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
DentalPlans.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

Key Decision Maker 52%
Recommend 24%
Evaluate 17%
Other 7%
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. Your ad will not be placed until NADP receives payment in full.

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

<table>
<thead>
<tr>
<th>Schedule</th>
<th>Gross Rate (total)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months</td>
<td>$1,560</td>
</tr>
<tr>
<td>6 months</td>
<td>$2,400</td>
</tr>
<tr>
<td>12 months</td>
<td>$3,880</td>
</tr>
</tbody>
</table>

Dimensions: 1200W x 100H pixels • MAXIMUM WEIGHT OF AD: 40k

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>$1,360</td>
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<tr>
<td>6 months</td>
<td>$2,200</td>
</tr>
<tr>
<td>12 months</td>
<td>$3,680</td>
</tr>
</tbody>
</table>

Dimensions: 1200W x 100H pixels • MAXIMUM WEIGHT OF AD: 40k

Skyscraper (right) all interior pages - no home page

<table>
<thead>
<tr>
<th>Schedule</th>
<th>Gross Rate (total)</th>
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<tbody>
<tr>
<td>3 months</td>
<td>$1,160</td>
</tr>
<tr>
<td>6 months</td>
<td>$1,955</td>
</tr>
<tr>
<td>12 months</td>
<td>$3,280</td>
</tr>
</tbody>
</table>

Dimensions: 700H x 200W pixels • MAXIMUM WEIGHT OF AD: 40k

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

Consecutive months for web advertising only.

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

CONVERGE Sponsor / Exhibitors DISCOUNTS.
In addition to advertising on NADP channels, we offer special advertising opportunities and prices for our CONVERGE sponsors and exhibitors. Please contact us for more information if this is something that interests you. Please contact loakley@nadp.org for more information.

Your ads on nadp.org will rotate with other active advertisers who have purchased the same space. See Add-Ons section page 20-21 for how you can make your ad appear more often than other advertisers!

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

LEADERBOARD 1 PLACEMENT ON HOME PAGE 1200 x 100 pixels

LEADERBOARD 1 PLACEMENT ON INTERIOR PAGES

LEADERBOARD 2 PLACEMENT ON HOME PAGE 1200 x 100 pixels

LEADERBOARD 2 PLACEMENT ON INTERIOR PAGES

SKYSCRAPER PLACEMENT ON ALL INTERIOR PAGES
200 x 700 pixels
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! Over $700,000 worth of products in the NADP Knowledge Center are purchased annually...so you can see why this is a great platform for advertising!

The NADP Knowledge Center is the online store for invaluable market intelligence including research reports, conference and webinar registrations, membership directories and more!

**Skyscraper (left) ALL PAGES of website**

<table>
<thead>
<tr>
<th>Schedule</th>
<th>Gross Rate (total)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 months</td>
<td>$1,060</td>
</tr>
<tr>
<td>6 months</td>
<td>$1,855</td>
</tr>
<tr>
<td>12 months</td>
<td>$3,180</td>
</tr>
</tbody>
</table>

Dimensions: 230 x 600 pixels • MAXIMUM WEIGHT OF AD: 40k
Image Formats accepted: GIF, PNG, JPG or Animated GIF (Sorry we are unable to accept Flash files)

Consecutive months for web advertising only.
Web ads are sold 1 month prior to insertion date.

Note: Your ad on knowledge.nadp.org will rotate with other advertisers who have purchased the same space. See Add-Ons sections of this kit for how your ad can appear more often than other advertisers!

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

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

MATERIAL SPECIFICATIONS & DEADLINES for eNewsletters:

Image Dimensions: 200x200 • File size: 25k maximum
Image file format: PNG, JPG or GIF / animated GIF.

Materials due: 5 business days prior to eNewsletter delivery.

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

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.

