE**



# 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)
<i>by predoctoral class/graduation year</i>	
One predoctoral class	5,000
Two predoctoral classes	10,000
Three predoctoral classes	15,000
All members	21,000
<i>by district or geographic region</i>	
asda district	2,000
state or other customizable regional grouping	up to 3,000
<i>by membership category or other grouping</i>	
board of trustees, national & chapter leaders	500
national meeting attendees:	350 at Annual Session
<i>annual session (feb/mar) or NLC (oct/nov)</i>	800 at NLC
predentals	1,000



## Customized Services:

Drip campaign: email series customized based on responses to previous emails.

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

Inquire for more details.

## Optional email enhancements

### relaunch options

to unopened recipients: send **same email** to recipients that did not open.  
Modified subject line accepted at no additional fee to advertiser.

follow-up to recipients who opened: send **new email** to recipients of initial email that opened.

follow-up to recipients who opened and clicked through: send **new email** to recipients of initial email that opened and clicked-through.

### other options

rush charge: turnaround less than the standard two weeks

de-duping: 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.

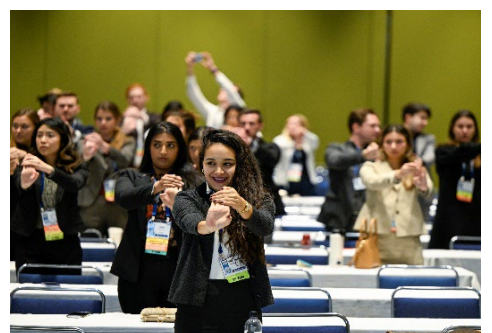
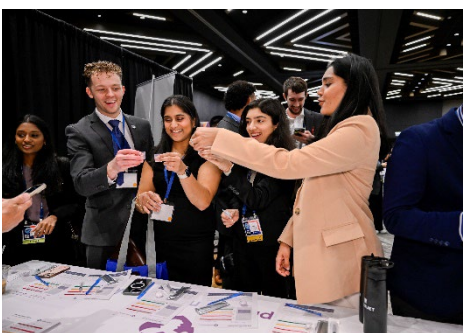
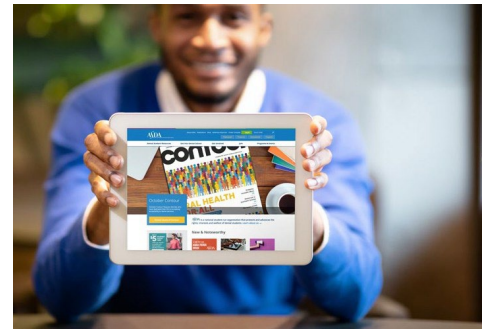
personalization





# We are where they are.

REACH NEARLY **82%** OF ALL U.S. DENTAL STUDENTS AND  
CREATE RELATIONSHIPS WITH MORE THAN **23,000** FUTURE DENTISTS.





# 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/recent grads
 ☐ 2026 grads
 ☐ 2027 grads
 ☐ 2028 grads
 ☐ 2029 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

- ☐ to unopened recipients: send **same email** to recipients that did not open.  
Modified subject line accepted at no additional fee to advertiser. \$950
- ☐ follow-up to recipients who opened: send **new email** to recipients of initial email that opened. \$1,750
- ☐ follow-up to recipients who opened and clicked through: send **new email** to recipients of initial email that opened and clicked-through. \$1,750

### other options

- ☐ rush charge: turnaround less than the standard two weeks \$450
- ☐ de-duping: 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
- ☐ 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 <input type="checkbox"/> 2029
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.
- 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.

# Let us customize a package for you

**Contact ASDA'S**

**Business Development team at**

**[IndustryRelations@asdnet.org](mailto:IndustryRelations@asdnet.org)**

