



AUSTRALIAN DENTAL AND ORAL HEALTH  
THERAPISTS' ASSOCIATION

# Advertising Media Kit

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[adohta.net.au](http://adohta.net.au)





## ADVERTISING WITH ADOHTA

ADVERTISING IS A PERSUASIVE AND POWERFUL MEDIUM. MINIMUM STANDARDS AND CODES ARE DETERMINED BY FEDERAL LAW, STATE LAWS AND THE DENTAL BOARD OF AUSTRALIA REGULATES THE ADVERTISING FOR THE DENTAL FIELD.

## PURPOSE

- To help determine the material that will be accepted for advertising on the ADOHTA official website  
[www.adohta.net.au](http://www.adohta.net.au) and/or ADOHTA Newsletter, Emails or Social Media.  
To determine that material in no way conflicts with the Purposes of the
- Association as outlined in the ADOHTA Constitution.  
To ensure that misleading information or statements are not included in any
- advertising material.  
To determine if the product to be advertised is of benefit to the members of the ADOHTA.
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## ADVERTISING OPTIONS

- Newsletter - Tongue in Cheek Email Direct Marketing
- Event Advertising
- Social Media
- Employment Opportunities ANZJDOHT Journal
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## CATEGORIES ACCEPTED

- Continuing Professional Development events Dental
- related products including software and clothing  
Dental Practices
- Employment Opportunities
- Others as approved by the Board
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**ADOHTA only accepts advertising of any product or from companies which supports the beliefs, ideals and objectives that the association seeks to promote.**

**Advertisements must not mislead viewers into thinking that the product or service is endorsed by the ADOHTA**

**ADOHTA seeks to build networks with like minded organisations. These organisations may offer reciprocal arrangements for event advertising.**

**The advertising may display product name, company name, contact details, logo and text about the product and for online advertising, a link to the advertiser's website.**

**The advertisement will have a set period of exposure and placement within the medium which will be determined by the ADOHTA**

## TONGUE IN CHEEK NEWSLETTER

PUBLISHED APRIL, AUGUST & DECEMBER

The Tongue In Cheek (TIC) is a newsletter full of articles that showcase who ADOHTA members are. The articles are interesting, informative and keep our readers engaged for 10-12 minutes. Advertisements within the editorial are a great way to provide brand awareness.

Dental professionals are advocates for products they know.

Collaborating with ADOHTA is a great way to get your message to our members.

If you would like to see a copy of previous editions of our TIC please contact us.

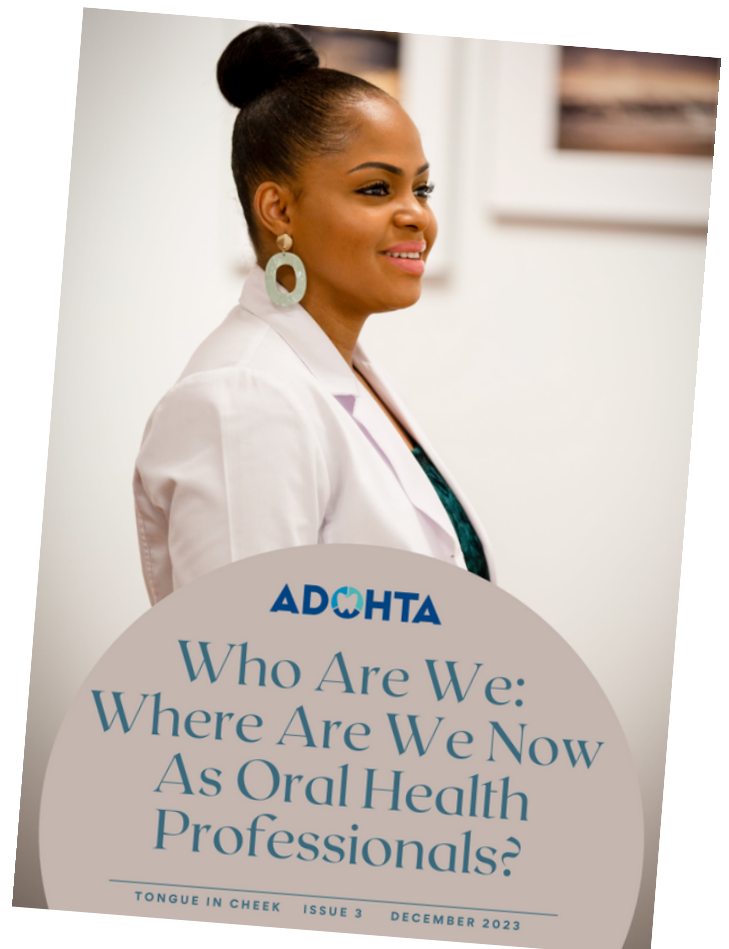
Distributed electronically to members Print  
Quality PDF to be supplied Digital - no  
bleed or trim required

