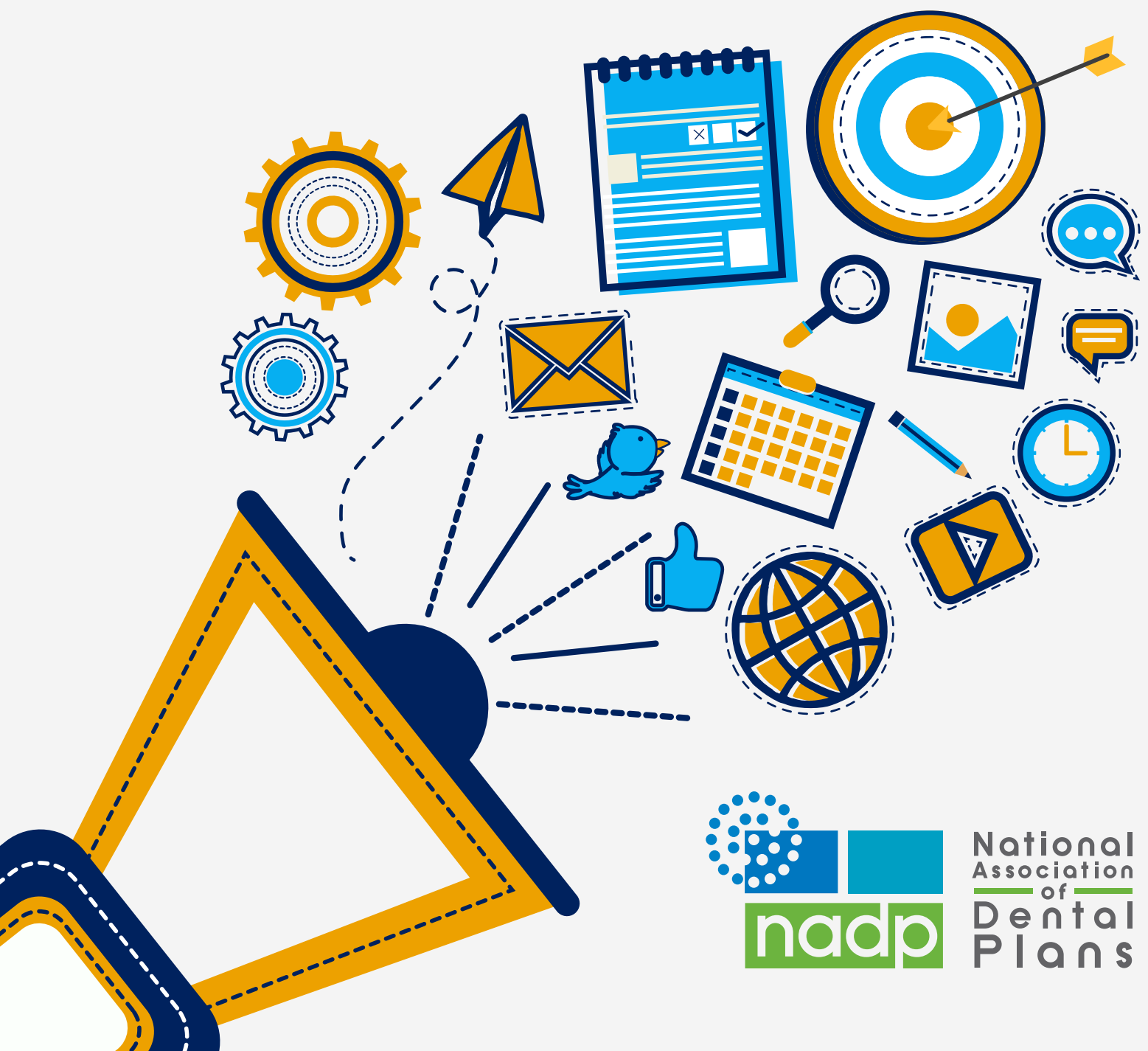
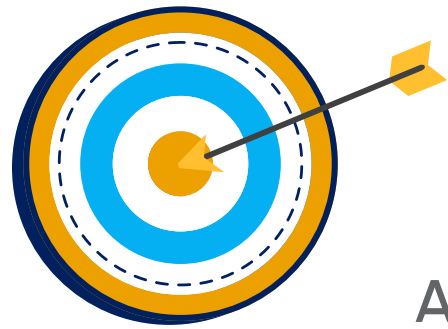


# MEDIA KIT



**National  
Association  
of  
Dental  
Plans**



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## NADP OVERVIEW



National Association of Dental Plans (NADP), a Texas non-profit corporation with headquarters in Dallas, Texas, is the representative and recognized resource of the dental benefits industry. NADP is the only national trade organization that includes the full spectrum of dental benefits companies operating in the United States. NADP's members provide Dental HMO, Dental PPO, Dental Indemnity and Discount Dental products to more than 200 million Americans with dental benefits.

As the recognized voice of the dental benefits industry, NADP will help its members better serve consumers through knowledge, information, awareness, and shaping public policy. To achieve this, NADP will focus on its core competencies of research, education, advocacy, and engagement with organizations that promote improvement in oral health.

### OUR MISSION

NADP's mission is to improve consumer access to affordable, quality dental care through advocacy, research, and the promotion of dental benefits.

### OUR VISION

For all individuals to have equitable access to dental care.

### OUR VALUES

- Collaborative volunteerism
- Knowledge and innovation
- Oral health awareness
- Diverse perspectives
- Voice of the industry

### OUR MEMBERS

NADP members include major commercial carriers, regional and single state companies, as well as companies organized as non-profit organizations.

### CORE SERVICES

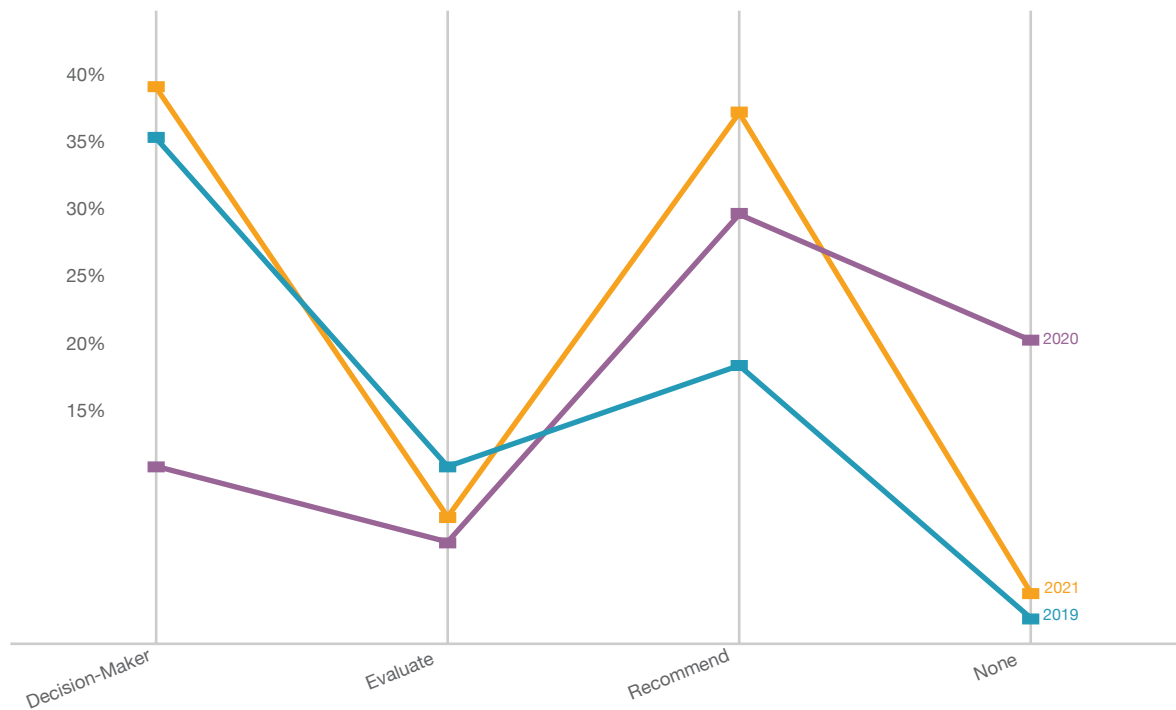
- Advocate for federal and state legislation and regulation that increase consumer access to affordable, quality dental care; positively impact the dental benefits industry; and advance member interests.
- Develop and provide key data, research, and intelligence on the dental industry and emerging trends.
- Provide programs and services that educate and promote the value of oral health and dental benefits.
- Establish, maintain, and leverage partnerships with relevant stakeholders.
- Provide expertise in initiatives to establish and execute terminology, standards, and transactions for the dental industry.

