

Online Advertising Rate Card

The ADA offers the opportunity to reach thousands of dentists, dental students, and other dental professionals through banners and listings that appear right across ada.org.au.

Banners

Specifications

Run-of-site Banner

Impressions*	Price (Incl. GST)
1000	\$900
3000	\$2400
5000	\$3500

The **run-of-site banner** system provides the option of exposing your product to a specific audience by targeting the public, dental professionals, or dentists only.



427px x 800px
JPEG or PNG
Max 200kb

Billboard Banner

Impressions*	Price (Incl. GST)
1000	\$440
3000	\$1100
5000	\$1650

As one of the most widely-used features on the ADA website **Find a Dentist** ranks in the top 5 of visited pages. Though specific only to Find a Dentist, **billboard banners** provide exposure to ADA members and hundreds of thousands of Australians looking for a local dentist.



1007px x 418px
JPEG or PNG
Max 200kb

Dental Trade Online

Supplier Listing

Listing Duration	Price (Incl. GST)
12 Months	\$550

By **featuring your company on Dental Trade Online**, where buyers and sellers of practices, and regular consumers of dental goods review products are active, you will be exposing your product or service to purchase influencers within the dental profession.

Your **listing** links straight to your website or product page so that you can direct your target market right to what they're looking for.

* Impressions are the number of times your banner ad is displayed in total across all pages on the ADA website, not taking into account unique users or click-throughs.



Logo:
185px x 176px
JPEG or PNG
Max 100kb

Blurb:
Max 270 characters (incl. spaces)
URL hyperlink

Analytics

Advertisers will be provided with the following metrics following the completion of their campaign.

- Number of Impressions
- Clicks
- Reach
- Click-through-rate
- Cost per mille
- Cost per click

Contact: **Australian Dental Association**

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