



# 2021 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 \_\_\_\_\_

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

# 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. 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 [Advertising@ASDAnet.org](mailto:Advertising@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.

## III. COPY ACCEPTANCE

- All copy is subject to approval and must adhere to the American Student Dental Association's [Sponsored Content Guidelines](#).
- American Student Dental Association 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 Facebook'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.

## IV. BROADCAST EMAIL

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

## V. MECHANICAL REQUIREMENT

All ads should be submitted in specifications required. Please submit all artwork files to [Advertising@ASDAnet.org](mailto:Advertising@ASDAnet.org) by the due date. HTML third-party tags are required for all digital media as a means to collect impression analytics.

## VI. PAYMENT TERMS

To guarantee placement of your advertisement, payment is due in full with completed insertion order form.

## 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.

# CONTOUR ADVERTISING

## SELECT YOUR PREFERRED FORMAT & INSERTION(S):

	1x	2-3x	4-5x	6-7x	8-9x	10x	SEPT	OCT	NOV/ DEC
DOUBLE PAGE SPREAD (DPS)	<input type="checkbox"/> \$4,369.50	<input type="checkbox"/> \$3,929.50	<input type="checkbox"/> \$3,709.50	<input type="checkbox"/> \$3,499.50	<input type="checkbox"/> \$3,279.50	<input type="checkbox"/> \$3,059.50	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INSIDE FRONT COVER/ INSIDE BACK COVER	<input type="checkbox"/> \$3,369.50	<input type="checkbox"/> \$2,249.50	<input type="checkbox"/> \$3,709.50	<input type="checkbox"/> \$1,999.50	<input type="checkbox"/> \$1,869.50	<input type="checkbox"/> \$1,749.50	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
FULL PAGE	<input type="checkbox"/> \$2,499.50	<input type="checkbox"/> \$2,249.50	<input type="checkbox"/> \$2,119.50	<input type="checkbox"/> \$1,999.50	<input type="checkbox"/> \$1,869.50	<input type="checkbox"/> \$1,749.50	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2/3 PAGE	<input type="checkbox"/> \$2,159.50	<input type="checkbox"/> \$1,939.50	<input type="checkbox"/> \$2,119.50	<input type="checkbox"/> \$1,729.50	<input type="checkbox"/> \$1,619.50	<input type="checkbox"/> \$1,509.50	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/2 PAGE ISLAND	<input type="checkbox"/> \$1,849.50	<input type="checkbox"/> \$1,659.50	<input type="checkbox"/> \$1,839.50	<input type="checkbox"/> \$1,479.50	<input type="checkbox"/> \$1,389.50	<input type="checkbox"/> \$1,289.50	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/2 PAGE	<input type="checkbox"/> \$1,589.50	<input type="checkbox"/> \$1,429.50	<input type="checkbox"/> \$1,569.50	<input type="checkbox"/> \$1,269.50	<input type="checkbox"/> \$1,189.50	<input type="checkbox"/> \$1,109.50	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/3 PAGE	<input type="checkbox"/> \$1,199.50	<input type="checkbox"/> \$1,079.50	<input type="checkbox"/> \$1,349.50	<input type="checkbox"/> \$959.50	<input type="checkbox"/> \$899.50	<input type="checkbox"/> \$839.50	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/4 PAGE	<input type="checkbox"/> \$919.50	<input type="checkbox"/> \$829.50	<input type="checkbox"/> \$1,019.50	<input type="checkbox"/> \$739.50	<input type="checkbox"/> \$689.50	<input type="checkbox"/> \$639.50	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/6 PAGE	<input type="checkbox"/> \$719.50	<input type="checkbox"/> \$649.50	<input type="checkbox"/> \$779.50	<input type="checkbox"/> \$579.50	<input type="checkbox"/> \$539.50	<input type="checkbox"/> \$499.50	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1/8 PAGE	<input type="checkbox"/> \$559.50	<input type="checkbox"/> \$499.50	<input type="checkbox"/> \$609.50	<input type="checkbox"/> \$449.50	<input type="checkbox"/> \$419.50	<input type="checkbox"/> \$389.50	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PRESENTATION PAGE	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$479.50	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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	<input type="checkbox"/> \$2,500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TICKER	<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	<input type="checkbox"/> \$2,500	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VERTICAL BANNER	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## ASDANET.ORG BANNER ADS