# Why Partner with NADP

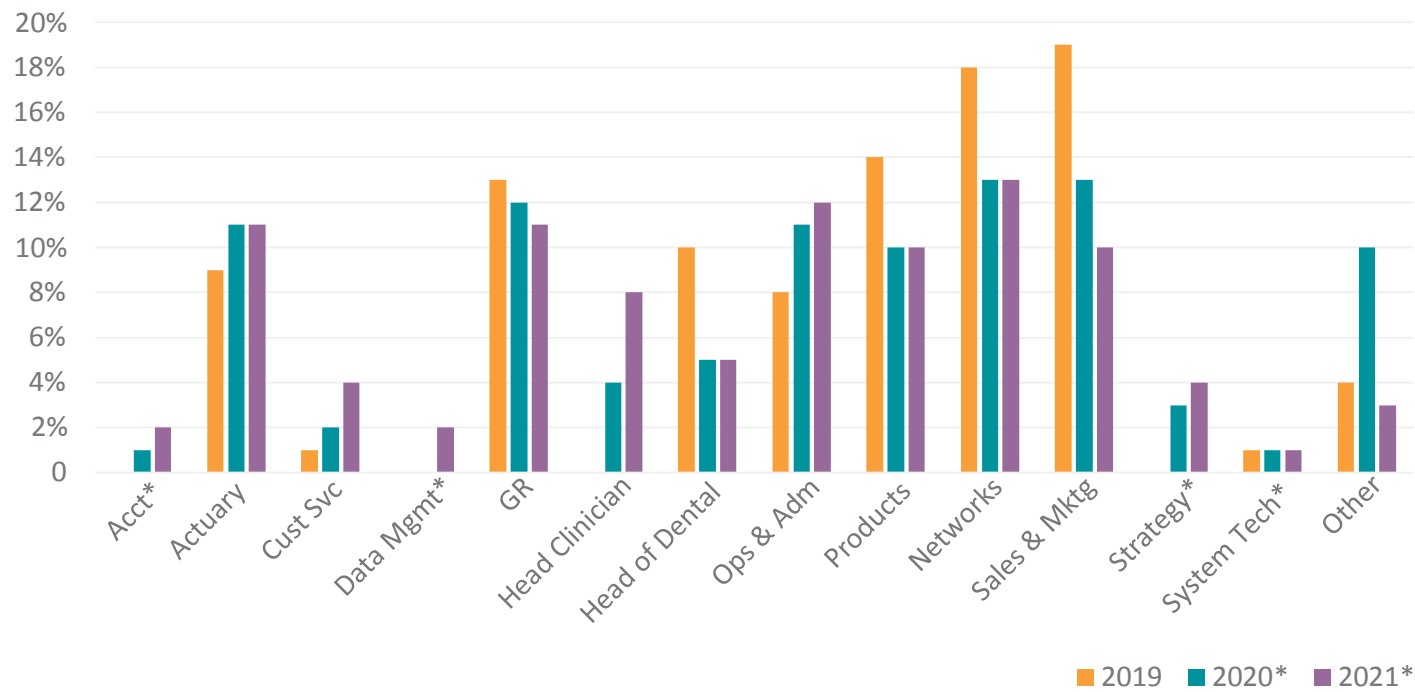
NADP is the only organization dedicated solely to the interests and advancement of every aspect of the dental benefits industry. Did you know the majority of NADP member company representatives report they are involved in purchasing, approving, recommending or specifying products and services for their dental plan? And that's just our members! Key decision makers in related stakeholder companies also rely on NADP's website for research and education.

NADP understands that you want to stand out in the dental benefits industry. Attracting and retaining customers is a never-ending task. We have solutions to meet both sets of needs. NADP offers affordable advertising solutions for you to reach your target audience. These solutions are designed to deliver real results and give you the best return for your advertising spend.

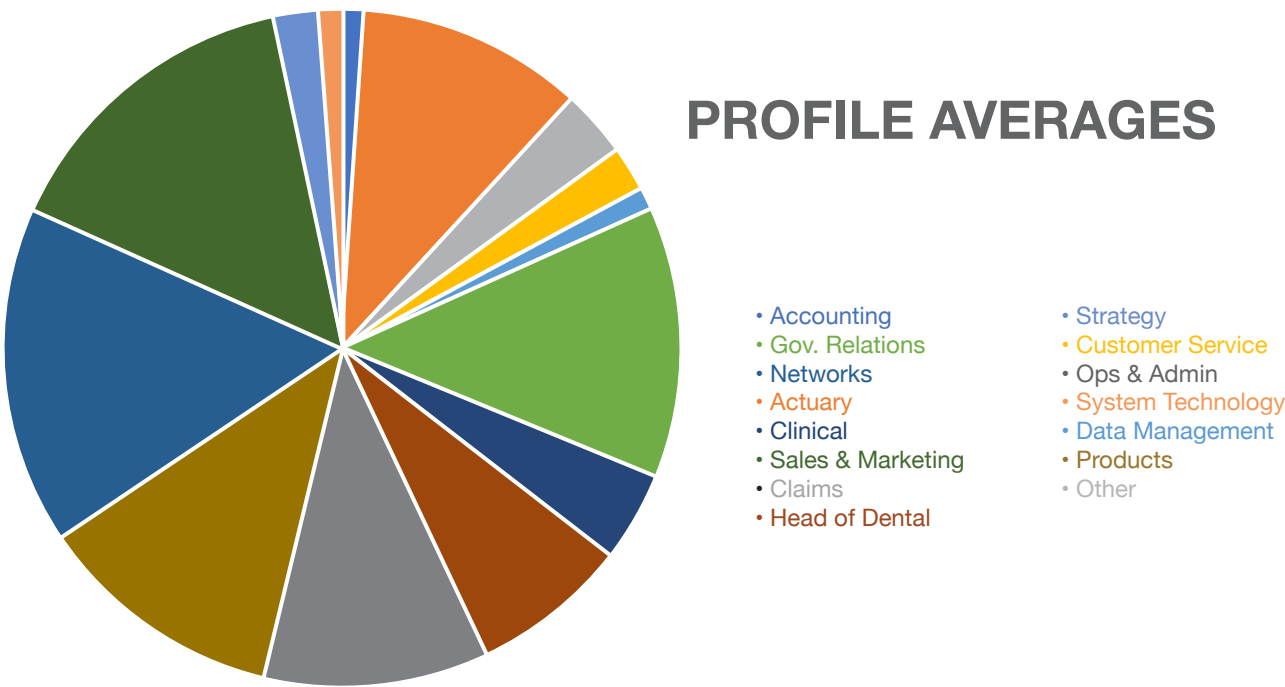
## PURCHASING INFLUENCE



## JOB FUNCTIONS BY YEAR



## PROFILE AVERAGES



\*Demographics are presented as averages because of additional categories and combinations of on-site and virtual

