

Online Advertising Rate Card

The ADA offers the opportunity to reach thousands of dentists, dental students, and other dental professionals through banners and listings that appear right across ada.org.au.

Banners

Specifications

Run-of-site Banner

Impressions*	Price (Incl. GST)
1000	\$900
3000	\$2400
5000	\$3500

The **run-of-site banner** system provides the option of exposing your product to a specific audience by targeting the public, dental professionals, or dentists only.



427px x 800px
JPEG or PNG
Max 200kb

Billboard Banner

Impressions*	Price (Incl. GST)
1000	\$440
3000	\$1100
5000	\$1650

As one of the most widely-used features on the ADA website **Find a Dentist** ranks in the top 5 of visited pages. Though specific only to Find a Dentist, **billboard banners** provide exposure to ADA members and hundreds of thousands of Australians looking for a local dentist.



1007px x 418px
JPEG or PNG
Max 200kb

Non-Member Classified

Duration	Listing Type	Price (Incl. GST)
3 Months	Jobs Available	\$88
3 Months	Jobs Wanted	\$88
3 Months	Practice for Sale	\$88
3 Months	Equipment for Sale	\$88

A quote and draft will be provided for approval

Analytics

Advertisers will be provided with the following metrics following the completion of their campaign.

- Number of Impressions
- Clicks
- Click-through-rate
- Cost per mille
- Cost per click

Contact: **Australian Dental Association**

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