**\$250 GST EXC**

Half Page W210mm x H135mm

**\$450 GST EXC**

Full Page W210mm x H270mm



# EMAIL DIRECT MARKETING

## EXCLUSIVE EMAIL DIRECT TO MEMBERS

An e-blast or EDM can be sent from the ADOHTA platform straight to active members.

Electronic direct marketing is a great way to promote your company products, specials and CPD courses to our members.

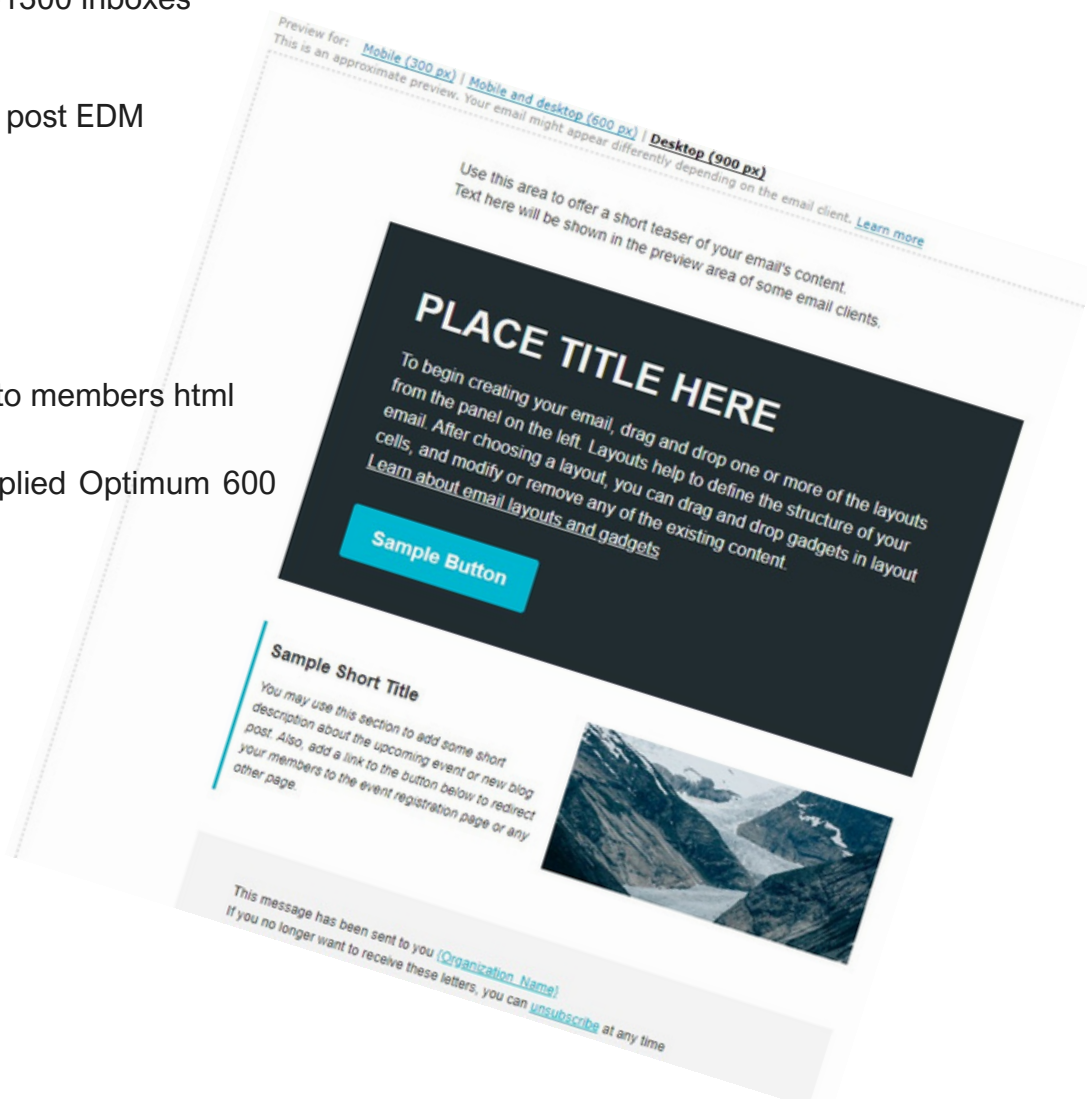
This customised email created by your company can be scheduled at a day and time that suits you.