# NADP MEMBERS

## DENTAL PLANS

Aetna Dental  
Alpha Dental of AI  
Alpha Dental of AZ  
Alpha Dental of NM  
Alpha Dental of NV  
Alpha Dental of UT  
Alpha Dental Plan of Colorado, Inc.  
Alpha Dental Programs, Inc  
Altus Dental Insurance Company  
Always Care  
American Dental Partners  
American Dental Professional Services  
American Enterprise Group, Inc.  
American National Insurance Company  
Ameritas Life Insurance Corp.  
Ameritas Life Insurance Corp. of NY  
Ameritas Life PAC  
Anthem Health & Life Insurance Company  
Anthem, Inc.  
Argus Dental and Vision  
Atlantic Dental, Inc.  
Avesis Third Party Admin. Inc.  
Beam Insurance Administrators  
Benefit Services of HI (Blue Shield of HI)  
Berkshire Life Insurance Company  
Best Life and Health Insurance Company  
Blue Care Network  
Blue Cross Blue Shield of AZ  
Blue Cross Blue Shield of GA  
Blue Cross Blue Shield of IL  
Blue Cross Blue Shield of MA  
Blue Cross Blue Shield of MI  
Blue Cross Blue Shield of MO  
Blue Cross Blue Shield of MT  
Blue Cross Blue Shield of NC  
Blue Cross Blue Shield of NM  
Blue Cross Blue Shield of OK  
Blue Cross Blue Shield of SC  
Blue Cross Blue Shield of TX  
Blue Cross Blue Shield of WI  
Blue Cross of CA  
Blue Cross of WA and AK  
Blue Shield of CA  
Bridgeport Dental  
California Dental Network, Inc.  
Capital Advantage Assurance Co.  
Capital Blue Cross  
CareFirst BlueCross BlueShield  
Careington International  
CBA Inc.  
Central Minnesota Group Health Inc  
Cigna  
Colonial Life & Accident Insurance  
Colorado Bankers Life  
Companion Life Insurance Company  
CompBenefits Corporation  
Coventry Dental  
Custom Benefit Advisors  
DBA-Preferred Administrators  
Dearborn National  
DeCare International  
Dedicated Dental / Interdent  
Delta Dental Insurance Company  
Delta Dental of AR, Inc.  
Delta Dental of CA, NY, PA & Affiliates  
Delta Dental of DC  
Delta Dental of DE  
Delta Dental of IA  
Delta Dental of IL  
Delta Dental of KY  
Delta Dental of MA  
Delta Dental of MD  
Delta Dental of MI, IN, OH  
Delta Dental of MN  
Delta Dental of MO  
Delta Dental of NC  
Delta Dental of NH  
Delta Dental of NM  
Delta Dental of NY  
Delta Dental of PA  
Delta Dental Puerto Rico & Virgin Islands  
Delta Dental of RI  
Delta Dental of SC  
Delta Dental of TN  
Delta Dental of WI  
Delta Dental of WV  
Delta Reinsurance Corporation  
DENCAP Dental Plans  
Denex Benefits  
DeniServ, LLC  
Dental Benefit Providers, Inc.  
Dental Care Plus Group  
Dental Health Alliance, LLC  
Dental Health Options  
Dental Health Services (an Oregon corp)  
Dental Health Services of America  
Dental Health Services, Inc.  
Dental Health Services, Inc. (Arizona corp)  
Dental Management Services  
Dental Network of America, Inc.  
Dental Network Services  
Dental Select  
Dental Service of MA  
Dental Source of New Mexico  
Dental Trust/Dental Span  
DentaQuest  
DentaQuest Institute  
DentaQuest MidAtlantic  
DenteMax  
Denticare of Alabama  
DHS Insurance Services Inc  
Diversified Dental Services  
Dominion National  
Doral Dental USA, LLC

DSM USA Insurance Compnay Inc  
Empire Blue Cross Blue Shield  
Employers Dental Services, Inc.  
Equitable  
FG Associates  
First Commonwealth Limited Health  
Michigan  
First Commonwealth, Inc.  
First Dental Health  
Florida Blue  
Florida Combined Life Insurance  
Ft. Dearborn Life Ins Co  
GEHA  
Gentle Dental  
Golden West Dental & Vision Plan  
Great West Healthcare  
Great West Life  
Group Dental Service  
Group Dental Service of MD  
Group Health Plan Inc  
GroupLink Reinsurance Company LTD  
Guarantee Trust Life  
Guardian PAC  
Health Care Service Corp  
Health Resources, Inc.  
HealthPartners Administrators, Inc.  
HealthPartners, Inc  
Highmark  
Highmark Blue Cross Blue Shield of WV  
(Mountain St)  
HM Health Solutions  
HMSA (Blue Cross and Blue Shield of HI)  
Humana Insurance Company  
IHC Health Solutions  
Illinois Pacific Dental  
Independence Holding Company  
Ingenix  
Kaiser Permanente Dental Care Program  
Kansas City Life Insurance Co.  
LIBERTY Dental Plan  
Life & Specialty Ventures  
Lifewise Assurance  
Lifewise Health Plan of OR  
Lincoln Financial Group  
Logistics Health Incorporated  
Madison National Life Ins Co  
Maine Dental Service Corp  
MAMSI Life & Health Insurance  
Managed Dental Care  
Managed DentalGuard  
Maverest Dental  
Medical Life Ins Co  
MetLife  
MetLife PAC  
Midwest Assurance Company  
Mountain State Blue Cross Blue Shield  
Mutual of Omaha Life Insurance  
National Pacific Dental

New Dental Choice (First Dental Health)  
Nippon Life Insurance  
Northeast Delta Dental  
Northwestern Management Services  
Omega Administrators  
Optum  
OptumHealth Financial  
Oral Health Services  
Oxford Health Plans  
Pacific Source Health Plans  
Pacific Union Dental  
PacifiCare Dental & Vision  
PacificDental Benefits, Inc.  
Permanente Dental Associates  
Physicians Mutual Insurance Company  
PPO USA Inc.  
Premera Blue Cross  
Premera Blue Cross Blue Shield of AK  
Premier Access  
Principal  
Principal Dental Services  
Principal Financial PAC  
Principal Life Insurance Company  
Renaissance Dental  
Renaissance Health Inc. Company of NY  
Renaissance Life & Health Ins. Company  
SafeGuard Dental and Vision  
SafeGuard Health Enterprises  
SafeGuard Health Plans, Inc  
Security Life Insurance Company of America  
SelectHealth  
Smile Brands Inc. / NewPort Dental  
Solstice Benefits  
Standard Insurance Company  
Standard Security Life Insurance Compa-  
ny of New York  
Starmount Life Insurance Company  
Strategic Health Alliance  
Sun Life Financial  
Superior Dental Care, Inc  
Surety Life  
The CDI Group, Inc.  
The Dental Network, Inc.  
Guardian Life Insurance Company  
The Premier Dental Group, Inc.  
Total Dental Administrators  
TruAssure Insurance Company  
UCCI PAC  
UDC Dental California, Inc.  
UDC of Ohio, Inc.  
Unicare Health Ins Co of the Midwest  
Unicare Life and Health Insurance  
Union Security Dental Care of NJ  
Union Security DentalCare of Georgia, Inc  
United Concordia Dental  
United Concordia Life & Health  
United Dental Care of Arizona  
United Dental Care of Colorado  
United Dental Care of Michigan, Inc.  
United Dental Care of Missouri, Inc.  
United Dental Care of New Mexico

United Dental Care of Texas, Inc.  
United Dental Care of Utah, Inc.  
United Health Care Corporation  
United Service Association  
UnitedHealthcare Dental  
UnitedHealthcare Dental / Dental Benefit  
Providers of CA  
Unum Dental  
UNUM Life Ins. Co. of America  
UPMC Health Plan  
USABLE Life  
VBA  
WellPoint

## ASSOCIATE MEMBERS

Aspen Dental Management Inc  
Dental Care Alliance  
Heartland Dental Care  
HighFive Dental  
Mortenson Dental Partners  
NYU College of Dentistry  
Pacific Dental Services  
Park Dental  
Profitable PPOs  
ProHEALTH Dental Management, LLC  
The Smilist

## SUPPORTING ORGANIZATIONS

Align Technology  
American Dental Examiners, Inc  
BeneCare  
BFC  
CAQH  
CareCredit  
Change Healthcare  
Clarity Software Solutions  
Context 4 Healthcare  
CSG Actuarial  
DentalLens  
Dr. Opinion  
Dentistat, Inc. & go2dental.com, Inc.  
EHG, Inc Dentalxchange  
Five Lakes Professional Services  
Group MarketShare  
HealthCrowd  
Healthedge Software, Inc.  
Healthscape Advisors  
Information Capture Solutions, LLC  
Javelina from Mphasis  
McKinsey and Company  
Milliman Inc.  
MultiPlan  
National Electronic Attachment, Inc.  
Nova Net  
Onederful  
Overjet  
P & R Dental Strategies, LLC

Pacira Pharmaceuticals, Inc.  
Pearl  
Practice Quotient, Inc  
Retrace  
Revolv  
Santech Solution, Inc.  
SKYGEN USA  
Teledentistry.com  
Tesia Clearinghouse, LLC  
Unitas Dental  
VideaHealth  
Vericred  
West Monroe Partners  
Wellfit  
Willis Towers Watson  
Zelis Healthcare





# Sponsored Webinars

Marketing your business requires you to constantly make difficult decisions on the budget and resources needed to promote your product or service successfully. Sponsoring a webinar with NADP is a highly effective way of balancing these factors and achieving your goals.