### Rates

	3x	SINGLE MONTH
TOP 10 MOST VISITED PAGE	<input type="checkbox"/> \$3,750	<input type="checkbox"/> \$1,400
HOMEPAGE WITH 50-WORD COPY	<input type="checkbox"/> \$2,750	<input type="checkbox"/> \$1,100
HOMEPAGE	<input type="checkbox"/> \$2,550	<input type="checkbox"/> \$900

MONTH(s): \_\_\_\_\_

## E-NEWSLETTER BANNER ADS

### Rates

	1ST LEADERBOARD	1ST ROW RECTANGLE	2ND LEADERBOARD	2ND ROW RECTANGLE
WORD OF MOUTH	<input type="checkbox"/> \$4,250 (6 MONTHS)	<input type="checkbox"/> \$4,000 (6 MONTHS)	<input type="checkbox"/> \$3,750 (6 MONTHS)	<input type="checkbox"/> \$3,500 (6 MONTHS)
NEW LEADER	<input type="checkbox"/> \$3,750 (12 MONTHS)	<input type="checkbox"/> \$3,500 (12 MONTHS)	<input type="checkbox"/> \$3,250 (12 MONTHS)	<input type="checkbox"/> \$3,000 (12 MONTHS)
POLISHED PREDENTAL	<input type="checkbox"/> \$450			

MONTH(s): \_\_\_\_\_

## ASDA BLOG

### Sponsored Post

\$3,000 per blog post

MONTH(s): \_\_\_\_\_

### Banner Ads

	LEADERBOARD	1ST RECTANGLE	2ND RECTANGLE
	<input type="checkbox"/> \$1,550 (12 MONTHS)	<input type="checkbox"/> \$1,100 (12 MONTHS)	<input type="checkbox"/> \$1,000 (12 MONTHS)

MONTH(s): \_\_\_\_\_

## SOCIAL MEDIA

Sponsored Post	SINGLE POST	BUNDLE OF THREE
FACEBOOK	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$3,750
INSTAGRAM	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$3,750
PREFERRED WEEK: _____		
Instagram Enhancements	SINGLE SESSION	
INSTAGRAM LIVE	<input type="checkbox"/> \$3,500	
RE-SHARE	<input type="checkbox"/> \$250	
UNIQUE STORY ADD-ON	<input type="checkbox"/> \$350	
LINK IN BIO	<input type="checkbox"/> \$350	
PREFERRED WEEK: _____		

## EMAIL MARKETING OPPORTUNITIES

		PER EMAIL
CONFERENCE ATTENDEES — INCLUDES ANNUAL SESSION AND NATIONAL LEADERSHIP CONFERENCE (APPROX. 700 STUDENTS)	<input type="checkbox"/>	\$1,500
PREDENTAL MEMBERS (APPROX. 1,000 STUDENTS)	<input type="checkbox"/>	\$2,000
EXECUTIVE COMMITTEE, NATIONAL AND CHAPTER LEADERS (APPROX. 500 STUDENTS)	<input type="checkbox"/>	\$2,750
ONE PREDOCTORAL CLASS (APPROX. 5,000 STUDENTS)	<input type="checkbox"/>	\$3,500
TWO PREDOCTORAL CLASSES (APPROX. 10,000 STUDENTS)	<input type="checkbox"/>	\$4,500
THREE PREDOCTORAL CLASSES (APPROX. 15,000 STUDENTS)	<input type="checkbox"/>	\$5,000
ALL MEMBERS (APPROX. 21,000 STUDENTS)	<input type="checkbox"/>	\$5,500
RE-LAUNCH TO UNOPENED RECIPIENTS	<input type="checkbox"/>	\$750
FOLLOW-UP TO RECIPIENTS WHO OPENED EMAIL	<input type="checkbox"/>	\$1,500
FOLLOW-UP TO RECIPIENTS WHO OPENED AND CLICKED THROUGH	<input type="checkbox"/>	\$1,750

### SELECT YOUR PREFERRED INSERTION(S):

	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
CONFERENCE ATTENDEES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EXECUTIVE COMMITTEE, NATIONAL AND CHAPTER LEADERS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PREDENTAL MEMBERS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ONE CLASS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TWO PREDOCTORAL CLASSES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
THREE PREDOCTORAL CLASSES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ENTIRE PREDOCTORAL MEMBERSHIP	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Quantity: \_\_\_\_\_ Month(s): \_\_\_\_\_ If selecting a class or classes, specify audience:  2024  2023  2022  2021

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