<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>$750</td>
<td>$600</td>
</tr>
<tr>
<td>3 months</td>
<td>$1,800</td>
<td>$1,300</td>
</tr>
<tr>
<td>6 months</td>
<td>$3,150</td>
<td>$2,275</td>
</tr>
<tr>
<td>12 months</td>
<td>$5,400</td>
<td>$3,900</td>
</tr>
</tbody>
</table>

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.

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>
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</tr>
<tr>
<td>3 months</td>
<td>$1,800</td>
</tr>
<tr>
<td>6 months</td>
<td>$3,150</td>
</tr>
<tr>
<td>12 months</td>
<td>$5,400</td>
</tr>
</tbody>
</table>

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

MonthlyByte placements

**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. 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:** $100 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” 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.
   - eBay
   - YAHOO
   - Amazon

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

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

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

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

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 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)

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

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Don’t Have a Creative Department? No Problem.

NADP Can Design Your Ads! $250 per retargeting campaign

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Contact Lauren Oakley • loakley@nadp.org • 972-458-6998 x 105
Channel Bundles
NADP has three channels available: nadp.org, knowledge.nadp.org and eNewsletters. If you want to advertise on multiple channels, say on nadp.org, newsletters, and in the Knowledge Center, we can create a customized channel bundle for you. We can also create customized bundles for different ad spaces on the same channel. Please contact loakley@nadp.org for more information.

CONVERGE Sponsor / Exhibitors DISCOUNTS
In addition to advertising on NADP channels, we offer special advertising opportunities and prices for our CONVERGE sponsors and exhibitors. Please contact us for more information if this is something that interests you. Please contact loakley@nadp.org for more information.

Geographic Targeting Add-on
$25 added on to monthly rate (3 mos = $75)  
[applies to nadp.org and knowledge.nadp.org only]
A geographic target (or just “geo target”) is a group of locations (e.g. countries) which you would like to target with an ad or an ad campaign. Once you have defined a target based on a geographic selection you’d like, can then apply the target to one or more ads in your contract.

Platform Targeting Add-on
$25 added on to monthly rate (3 mos = $75)  
[applies to nadp.org and knowledge.nadp.org only]
A platform target is a selection of browsers and/or operating systems grouped together. You may use your platform targets in any banner or campaign to filter advertisements from users who do not match the selected targets.

Keyword Targeting Add-on
$25 added on to monthly rate (3 mos = $75)  
[applies to nadp.org and knowledge.nadp.org only]
You can specify as many key works which will be used to determine if this ad should be served or not. You may add any number of keywords. You can also ad “negative keywords” in which the add will not be served to the audience when the negative match is made. For example, “paint” would cause the ad to be eliminated from the view if the keyword “paint” is used to search.

Static Weight Add-on
[applies to nadp.org and knowledge.nadp.org only]
Ads are chosen by relative weight where a higher weight makes an ad more likely to be served. For example, a static weight of “2” means the ad will show twice as often as an ad with the static weight of “1” which is default. Static weight of “3” will show up three times more often, etc…

- Static weight 1 - $0 (default)
- Static weight 2 - $25 added x number of months
- Static weight 3 - $50 added x number of months
- Static weight 4 - $75 added x number of months
- Static weight 5 - $100 x number of months
- For each static weight after 5, it is $25 more. (i.e. $125 per month for static weight 6)

ARE YOU READY TO ADVERTISE? CONTACT US!

LAUREN OAKLEY  
ASSOCIATE DIRECTOR OF COMMUNICATIONS & TECHNOLOGY  
LOAKLEY@NADP.ORG  
972-458-6998 X 105
PAYMENT POLICY

Full payment is required 2 weeks prior to the start date of your schedule for any advertising. Advertising is not placed until NADP receives payment for the full amount of your scheduled advertising. If you express interest in a specific placement, that space will not be reserved until we receive payment.

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

All previous advertisers have the First Right of Refusal to renew your current advertising positions on NADP's web pages. We appreciate your loyalty and business.

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

CONVERGE sponsors and exhibitors - contact us for discounts!

Returning advertisers receive 10% discount of the total amount for advertising.

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.