NADP-sponsored webinars are among the most robust solutions for companies looking to boost revenue and quality leads from marketing.

## **Through NADP-sponsored webinars, your company will:**

- Raise brand awareness
- Educate the dental benefits industry
- Achieve measurable results
- Provide a high-quality list of new sales contacts from the registration list

## **Other benefits include:**

- Marketing and promotion by NADP
- Includes one year of on-demand viewing
- Surveys and polling available
- Audience reports
- Free access for attendees/prospective clients

## **Pricing**

\$2,000 per sponsored webinar

## **Discounts**

- NADP member companies = \$150 off
- 2022 exhibitors or sponsors = \$100 off
- NADP member company + a CONVERGE 2022 exhibitor or sponsor = \$250 off

## **Contact us today for more information:**

Jeremy May  
Director of Meetings & Events  
972-458-6998 x 123  
jmay@nadp.org





With more than 300,000 visitors per year, NADP.org has considerable reach beyond our membership which includes consumers, healthcare industry professionals and more. Full payment for your digital placement is required at the start date of your schedule.

Leaderboard #1 : home page (MIDDLE) + all interior pages (top)

Schedule	Gross Rate (total)
3 months	\$1,760
6 months	\$2,600
12 months	\$4,080

Dimensions: 1200W x 100H pixels

Leaderboard 2: home page (bottom) + all interior pages (bottom)

Schedule	Gross Rate (total)
3 months	\$1,560
6 months	\$2,400
12 months	\$3,880

Dimensions:1200W x 100H pixels

Skyscraper (right) all interior pages - no home page

Schedule	Gross Rate (total)
3 months	\$1,360
6 months	\$2,155
12 months	\$3,480

Dimensions: 700H x 200W pixels

Graphic Design Services

Need a graphic designer? NADP has you covered. \$150 per ad.

**Please note:** Your ads on nadp.org will rotate with other advertisers who have purchased the same space. You will be notified before you advertising contract ends in case you'd like to renew!

Advertising will not be placed until NADP receives full payment.

NADP.ORG Artwork Dimensions

- Leaderboard 1 - 1200 x 100 pixels
- Leaderboard 2- 1200 x 100 pixels
- Skyscraper right - 200 x 700 pixels

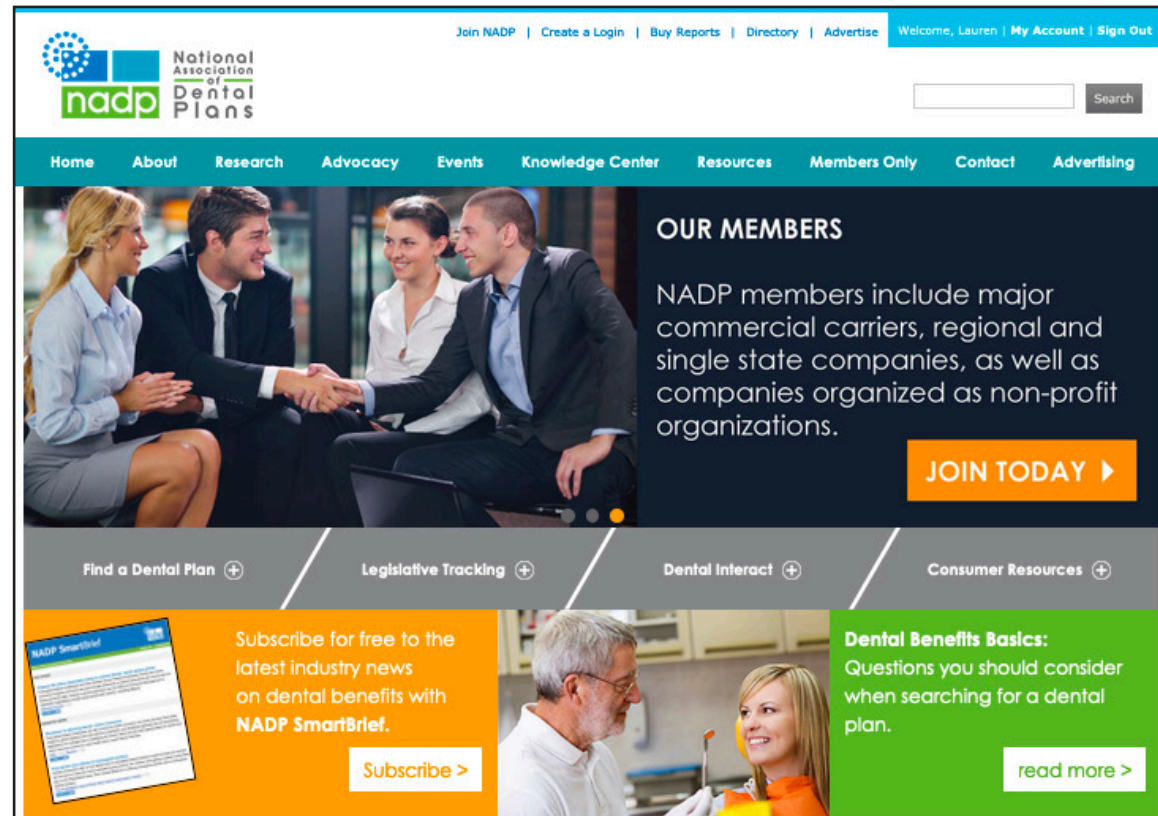
Image Formats accepted: GIF, PNG, JPG or Animated GIF (we are unable to accept Flash files)

Consecutive months only for nadp.org web advertising.

