NADP OVERVIEW

NADP is the representative and recognized resource of the dental benefits industry, as well as the largest non-profit, national trade association focused exclusively on the entire spectrum of the dental benefits industry, i.e. dental HMOs, dental PPOs, discount dental plans and dental indemnity products. With a market share greater than 95%, NADP represents the vast majority of your prospective and current customers: dental plans.

MISSION

NADP’s mission is to promote and advance the dental benefits industry to improve consumer access to affordable, quality dental care.

MEMBERS

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

SERVICES

Dental Benefits Advocacy

NADP serves as the voice of the industry to a wide range of stakeholders through the following programs:

• Industry Representation regarding statutorily mandated standards and development of quality measures through voting seats on a variety of organizations such as the American Dental Association Code Revision Committee, Health Level 7, the Dental Quality Alliance, The International Health Standards Development Organization, and more.

• Government Relations advancing industry concerns on state and federal legislative and regulatory activities, including federal health care reform.

Dental Benefits Industry Resource

As the leading authority and knowledge center for dental benefits, NADP offers the following resources:

• Research on a wide variety of topics through an annual suite of reports, brief surveys and in-depth studies.

• Education on timely, dental-specific topics via Virtual Seminars, Online Training and the premier industry gathering, NADP’s Annual Conference – CONVERGE.
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.

OUR MEMBERS

Aetna Dental
Altus Dental Insurance Company
American Dental Professional Services
American Enterprise Group, Inc.
Ameritas Life Insurance Corp.
Anthem, Inc.
Argus Dental and Vision
AXA Equitable Life Insurance Company
Beam Insurance Administrators
Best Life and Health Insurance Company
Blue Cross Blue Shield of AZ
Blue Cross Blue Shield of MA
Blue Cross Blue Shield of MI
Blue Cross Blue Shield of NC
Blue Cross Blue Shield of SC
Blue Shield of CA
Care Plus/Dental Associates
CareFirst BlueCross BlueShield
Careington International
CBA Inc.
Cigna
Companion Life Insurance Company
Dedicated Dental / Interdent
Delta Dental of CA, NY, PA & Affiliates
Delta Dental of MN
Delta Dental of MO
Delta Dental of WI
DENCAP Dental Plans

Dental Care Plus Group
Dental Health Services of America
Dental Network of America, Inc.
Dental Select
DentaPlans.com
DentaQuest
Dominion National
EmblemHealth Services
GEHA
Health Resources, Inc.
HealthPartners, Inc
Humana Insurance Company
IHC Health Solutions
Kaiser Permanente Dental Care Program
Kansas City Life Insurance Co.
LIBERTY Dental Plan
Life & Specialty Ventures
Lincoln Financial Group
MetLife
Mutual of Omaha Life Insurance Company
Nevada Dental Benefits
Nippon Life Insurance Company of America
Northeast Delta Dental

PURCHASE INFLUENCE

17% Evaluate
52% Key Decision Makers
24% Recommend
7% Other

Contact Lauren Oakley • loakley@nadp.org • 972-458-6998 x 105
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)**

<table>
<thead>
<tr>
<th>Schedule</th>
<th>Gross Rate (total)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months</td>
<td>$1,660</td>
</tr>
<tr>
<td>6 months</td>
<td>$2,500</td>
</tr>
<tr>
<td>12 months</td>
<td>$3,980</td>
</tr>
</tbody>
</table>

Dimensions: 1200W x 100H pixels

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

<table>
<thead>
<tr>
<th>Schedule</th>
<th>Gross Rate (total)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months</td>
<td>$1,460</td>
</tr>
<tr>
<td>6 months</td>
<td>$2,300</td>
</tr>
<tr>
<td>12 months</td>
<td>$3,780</td>
</tr>
</tbody>
</table>

Dimensions: 1200W x 100H pixels

**Skyscraper (right) all interior pages - no home page**

<table>
<thead>
<tr>
<th>Schedule</th>
<th>Gross Rate (total)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months</td>
<td>$1,260</td>
</tr>
<tr>
<td>6 months</td>
<td>$2,055</td>
</tr>
<tr>
<td>12 months</td>
<td>$3,380</td>
</tr>
</tbody>
</table>

Dimensions: 700H x 200W pixels

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**

From Oct. 2019 - Oct. 2020, the average click-thru rate (CTR) for advertisers on nadp.org was 0.45%. If you’d like an updated CTR average please contact us, as this number changes daily.

Contact Lauren Oakley • loakley@nadp.org • 972-458-6998 x 105
Where will my ads appear on nadp.org?