The EDM will reach 1000-1300 inboxes nationwide.

Analytics can be supplied post EDM

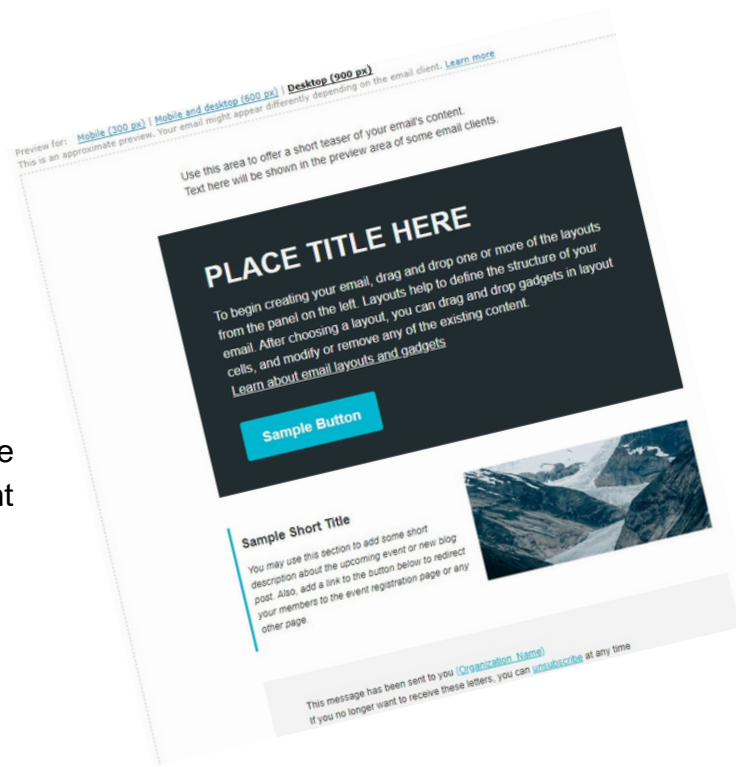
Distributed electronically to members html format required or  
Text & images to be supplied Optimum 600 px wide - length can vary

**\$450 GST EXC**



# EVENT ADVERTISING PACKAGE

- 1 x Email Direct Marketing to members  
Text & images to be supplied  
Optimum 600 px wide - length can vary
- Inclusion on Website Calendar for the duration of event and link to the event website.  
900 x 200 px image to be supplied



## INTERNATIONAL SYMPOSIUM ON DENTAL HYGIENE 2022

Start 11 Aug 2022  
8:00 AM (GDT)  
End 13 Aug 2022  
6:00 PM (GDT)  
Location  
Convention Centre Dublin,  
Ireland



Early Registration is now open until 31st Jan 2022

Check out all the information required and register at [www.isdh2022.com](http://www.isdh2022.com)

## \$500 GST EXC

### FREE

Not-for profit Charities  
Major ADOHTA event sponsor  
Associations with reciprocal agreements

### UNIVERSITIES

Free - CPD Courses > 1 day  
50% discount - CPD Courses < 2 days  
50% discount - Post Grad Courses  
All other events considered upon application by the Director of Sponsorship.