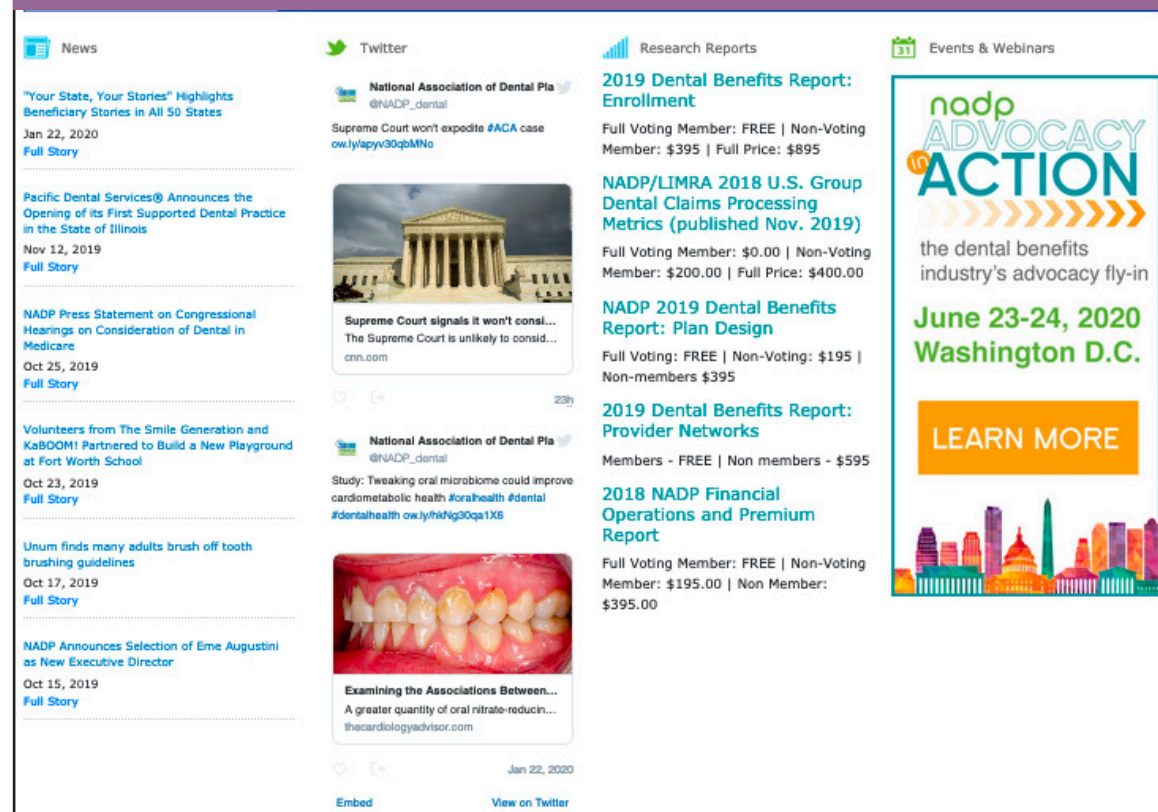
By the Numbers

In 2021, the average click-thru rate (CTR) for advertisers on nadp.org was 0.44%. All advertisers received over 500,000 impressions and 1,200 clicks (This is a total amongst all advertisers for 2021).

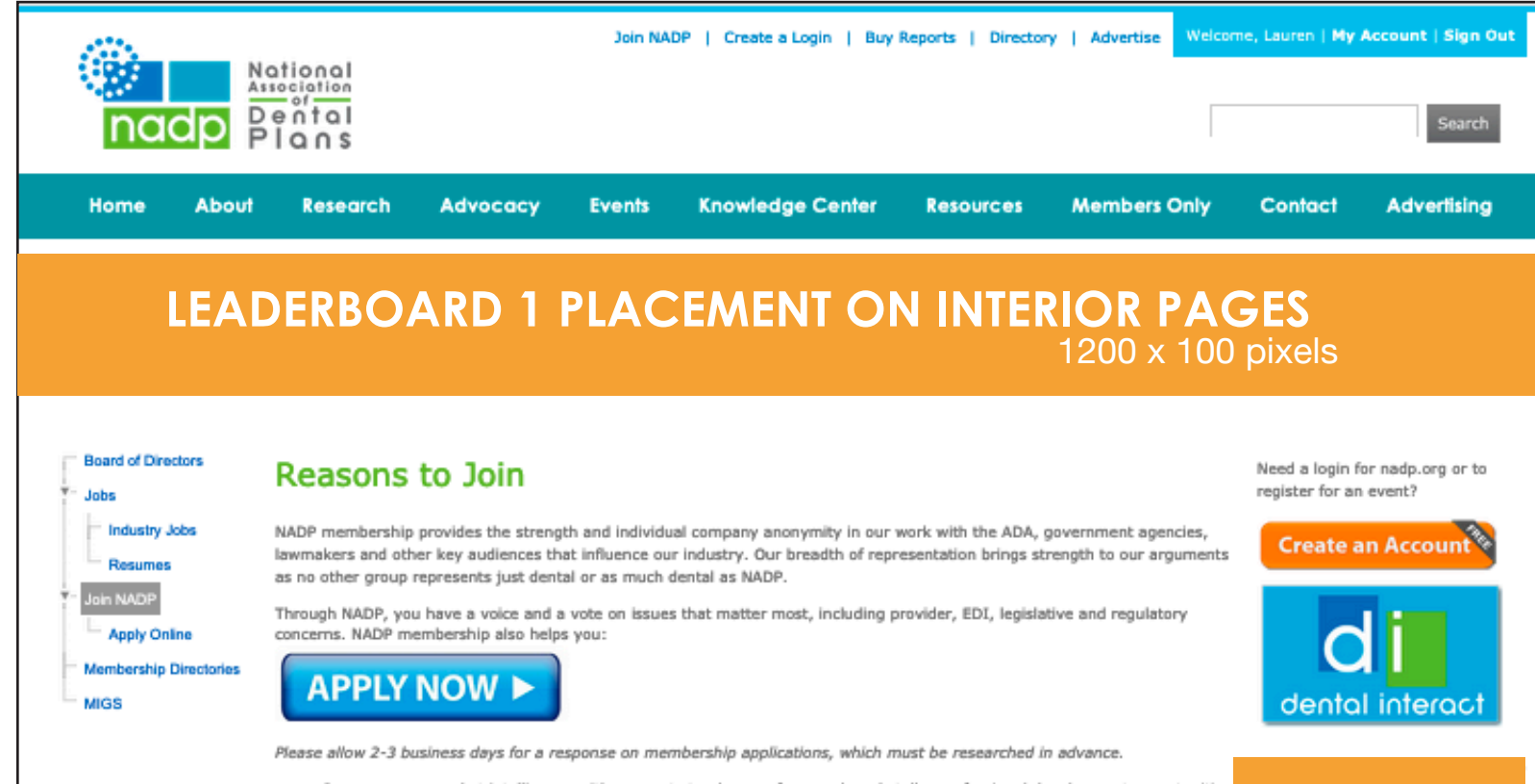
# Where will my ads appear on nadp.org?



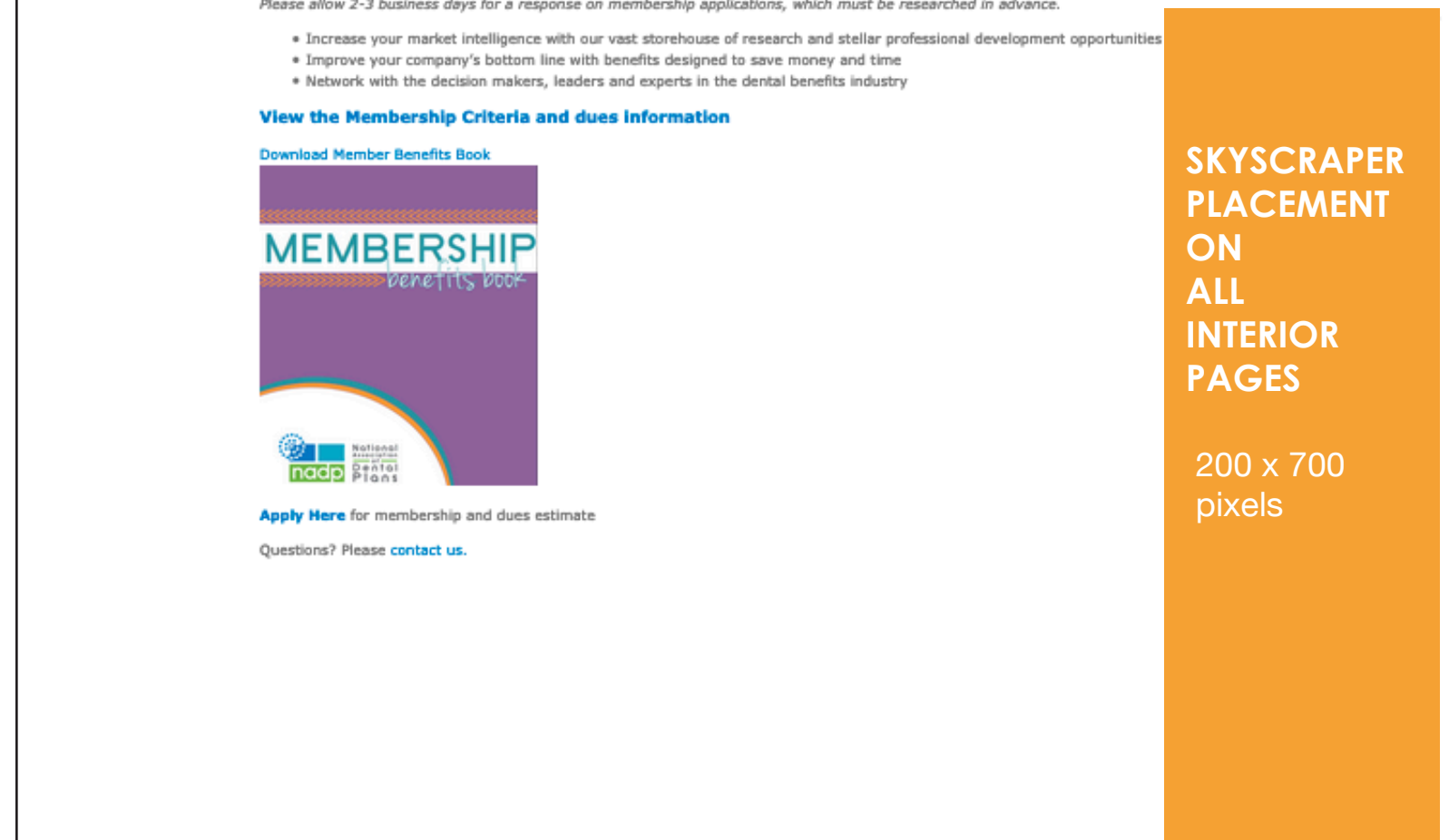
## LEADERBOARD 1 PLACEMENT ON HOME PAGE 1200 x 100 pixels