LEADERBOARD 1 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

LEADERBOARD 2 PLACEMENT ON INTERIOR PAGES
1200 x 100 pixels

SKYSCRAPER PLACEMENT ON ALL INTERIOR PAGES
200 x 700 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 influence our industry. Our strength in representation brings strength to our arguments
as no other group expresses just dental or as much dental as NADP.

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

APPLY NOW ➤

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

- Increase your market intelligence and gain an exclusive advantage to the professional development opportunities
- Improve your company’s bottom line with benefits designed to save money and time
- Network with the decision makers, leaders and experts in the dental benefits industry

View the Membership Criteria and dues Information

Download Member Benefits Book

Apply Here for membership and dues estimate

Membership

June 23-24, 2020
Washington D.C.

LEARN MORE ➤
The NADP Knowledge Center (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 15k visitors per month and more than $2 million of products sold, you can see why this is a great platform for advertising!

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

<table>
<thead>
<tr>
<th>Schedule</th>
<th>Gross Rate (total)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months</td>
<td>$1,000</td>
</tr>
<tr>
<td>6 months</td>
<td>$1,500</td>
</tr>
<tr>
<td>12 months</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

### 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 your advertising contract ends in case you’d like to renew!
Monthly eNewsletter

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 Tuesday 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.

Three advertising positions are available for tile ads in each MonthlyByte to help you deliver your message to NADP membership!

Maximum of three ads per edition.

TILE AD PRICES

<table>
<thead>
<tr>
<th>Schedule</th>
<th>1st position Gross Rate (total)</th>
<th>2nd position Gross Rate (total)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 month</td>
<td>$850</td>
<td>$700</td>
</tr>
<tr>
<td>3 months</td>
<td>$1,900</td>
<td>$1,400</td>
</tr>
<tr>
<td>6 months</td>
<td>$3,250</td>
<td>$2,375</td>
</tr>
<tr>
<td>12 months</td>
<td>$5,600</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

Submission Deadlines

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

Please note: NADP does not publish a July or September newsletter.

Advertorials

NADP is now offering Advertorials in MonthlyByte!

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.

When marketing through the use of an advertorial, you have more time and space to go into depth about the merits of your product or service and through the use of the blurring of “content” versus “advertising” readers are more likely to bestow import on the message because of the format of the writing. This also translates to better response and better revenue realized from a direct call to action that is inherent in the advertorial format. Also, the readers who do respond tend to come from a different orientation because they are already better informed about the merits of your product or service through the informational, editorial based message you are conveying.

Submission Deadlines

Advertorial content is due to 15th of each month. If the 15th falls on 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:

- 100 words max.
- Include a link for [read more] / [learn more]
- Send any images you’d like to accompany the advertorial. Will be sized down for layout.
- Content may be edited to fit AP style.
- See example of an advertorial on the next page

Advertorial Pricing:

<table>
<thead>
<tr>
<th>Schedule</th>
<th>Gross Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 month</td>
<td>$850</td>
</tr>
<tr>
<td>3 months</td>
<td>$1,900</td>
</tr>
<tr>
<td>6 months</td>
<td>$3,250</td>
</tr>
<tr>
<td>12 months</td>
<td>$5,500</td>
</tr>
</tbody>
</table>
Advertorial Placement. Requirements include: 100 words max by the deadline then the link you’d like to link [read more] to; Send any images you’d like to accompany the advertorial blurb. Will be sized down for layout; Content may be edited to fit AP style.

TILE ADS. 200 pixels wide no more than 350 pixels tall. 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.

NOTE: 2nd position and 3rd position are the same price.

NADP Graphic design services: $150 per ad (one-time fee).
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.

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 “cookie’d” 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!

Contact Lauren Oakley • loakley@nadp.org • 972-458-6998 x 105
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!

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### 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 websites across social networks and major online publishers. An advanced, real-time bidding algorithm optimizes campaigns for maximum exposure.

**PRICES**
- 20,000 Impressions: $1,795
- 35,000 Impressions: $2,495
- 70,000 Impressions: $4,495
- 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: $2,795
- 35,000 Impressions: $3,495
- 70,000 Impressions: $5,495
- 100,000 Impressions: $6,995

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### Ad Sizes & Specs
.jpg or .gif static images only (no flash)

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

- 300 x 250px
- 728 x 90px
- 160 x 600 pixels

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

Contact Lauren Oakley • loakley@nadp.org • 972-458-6998 x 105
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.