

2024 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

Hyper-target customers, build an audience and track ROI 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). At the end of your campaign, we will provide a detailed performance report.

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

EMAIL CAMPAIGN ADVERTISEMENT

Capture the attention of our members by allowing ADA to post your banner ad in our popular AuDioGram e-newsletter, reaching nearly 1,100 audiology professionals every month and garnering 20,000 impressions yearly.

1 Email: \$300

2 Emails: \$500

3 Emails: \$700



Advertising Options

CUSTOM EMAIL BLAST

Send a customized message to our ADA contact list. Messages can utilize HTML code (provided by client). At the conclusion of the campaign, ADA will provide a detailed engagement report.

1 email blast: \$900

3 email blasts: \$2,100

6 email blasts: \$3,000

BANNER AD ON ADA WEBSITE

Your ad will appear in the rotation on the top banner on the ADA homepage, audiologist.org. The website receives 6,000+ monthly visitors and 72,000+ visitors annually.

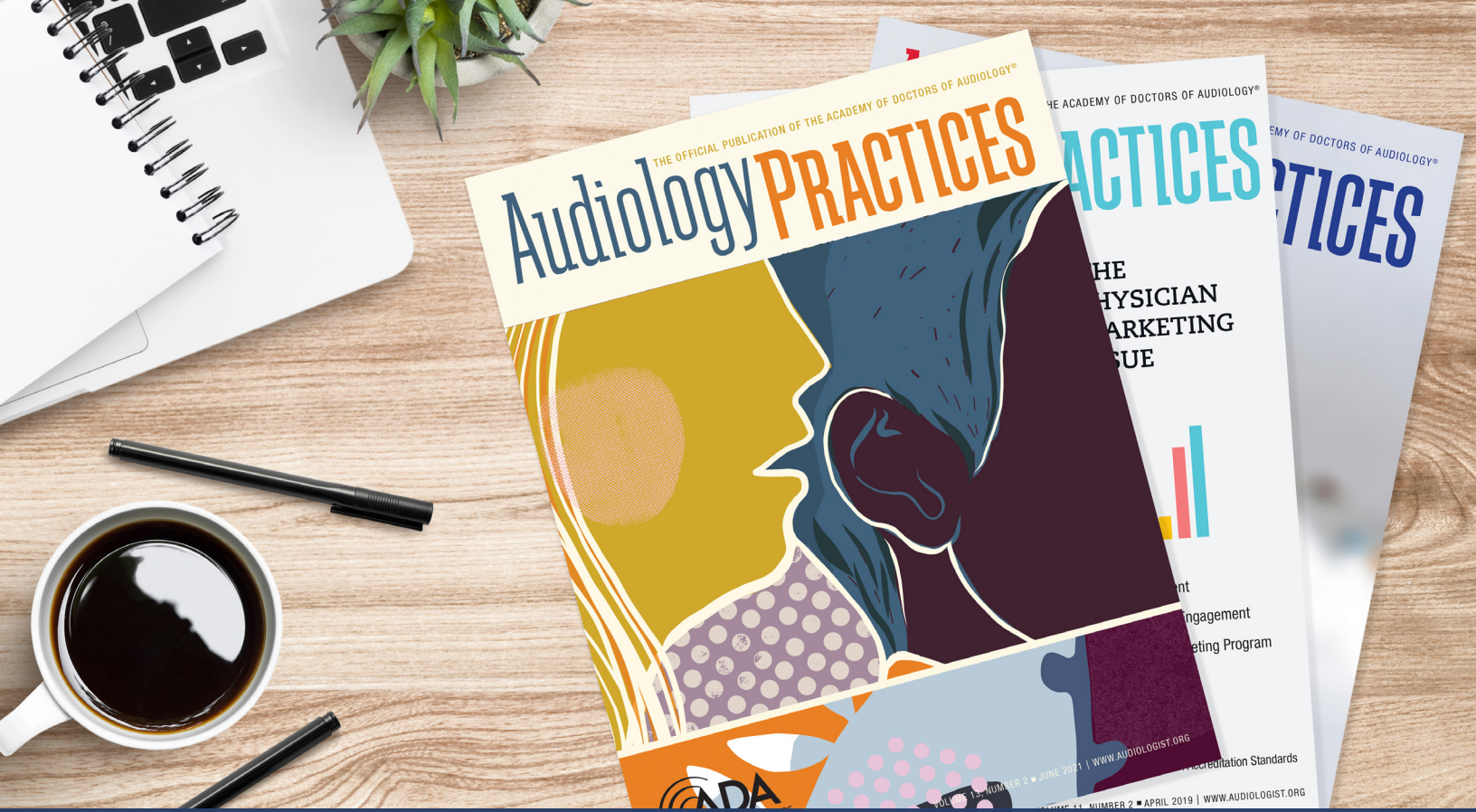
3 month ad: \$500

ADA AUDITION

Announce employment and externship opportunities, and practices and equipment for sale. Accessible to all visitors of the ADA website.

Cost per post: \$500





Audiology PRACTICES

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.

Advertising Rates		
	1x	4x
Full Page	\$2,000	\$1,500
1/2 Page	\$1,500	\$1,300
2-Page Spread	\$3,000	\$2,500
Inside Front Cover	\$1,900	
Inside Back Cover	\$1,750	
Back Cover	\$2,500	

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 LaToya Jackson at ADA Headquarters at ljackson@audiologist.org.

Closing Dates

Issue	Space Deadline	Materials Deadline	Mail/Post Date
Quarter 1	02/29/2024	03/15/2024	03/29/2024
Quarter 2	05/31/2024	06/06/2024	06/21/2024
Quarter 3	08/29/2024	09/13/2024	09/27/2024
Quarter 4	11/08/2024	11/30/2024	12/15/2024

Audiology Practices Insertion Order

Advertiser

Agency (if applicable)

Primary Contact

Primary Contact

Email Address

Email Address

- Winter 2024
- Spring 2024
- Summer 2024
- Fall 2024

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