## LEADERBOARD 2 PLACEMENT ON HOME PAGE 1200 x 100 pixels



## LEADERBOARD 1 PLACEMENT ON INTERIOR PAGES 1200 x 100 pixels



## SKYSCRAPER PLACEMENT ON ALL INTERIOR PAGES

200 x 700 pixels

## LEADERBOARD 2 PLACEMENT ON INTERIOR PAGES 1200 x 100 pixels

# The Knowledge Center

The NADP Knowledge Center ([knowledge.nadp.org](https://knowledge.nadp.org)) is the online store for invaluable market intelligence including research reports, conference and webinar registrations, membership directories and more! On the Knowledge Center, NADP Members and the public can register for upcoming NADP conferences, purchase live and recorded webinars, research reports, and more! With over 20k visitors per month and more than \$3 million of products sold, you can see why this is a great platform for advertising!

## Skyscraper (left) Home + ALL PAGES of website

Schedule	Gross Rate (total)
3 months	\$1,000
6 months	\$1,500
12 months	\$3,000

## Graphic Design Services

Need a graphic designer? NADP has you covered. \$150 per ad.

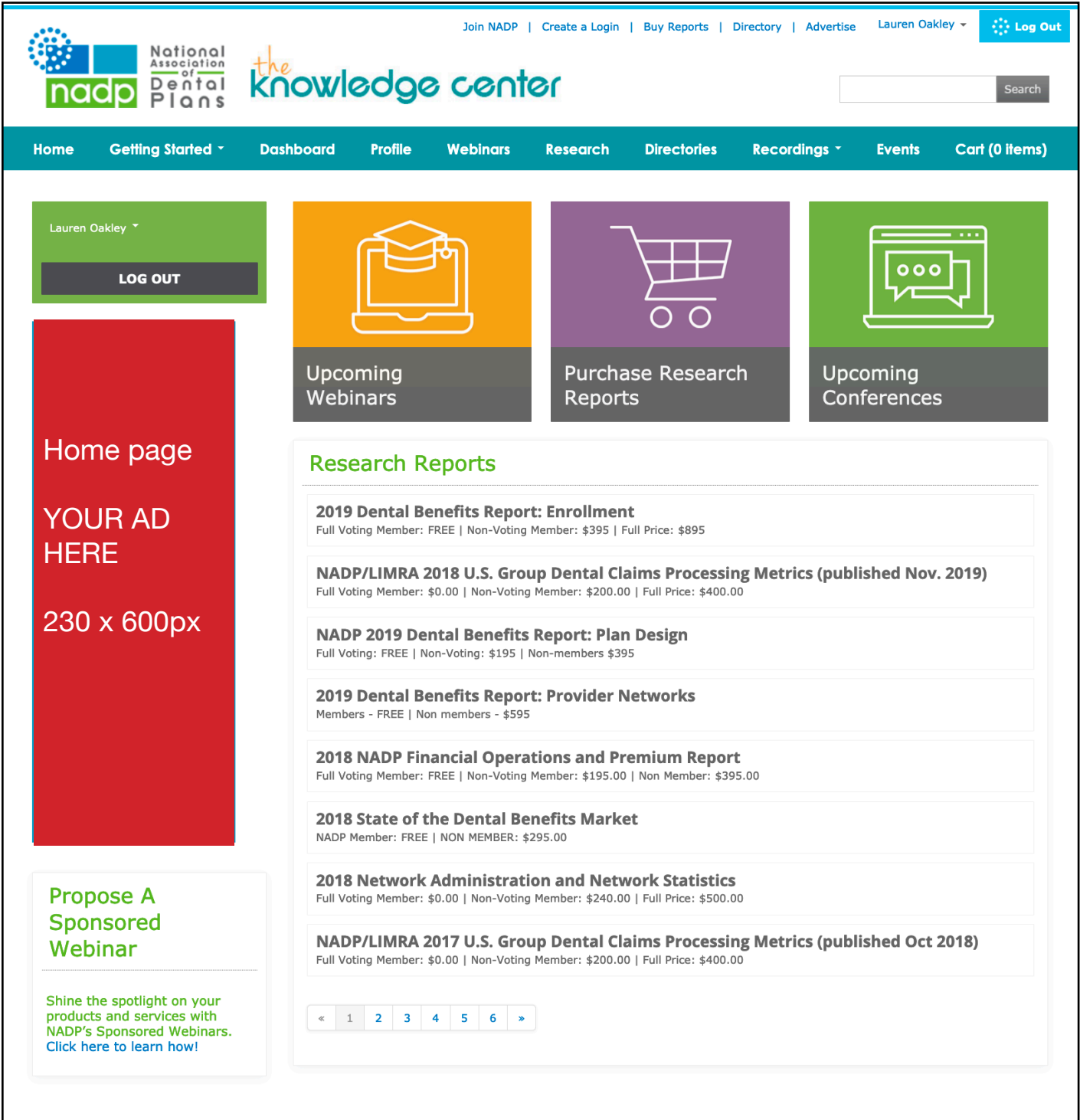
## Artwork Dimensions

- Skyscraper left - 230 x 600 pixels

Image Formats accepted: GIF, PNG, JPG or Animated GIF  
(we are unable to accept Flash files)

Consecutive months only for nadp.org web advertising.

Advertising will not be placed until NADP receives full payment.



**Please note:** Your ads on nadp.org will rotate with other advertisers who have purchased the same space. You will be notified before you advertising contract ends in case you'd like to renew!





MonthlyByte offers detailed articles and features for the dental benefits industry, such as updates on advocacy efforts, research, education and much more. Monthlybyte emails the last week of each month. All members are automatically subscribed to receive the Monthlybyte. When placing an advertorial or tile ad in the Monthlybyte, you will receive a report 2 weeks after the Monthlybyte is sent of who exactly clicked on your content and their contact information to follow up on leads. Readership includes almost 3,000 of our member companies decion-makers, CEOs, and delegates... the people you want to reach!

Maximum of three ads per edition.

MATERIAL SPECIFICATIONS & DEADLINES:

Image Dimensions: 200x400 pixels.  
File size: 25k maximum  
Image file format: PNG, JPG or GIF / animated GIF. No flash.

Submission Deadlines

Artwork is due to 15<sup>th</sup> of each month. If the 15<sup>th</sup> falls on a weekend please submit that following Monday.

Submit all ad artwork to loakley@nadp.org.

