

MEDIA KIT

The Academy of Doctors of Audiology (ADA) is dedicated to the advancement of practitioner excellence, high ethical standards, professional autonomy and sound business practices in the provision of quality audiologic care.

ADA was founded by nine practitioners in 1977, as the Academy of Dispensing Audiologists, 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. This goal, as well, has been largely met, as 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.



2025 MEDIA KIT & ADVERTISING OPPORTUNITIES

1024 Capital Center Drive, Suite 205 Frankfort, KY 40601 + 866-493-5544

SOCIAL MEDIA FOOTPRINT



FACEBOOK

6,100+



TWITTER

3,750+



LINKEDIN

2,395+

EMAIL CAMPAIGN REACH



RECIPIENTS

3,800+



MEMBERS

1,400+

WWW.AUDIOLOGIST.ORG



PAGE VIEWS

115K+



ACTIVE USERS

41K+



USER ENGAGEMENT

59K+



PLATFORMS

43%

Windows

27%

iOS

18%

Macintosh

12%

Android



BROWSERS

56%

Chrome

31%

Safari

9%

Edge

4%

Firefox



DEVICES

62%

Desktop

36%

Mobile

2%

Tablet



REGIONS

91%

United States

4%

India

3%

Canada

2%

United Kingdom

1%

Australia

SOCIAL MEDIA POSTS

Reach your ideal customers, grow your audience, and track ROI for your brand or business. ADA will share your promotional content across our expanding social media channels. You can provide a custom image, slogan, and description (up to 280 characters for Twitter). At the end of your campaign, we'll deliver a detailed performance report.

One (1) Social Media Post	\$300	Two (2) Social Media Posts	\$500
Three (3) Social Media Posts	\$700	Custom Requests	Call

WEBINAR SPONSORSHIPS

ADA hosts webinars throughout the year on the latest topics relevant to the audiology industry. By sponsoring a webinar, your company's logo will be prominently featured on the first slide of the presentation as well as promoted on the ADA website. Sponsorship also provides direct access to attendee contact information after the webinar, as well as promotion within member email campaigns and social media channels.

One (1) Webinar Sponsorship	\$1,000	Custom Requests	Call
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CUSTOM EMAIL CAMPAIGNS

Supply your own content in the form of an HTML file, and we will send your tailored message directly to our ADA contact list. Before launching the campaign, we will provide a test version of your message for your approval to ensure everything meets your expectations. Once the campaign has concluded, we will provide a comprehensive performance report outlining key metrics and insights. **Please note: We do not edit or modify client-provided HTML files.**

One (1) eMail Campaign	\$900	Three (3) eMail Campaigns	\$2,100
Six (6) eMail Campaigns	\$3,000	Custom Requests	Call



AD IN THE MONTHLY ADA NEWSLETTER

Capture the attention of our members by allowing ADA to post your Ad in our popular monthly e-newsletter, reaching over 1,400 audiology professionals every month and garnering over 32,000 impressions yearly. *Minimum Ad width requirement is 600px wide.*

One (1) Campaign eMail	\$300	Two (2) Campaign eMails	\$500
Three (3) Campaign eMails	\$700	Custom Requests	Call

HOMEPAGE BANNER AD ON ADA WEBSITE

Put your Ad in rotation on the homepage of the ADA website, audiologist.org. All client provided Ads will stay in rotation for 3 months (90 days). Clients can provide an external URL that they would like their Ad to link to. *The Hero Banner size is 1920x550 px.*

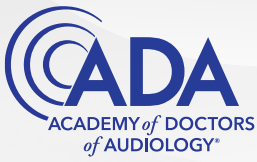
One (1) 1920x550 px Banner	\$1,500	Custom Requests	Call
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ADA AUDITION POSTING

Announce employment and externship opportunities, or practices/equipment for sale. All AuDition posts will stay online for a 2 months (60 days). AuDition posts are available to all website visitors of the ADA website.

Cost per Posting	\$500	Custom Requests	Call
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Audiology PRACTICES

THE OFFICIAL PUBLICATION OF THE ACADEMY OF DOCTORS OF AUDIOLOGY®

Audiology Practices is the official publication of the Academy of Doctors of Audiology (ADA). Members receive access to the print edition as part of their membership benefits. Up to 1,500 copies of the print edition are distributed quarterly to our members.

Secure your advertising space today! For more information, contact Matthew Moore at ADA Headquarters: mmoore@audiologist.org or call **866-493-5544** for more information.

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)

ADVERTISING RATES		
	1X	4X
Full Page	\$3,000	\$2,000
1/2 Page	\$2,000	\$1,000
2-Page Spread	\$5,000	\$3,000
Inside Front Cover	\$3,500	\$2,500
Inside Back Cover	\$3,500	\$2,500
Back Cover	\$3,500	\$2,500

CLOSING DEADLINES

Issue	Space Deadline	Materials Deadline	Print/Post Date
Quarter 1	2/19/2025	2/28/2025	3/25/2025
Quarter 2	5/21/2025	5/30/2025	6/25/2025
Quarter 3	8/28/2025	8/28/2025	9/18/2025
Quarter 4	11/12/2025	11/25/2025	12/17/2025

WWW.AUDIOLOGIST.ORG/ADVERTISE