Impression Packages

What is an impression?
An impression is when a website visitor sees an advertisement. In practice, an impression occurs any time a user opens an app or website and an advertisement is visible to them. So if you purchase a 25,000 impression package, your four ads will remain on the website until they have cumulatively been viewed 25,000 times by website visitors.

Pricing for Impression Packages

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>25,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>50,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>75,000</td>
<td>$4,500</td>
</tr>
<tr>
<td>100,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>125,000</td>
<td>$5,500</td>
</tr>
<tr>
<td>150,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>175,000</td>
<td>$6,475</td>
</tr>
<tr>
<td>200,000</td>
<td>$6,800</td>
</tr>
</tbody>
</table>

If you’d like more than 200k, contact us for special pricing.

What’s included in my impression package?

4 advertisement spaces at the same time!

- Nadp.org
  - Leaderboard 1 (home middle and all interior pages top)
  - Leaderboard 2 (home bottom and all interior pages bottom)
  - Skyscraper right (no home, all interior pages right)
- Knowledge.nadp.org
  - Skyscraper left (all pages, left)

All of your ads will remain published until your impression package count is reached. All advertisements in a package share the same impression count. (i.e. they all add to the total sum) You will be alerted before your impression max is reached in case you’d like to renew.

The Knowledge Center

NADP Knowledge Center (knowledge.nadp.org) is where NADP Members and the public can register for upcoming NADP conferences, purchase live webinars, research reports, and more! The NADP Knowledge Center is the online store for invaluable market intelligence including research reports, conference and webinar registrations, membership directories and more! Over 10k visitors a month.

Graphic Design Services

Need a graphic designer? NADP has you covered. $500 per impression package (one-time fee). Includes all four ads.

Please note: Your ads on nadp.org and knowledge.nadp.org will rotate with other active advertisers who have purchased impressions packages. Once your impression package count is reached, your ads will expire. You will be notified before your impressions are reached and also be given access to monitor your campaign analytics as well.

Advertising will not be placed until NADP receives payment in full for each impression package campaign.

Artwork Dimensions

- Ad # 1 (Leaderboard 1) - 1200 x 100 pixels - nadp.org
- Ad # 2 (Leaderboard 2) - 1200 x 100 pixels - nadp.org
- Ad # 3 (Skyscraper right) - 200 x 700 pixels - nadp.org
- Ad # 4 (Skyscraper left) - 230 x 600 pixels - Knowledge Center

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

See pages 8-10 for ad placement examples.
LEADERBOARD 1 PLACEMENT ON INTERIOR PAGES
1200 x 100 pixels

Reasons to Join

NADP membership provides the strength and individual company anonymity in our work with the ADA, government agencies, lawmakers and other key audiences that enhance our industry. Our strength of representation brings strength to our arguments as we all represent a large number of dental professionals.

Through NADP, you have a voice and a vote on issues that matter most, including provider, BDS, legislative and regulatory concerns. NADP membership also helps you:

- Apply NOW ➤

Please allow 2-3 business days for a response on membership applications, which must be received in advance.

- Increase your company’s visibility through NADP membership’s national and state level public relations efforts.

- Network with like-minded colleagues and leaders in the dental industry.

View the Membership Criteria and dues Information

LEADERBOARD 2 PLACEMENT ON INTERIOR PAGES
1200 x 100 pixels

LEADERBOARD 1 PLACEMENT ON HOME PAGE
1200 x 100 pixels

LEADERBOARD 2 PLACEMENT ON HOME PAGE
1200 x 100 pixels
Where will my ad appear on The Knowledge Center?

Home page
YOUR AD HERE
230 x 600px

Upcoming Webinars
*FREE* Delivering the digital experience members and dental practices desire
- Contains 1 Component(s)
- Includes a Live Web Event on 10/20/2020 at 1:00 PM (CDT)
  Sponsored by Change Healthcare

*FREE* Unifying your dental network analysis
- Contains 1 Component(s)
- Includes a Live Web Event on 10/26/2020 at 1:00 PM (CDT)
  Sponsored by Zelis

*FREE* Working together to fight cyber criminals and reduce risk to your Member Data
- Contains 1 Component(s)
- Includes a Live Web Event on 11/13/2020 at 1:00 PM (CDT)
  Sponsored by VPay

TO DO Before the Live Webinar
Before the webinar, you should test your computer’s capabilities before you log into a live event to make sure that your computer is properly set up to view the webinar by clicking here.

Beginning In 2020, in order to provide webinars on a complimentary basis with your membership, NADP is only offering streaming audio for webinars (we apologize for any inconvenience).

If you are experiencing issues during a webinar with streaming audio, please try the following:
- Try clearing your internet browser cookies and cache. Here is how to do that.
- Please try another internet browser. For this webinar platform, we suggest downloading Google Chrome or Firefox.
- Streaming audio stopping and starting is often an issue on the users end not having enough steady bandwidth. If you are experiencing this, we suggest not using Wi-Fi and directly connecting to the internet with an ethernet cable if possible.
- If you are sharing connections with coworkers through a Wi-Fi or remote desktop software, that can also cause bandwidth issues. Please shut down any other programs that may be using up your internet bandwidth during the webinar.
- Here is a helpful resource on how to maximize the speed of your internet connection.

If none of the above work, please contact help@bennetpartners.com or call (800) 274-9396 for technical support.

Having Trouble?
Click here for a short tutorial on how to purchase and access webinars.