**Please note:**  
**NADP does not publish a September newsletter.**

**Note: Beginning in 2022, if you sign a contract for 12 months for a tile ad, you will receive first right of refusal for the same spot before we offer it to other potential advertisers.**

TILE AD PRICES

Schedule	1st position Gross Rate (total)	2nd position Gross Rate (total)
1 month	\$1050	\$900
3 months	\$2,100	\$1,600
6 months	\$3,450	\$2,575
12 months	\$5,800	\$4,200
Schedule	3rd position Gross Rate (total)	4th position and on Gross Rate (total)
1 month	\$800	\$700
3 months	\$1,500	\$1,300
6 months	\$2,400	\$2,100
12 months	\$4,000	\$3,700

Is your "Find a Dentist" tool giving members a toothache?



Are your members getting tripped up searching for in-network dentists on your website? HealthSparq can help with a user-tested and user-approved provider search solution for dental plans. [Learn more.](#)

HEALTHSPARQ®

An advertorial is an advertisement in the form of editorial content. Results from recent studies are showing a trend that Americans think advertorials, also known as sponsored content, or native advertising content — add value to a digital content. This is especially true when the content is relevant, authoritative and authentic. With an advertorial, you have complete control over the content, obtain credibility based on the NADP audience, you increase readership (both time spent with and awareness of your message) because your advertorial has created “content” which is more likely to be taken into account than a traditional ad.

Submission Deadlines

Advertorial content is due to 15<sup>th</sup> of each month. If the 15<sup>th</sup> falls on a a weekend please submit that following Monday. Submit all ad artwork to loakley@nadp.org.

**Note: will not publish advertorial until NADP has received a signed agreement and full payment for contract.**

- Content Requirements:
- Image 400x400 max.
  - Can be animated gif, png or jpg (no flash)
  - Provide a link

**Please note:**  
**NADP does not publish a September newsletter.**

**Note: Beginning in 2022, if you sign a contract for 12 months for an advertorial, you will receive first right of refusal for the same spot before we offer it to other potential advertisers.**

ADVERTORIAL PRICES

Schedule	1st position Gross Rate (total)	2nd position Gross Rate (total)
1 month	\$1150	\$1,000
3 months	\$2,300	\$2,000
6 months	\$3,550	\$3,300
12 months	\$5,900	\$5,600
Schedule	3rd position Gross Rate (total)	4th position and on Gross Rate (total)
1 month	\$850	\$700
3 months	\$1,700	\$1,400
6 months	\$3,100	\$2,800
12 months	\$5,300	\$5,000

## dimensions & placement

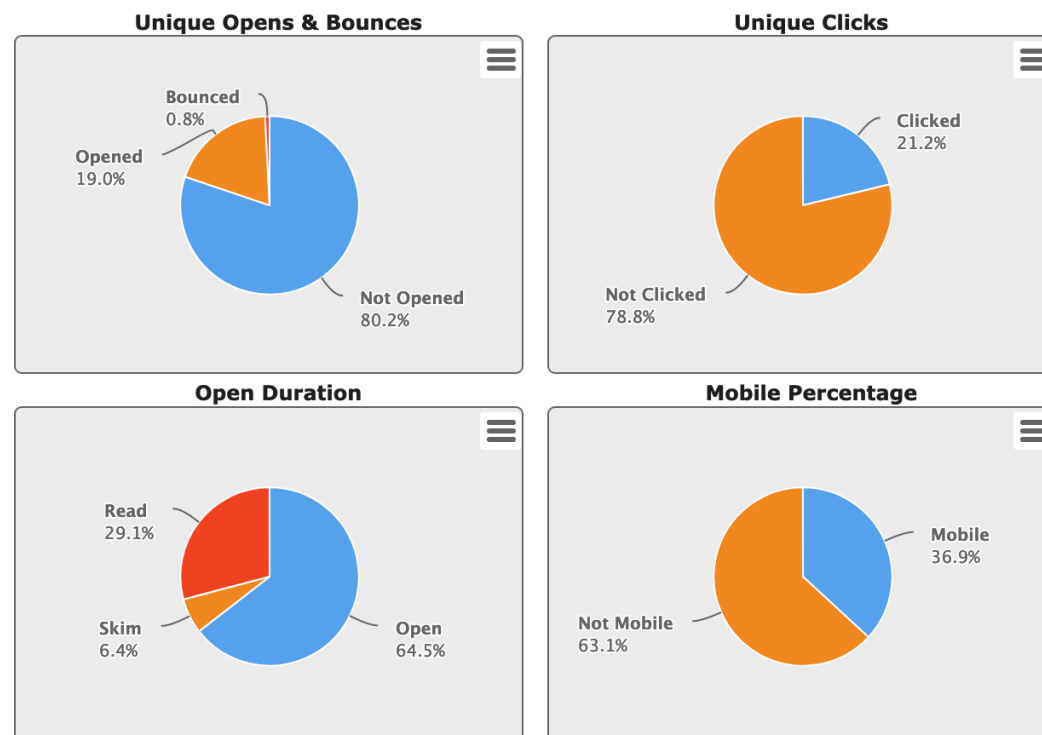
**Advertorial Placement.** Requirements include: 400x400 max in image size. Image formats can be animated gif, png or jpg. Provide a link for “read more” or “learn more”.

There will be 2 stories between each advertorial position placement.


**TILE ADS.** 200 pixels wide no more than 400 pixels tall. Must provide a link for the ad. Image formats can be animated gif, png or jpg. No flash files.

**Analytics:** When placing an advertorial or tile ad in Monthlybyte, you will receive a report 2 weeks after the Monthlybyte is sent of who exactly clicked on your content and their contact information to follow up on leads. Artwork is due the 15th of each month.


## 2021 Overall Newsletter Stats







**NADP Graphic design services: \$200 per ad (one-time fee).**




National Association  
of  
Dental  
Plans


MonthlyByte  
Dental Benefits Industry News

di






October 29, 2021


NADP PULSE



By Board Chair Jeremy Hedrick,  
Careington International

The end of 2021 will soon be here. Like many of you, NADP is preparing for 2022 while wrapping up current projects. We're also keenly aware of the events in Washington, D.C., and continue to represent you on the issues impacting your business. I want to briefly highlight some key developments that will impact us in the coming year. [\[more\]](#)






Dental insurers need  
better plan flexibility.  
Here's how to get it.

Read Blog

Virtual CONVERGE 2021 Available through  
Nov. 7

With more than 500 attendees and an impressive lineup of presenters and breakout sessions, Virtual CONVERGE 2021 was a tremendous success. With two online networking opportunities and educational sessions in three tracks, CONVERGE offered something for everyone. [\[more\]](#)



CONGRATULATIONS TO MOBILE APP CONTEST  
WINNERS!


Congratulations to the following winners of CONVERGE 2021 Mobile App Contest:

1. Dr. Mary Lee Conicella, Aetna (\$150 VISA gift card)
2. Jacquie Baker, Anthem (\$75 VISA gift card)
3. Jamie Horne, Cigna (\$50 VISA gift card)


CONVERGE attendees were encouraged to participate in the contest, which was held Oct. 4-7. Participants earned points by exploring the app and competed against other event attendees to place in the top three spots of the leaderboard. Winners will be sent gift cards via email next week. Contact [Lauren Oakley](#) for questions.


Winners Announced in Session Rating  
Drawing


Join NADP in congratulating the following winners of Virtual CONVERGE Session Rating drawing.


X-RAY FILM DIGITIZER


SAVE MONEY  
BY SWITCHING TO OUR  
DIGITAL X-RAY  
SCANNING SOLUTION






CALL FOR DETAILS  
(606) 862-2000  
OR VISIT [INFOCAPSOL.COM](#)




POWERING  
TRANSFORMATION



TPA


SaaS


CONNECTIVITY



ANALYTICS & RISK  
MANAGEMENT

SAVE THE DATE




JAN. 24-26, 2022  
Dallas • Texas

For more information, visit  
[nadpleadership.org](#)



Educate Your  
Members, Providers,  
and Others with  
[WhyDental.org](#)


National Association  
of  
Dental  
Plans

## TILE AD Examples

position #1

position #2

position #3

position #4



DIGITAL RETARGETING

What is Retargeting?

