

EDUCATIONAL
PARTNERSHIP



PROPOSAL

A TALE OF TWO HYGIENISTS PODCAST

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EDUCATIONAL PODCAST

This episode will be released as a bonus episode with A Tale of Two Hygienists. This will be an interview on a particular subject relating to your company with a KOL of your choice. This info can be used to educate our unique audience, also your sales team, and any clinician who would like to know more about the subject.

- 📻 This episode lives in perpetuity – your promotional spots are permanent within the podcast episode,
- 📻 30-second promotional spot at the beginning of the episode with call to action.
- 📻 Sponsor mention and hyperlink in the episode "show Notes", Instagram Posts, and Facebook Posts.

INSTAGRAM LIVE

Being the longest-running dental hygiene podcast in the industry, we have been discovering innovative ways to deliver content to the dental professional since 2015. In 2020, we will be conducting Instagram Lives and offering CE credit for this hour-long interview on a topic of your choice. It will be promoted via email, CE Zoom, and social media. ATOTH will provide the CE credit and assume any administrative responsibilities. The audience will be able to ask questions during the Live, and there will be a test for CE taken after. The Live will be available for 24 hours in Instagram and will be recorded so the content can be used on Youtube (public or private with a link).



TIPISODE

In 2019, we launched short episodes every Friday to complement our longer form episodes. These get a minimum of 1500 downloads in 30 days with a 90% listen through rate. They are very popular and a great way to deliver quick, easy tips to the dental hygienists. We suggest these are done monthly and continue to build on the previous tip. This can also be used for your sales force and customers. Similar ad space and show notes to the educational podcast. A link can be included in any correspondence to your team or customers.



WEBINAR

Exclusive sponsor of one-hour live Q&A webinar (one available per month) PACE CE credit given through AToTH and CE Zoom. We will place your company logo where allowed (email, disclosure screen, etc.) and seed questions from you for Q&A are possible.

- Webinar converted to a self-study CE course via podcast feed (1500+ downloads in first 30 days)
- AToTH and CE Zoom email list
- Featured on AToTH social media accounts with paid boost

Sponsor Receives

- List of registrants for live webinar
- List of on-demand test takers with monthly lead refresh for 1 year
- Content on podcast available in perpetuity



DYNAMIC AD INSERTION

Customizable Advertisements on AToTH Podcast

- 45 second ad placed on all AToTH Episodes (Over 200)
- Ability to change ad language/voice/call to action every 30 days
- 3 month contact minimum
- 45 seconds in length
- Audiogram created with audio file and placed on Facebook and Instagram
- Thank you to our sponsor post placed on Facebook and Instagram

CHAIRSIDE CHAT

Chairside Chat videos are in-clinic videos designed to highlight a particular product. Chairside Chat videos are placed on our Youtube Channel, Instagram, Facebook and Website in the Online Learning Center.

Chairside Chat videos can be created weekly, or monthly.



NEWSLETTER AD

Banner Advertisement on monthly AToTH Newsletter

- Reach AToTH Newsletter subscribers with a banner advertisement featuring a call to action with a click through link!

SOCIAL MEDIA POST

Target Hygienists through our Social Media

- Reach AToTH followers with a customized social media campaign featuring imagery of your choice, logos and a call to action!
- Each post is shared on Instagram and Facebook.

WEBSITE BANNER AD

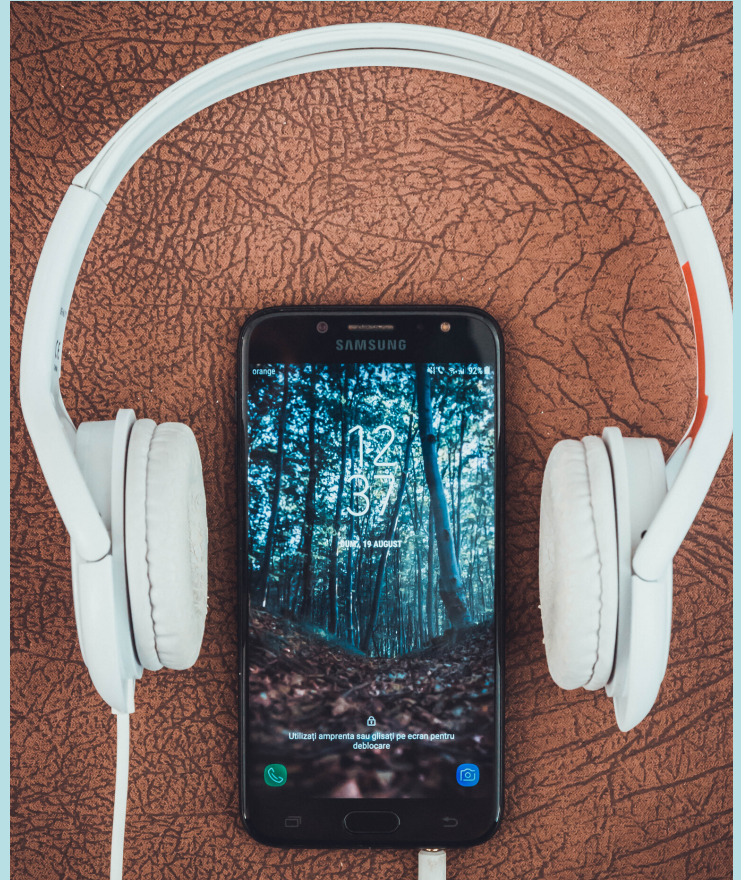
Strategically placed advertisement on one of our website pages. Discounts available for multi-page placement

STUDENT ROUNDTABLE SPONSORSHIP

The first episode on AToTH each month is a student roundtable session created to provide students and new-grads with information they can apply to build a solid foundation for their careers! As a sponsor of the Student Roundtable session you will be given credit in the show notes, with a call to action to visit your website. Your logo will appear on associated social media posts and you will be given credit verbally in the episode outro!

EMAIL LIST RENTAL

The AToTH email list is 4,100+ names strong and available to rent on a cost-per-thousand (cpm) names basis. We will send out your email and provide you with a stat report 14 days after the campaign.





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