## SOCIAL MEDIA

FACEBOOK, INSTAGRAM, TWITTER, LINKEDIN

The ADOHTA has very active social media pages with more than 3000 followers on our social media platforms.

A social media post can be viewed by many dental professionals around Australia and internationally.

A post can be used to promote a product, special, your company, CPD events and courses.

Twitter restricted to 144 Characters  
@adohta

FaceBook Max 100 words + 1 Image  
<https://www.facebook.com/adohta/>

Instagram png, jpg, gif 4:5 to 1.9:1, reel  
@nationaladohta

Linkedin  
adohta



**\$150 GST EXC**

**Cost per post will be distributed once on each platform scheduled to suit you.**



## JOB ADVERTISEMENT

### SERVICE FOR OUR MEMBERS

Free advertising will be provided via electronic means for positions specifically for Dental Therapists, Oral Health Therapists or Dental Hygienists. Free advertising, at the discretion of the ADOHTA Board may also be extended to positions relevant but not necessarily directly involved in Dental and Oral Health Therapist clinical practice.

'Electronic means' includes placement on the member's only section of the ADOHTA website and via email dispersal to members.

Advertisements shall appear until after their own expiry date. Should you wish to extend the closing date please advise by email to update the details. Advertisements, if deemed to be no longer current will be removed. Advertisements shall appear as soon as practicable after acceptance.

Whilst endeavouring to do so, ADOHTA is unable to guarantee placement of advertising within a limited time frame. ADOHTA accepts no responsibility for omissions or incorrect information provided by the advertiser.

Advertisements received by Thursday 5pm each week will generally be included in that week's E Bite to members on Friday.

Applications must be received by completing the online application.  
<https://www.adohta.net.au/Advertise-Jobs>

**\$0.00**  
**FREE**



*Job Vacancy*

If you wish for your advert to be placed on our social media platforms see page 9

## ANZJDOHT JOURNAL

PUBLISHED EACH YEAR

The ANZJDOHT is the official journal of Australian Dental and Oral Health Therapist Association (ADOHTA) and the New Zealand Oral Health Association (NZOHA). The journal is the product of a merge of the ADOHTA and NZOHA publications, both of which have been individually published for over 20 years. First published in 2012, the ANZ Journal of DOHT publishes research, current ideas, opinions and developments relating to the practice of dental and oral health therapy in Australia and internationally.

The journal is produced by an Editorial Board comprising members of faculty of each of the Bachelor of Oral Health programs in Australia and New Zealand and practising members of the professions with the assistance of a prestigious and diverse panel of academic and practitioner expert reviewers. The content is peer reviewed to ensure that the quality of published material meets the standards required by the dental and oral health therapy professions.

Organisations and Companies wishing to advertise in the ANZ Journal of Dental and Oral Health Therapy are advised to consult the ANZJDOHT Advertising Specifications and Fees

[https://www.adohta.net.au/Subscriptions and Advertising](https://www.adohta.net.au/Subscriptions%20and%20Advertising)

Contact ADOHTA to forward your requests onto the ANZJDOHT administrative officer by emailing [admin@adohta.net.au](mailto:admin@adohta.net.au)

*The Australian*  
*New Zealand*  
**Journal**  
of  
Dental and Oral Health Therapy

## CONTACT US

For further information or to book in any advertising opportunities, contact:

Jasmine Bulman, Executive Officer  
[executive@adohta.net.au](mailto:executive@adohta.net.au)  
[adohta.net.au](http://adohta.net.au)

ANZJDOHT Journal  
Dr Julie Satur, Editor  
Associate Professor, Oral Health Melbourne Dental School  
[juliegs@unimelb.edu.au](mailto:juliegs@unimelb.edu.au)  
03 9341 1530

Thank you for your support and we look forward to working with you and your organisation.

