



2022 MEDIA KIT & ADVERTISING OPPORTUNITIES



About ADA



The **Academy of Doctors of Audiology** (ADA) was founded by nine practitioners in 1977 to foster and support the professional dispensing of hearing aids by qualified audiologists in rehabilitative practices. Later, in 1988, ADA developed the concept of the Doctor of Audiology (Au.D.) degree and provided much of the energy behind the movement for the transition of audiology to a doctoring healthcare profession. The Au.D. is now the minimum degree for audiology practice offered by educational institutions in the United States.

Today, ADA offers programming and support to those audiologists and students interested in autonomous practice. ADA is focused on helping audiologists succeed in all aspects of practice, with a particular emphasis on the business of audiology. *Audiology Practices*, ADA's quarterly magazine, features articles that focus on issues confronting audiologists in autonomous practice.

True to its mission, ADA continues to advocate for audiologists owning their profession through practice ownership, by offering mentoring assistance to ADA members, potential members and audiology students.

1100+
members

6,000+
unique website
visitors per month

Advertising Options

SOCIAL MEDIA POSTS

Grow Targeted-Awareness for your Brand or Business. ADA will post your promotional content to our 4300+ Facebook followers and 3500+ Twitter users. You may supply a customized image and slogan or description (up to 280 characters).

1 post: \$300

2 posts: \$500

3 posts: \$700

WEBINAR SPONSORSHIP

Throughout the year, ADA hosts webinars on cutting-edge topics important to audiologists. Webinar sponsorship allows your company's logo to be front and center before the start of the webinar, and on the first slide in the presentation. You also get direct access to attendee contact information upon completion of the webinar, and promotion on both the ADA website and email blasts promoting the event.

Webinar: \$600

MEMBER LIST RENTAL

Premier access to contact info for ADA's 1100+ member list, consisting of audiologists and hearing industry professionals; and an exclusive promo email blast to our members, customized for your business, followed by a detailed engagement report.

Email Blast: \$900

EMAIL CAMPAIGN ADVERTISEMENT

Capture the attention of our members by allowing ADA to post your banner ad in our popular monthly email campaigns.

1 Email: \$300

2 Emails: \$500

3 Emails: \$700





AudiologyPRACTICES

Advertising Rates

	1x	4x
Full Page	\$2,000	\$1,500
1/2 Page	\$1,500	\$1,300
2-Page Spread	\$3,000	\$2,500

Audiology Practices is the official publication of the Academy of Doctors of Audiology (ADA). Access to the print edition is offered as a member benefit.

There are three ad sizes available in the print edition: full-page, half-page and 2-page spread. Print advertisers may also submit a web version of their ad for inclusion at audiologypractices.org at no additional charge. 3000+ readers access the web version and up to 1500+ copies are printed quarterly for our members.

(Please review rates to the left)

Review your advertising space today. For more information, contact Chris Walls at the ADA Headquarters at: cwalls@audiologist.org or 859-977-7447.

Closing Dates

Issue	Space Deadline	Materials Deadline	Mail Date
Quarter 4 2022	12/8/2022	12/15/2022	12/30/2022
Quarter 1 2023	01/11/2023	01/24/2023	02/17/2023
Quarter 2 2023	04/21/2023	04/28/2023	05/12/2023
Quarter 3 2023	07/28/2023	08/4/2023	08/18/2023

Audiology Practices Insertion Order

Advertiser

Agency (if applicable)

Primary Contact

Primary Contact

Email Address

Email Address

- ☐ Winter 2022
- ☐ Spring 2022
- ☐ Summer 2022
- ☐ Fall 2022

Size

Position Request

Signature

Date

Mechanical Requirements

- Only high-resolution PDF files will be accepted.
- Single page ads are 8.5" x 11", half-page ads are 8.5" x 5.5"
- Bleeds should be extended a minimum of 0.125".
- Two-page spreads should be created on two separate side-by-side pages, each 8.5" x 11".
- No live matter within 1/4" of the trim size.
- Screens: 150 line (preferred)

Send all ad materials to:

sczuhajewski@audiologist.org

