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

<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>

MATERIAL SPECIFICATIONS & DEADLINES for eNewsletters:

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.

Maximum of three ads per edition.

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.

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.
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).