Retargeting works by keeping track of people who visit our sites and displaying your retargeting ads to them as they visit other sites online. Retargeting keeps your brand front and center. Every time a CONVERGE attendee (or nadp.org visitor) sees your retargeting ad, your brand gains traction, and more recognition. The click-through rates and increased conversions that are typical with retargeting campaigns underscore the value of good branding and repeated exposure. Our retargeting software, [Feathr](#), partners with [The Trade Desk](#) for our retargeting audiences and utilize four Ad Vendors; [Google Marketing Platform](#), [Xandr](#), [Microsoft](#), and [Verizon Media Exchange](#) for [ad bidding](#) through them. Ads are distributed through the [ad bidding market \(open ad exchange\)](#) in any participating website that is reached through the ad vendors and will be displayed according to [ad bidding](#). So, we do not partner with any specific website for ad distribution, but most major social media outlets and websites ARE participating in the open ad exchange we are using for retargeting.

How Does it Work?

1

A dental benefits industry executive and potential customer visits any NADP website.



2

The campaign is activated, and viewers are now “cookied” to allow for your brand’s ads to be displayed on other sites.

Please note, below are just examples of websites your ad could appear on through retargeting campaigns. NADP is not affiliated or endorses these companies in any way.



3

Your ads are served to potential customers on thousands of websites they visit in their normal online daily browsing.



Year-Round Opportunities

- PRE-EVENT
- Build brand awareness
  - Drive booth traffic
  - Promote at-event activity
  - i.e. “Stop by booth #101”

- POST-EVENT
- Send event followup
  - Nurture leads
  - Offer special incentives
  - i.e. “Thank for stopping by our booth. Check our our whitepaper [link]”

- 365-Day Exposure
- Keep your brand top-of-mind
  - Earn steady leads all year
  - As NADP’s audience grows, so do your advertising opportunities!



# Why RETARGETING?

Maximize visibility and increase ROI with digital ad retargeting.



**Build your brand**, create awareness, and increase conversions by retargeting our highly qualified audiences, wherever they visit online.



**Guaranteed Reach**. Ad retargeting guarantees sustained, specific exposure to the exact qualified audience you're trying to reach. No more guessing whether or not your ads are reaching the right people or if they're being seen by your potential customers.



**Quantifiable ROI**. Detailed analytics & reporting allow you to see your ad campaign results in real-time, including number of times your ad has been seen, number of clicks on your ad, and the geographical locations of where your ad has reached.



**365-Day Engagement**. Engage with customers and new prospects leading up to, during, and after CONVERGE with custom retargeting campaigns. When the event is over, the follow-up emails have been sent, and all traditional channels to reach attendees have been exhausted... RETARGETING to the rescue! Those cookies still exist, allowing you to continue reaching these beauty pros in the many months ahead!

# RETARGETING PACKAGES

## FULL RETARGETING

With our retargeting package you can reach our digital audience wherever they go. We retarget over 100,000 dental benefits industry professionals that visit nadp.org and other NADP websites across social networks and major online publishers. An advanced, real-time bidding algorithm optimizes campaigns for maximum exposure.

### PRICES

20,000 Impressions	\$1,895
35,000 Impressions	\$2,595
70,000 Impressions	\$4,595
100,000 Impressions	\$5,995

## CONVERGE RETARGETING

With our retargeting package you can reach our digital audience wherever they go. This package specifically retargets over 500 registered CONVERGE (exhibits and sponsors) attendees across social networks and major online publishers. An advanced, real-time bidding algorithm optimizes campaigns for maximum exposure.

### PRICES

20,000 Impressions	\$1,695
35,000 Impressions	\$2,395
70,000 Impressions	\$4,395
100,000 Impressions	\$5,695

### Ad Sizes & Specs

.jpg or .gif static images only  
(no flash)

For maximum reach and performance, all three of these sizes should be provided.

728 x 90px

300 x 250px

160 x 600 pixels

Don't Have a Creative Department? No Problem.  
NADP Can Design Your Ads! \$300 per retargeting campaign



## PAYMENT POLICY

Advertising is not placed until NADP receives payment for the full amount of your advertising.

## CANCELLATION POLICY

Cancellations for advertising must be made in writing (email or fax) at least 30 days prior to your requested cancellation date. **NADP will refund 50% for remaining months on your contracted schedule.**

## DISCOUNTS

NADP members receive a 15% discount of the total amount for advertising.

We also offer discounts for CONVERGE sponsors and exhibitors, new NADP members, and returning advertisers. Contact us for more information.

**READY TO ADVERTISE?  
CONTACT US FOR A QUOTE**

**LAUREN OAKLEY**

**ASSOCIATE DIRECTOR OF  
COMMUNICATIONS & TECHNOLOGY**

**LOAKLEY@NADP.ORG**

**972-458-6998 X 105**

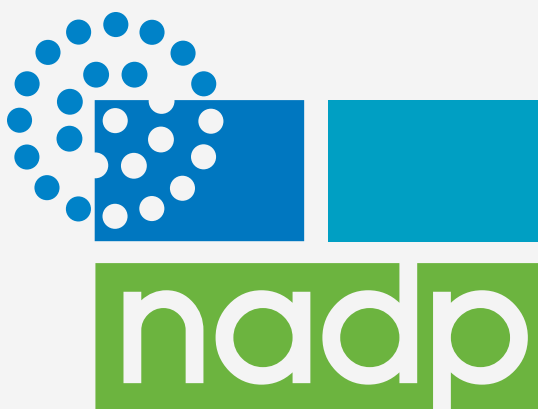
The National Association of Dental Plans (NADP) seeks to inform its members and consumers of products and services that assist the promotion and advancement of the dental benefits industry to improve consumer access to affordable, quality dental care. Therefore, NADP welcomes advertising that furthers this goal. The following standards apply to all advertising that shall appear on NADP websites and communications:

NADP reserves the right to accept or reject advertising at its sole discretion for any product or service. The inclusion of an advertisement is not to be construed or publicized as an endorsement or approval by the NADP, nor may the advertiser promote that its placement of advertising is tantamount to approval or endorsement by NADP.

1. The advertisement of products, services, or companies on NADP material that are not endorsed by the NADP are subject to final review and approval.
2. First-time advertisers must receive final review and approval.
3. The advertisement will not be acceptable if it conflicts with or appears to violate NADP policy, the NADP Mission, or NADP Bylaws.
4. The advertisement shall not include claims that are not subject to independent verification or that are false, misleading, or deceptive.
5. The technical and aesthetic quality of the advertisement shall be in keeping with the standard required by NADP as evidenced by those advertisements previously placed in the past.
6. NADP will not allow comparative advertising.
7. The advertisement must not demean the dignity of the dental benefits industry nor promote a product or service that is detrimental to the dental health and safety of consumers.
8. The advertisement shall not use the name of the NADP, any NADP council or volunteer group, or NADP member without prior written authorization.

NADP acknowledges and appreciates the extra effort put forth by advertisers in complying with the advertising standards and policies of the Association. In light of the great effort a manufacturer may undertake in developing advertising campaigns, advertisers are encouraged to forward proposed advertisements in rough form, thereby minimizing any inconvenience caused by the review of advertising messages. The purpose of these advertising standards is to advise potential advertisers of the requirements to assure fair and uniform application. These standards shall be implemented and interpreted by NADP. The NADP will periodically review its advertising standards with the objective of keeping pace with changes that may occur in the dental benefits industry. It is hoped that this practice of continuous review and reevaluation will improve and ensure the relevancy, timeliness, and appropriateness of the advertising content.

**BEFORE SIGNING AN ADVERTISING CONTRACT WITH NADP, YOU WILL BE ASKED TO AGREE THAT YOU HAVE READ AND UNDERSTAND THESE NADP ADVERTISING STANDARDS.**



National  
Association  
of  
Dental  
Plans

12700 Park Central Dr. Ste 400  
Dallas, Texas 75251  
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