

Marketing & Advertising Brochure

Welcome to DAT Connection

DAT Connection is the premier free and comprehensive hub dedicated to the drug and alcohol testing industry. Our platform is essential for professionals seeking to stay ahead in this dynamic field, offering unparalleled resources, connections, and guidance tailored to your needs.

Why DAT Connection Matters

In the ever-evolving landscape of drug and alcohol testing, DAT Connection serves as the cornerstone for industry professionals by:

- **Centralizing Information.** Providing a one-stop destination for the latest industry news, resources, and insights.
- **Building Partnerships.** Bridging connections between industry stakeholders and small companies, Third-Party Administrators (TPAs), laboratories, collectors, and companies supporting the industry, to promote collaboration and drive business growth.
- **Supporting Growth.** Offering tools and guidance for small businesses and Third-Party Administrators (TPAs) to navigate compliance and expand successfully.
- **Driving Innovation.** Showcasing cutting-edge testing technologies and best practices to keep the industry moving forward.
- **A Community Mindset.** You'll never need a membership to use our industry Classifieds, be listed in our Directory(s), or engage with the DAT Connection community.

By supporting DAT Connection, you align with a platform that is integral to the industry's advancement and your professional success.



All listed rates are on a monthly basis.

First month paid prior to insertion and billed monthly thereafter



EMAIL

INFO@DATCONNECTION.COM



WWW.DATCONNECTION.COM



PHONE

+1-719-429-3168

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- Articles & expert columns.
- Comprehensive analyses of testing protocols, emerging trends, and regulatory updates.
 - Educational materials.
 - Industry classifieds. (100% free through June 2025.)
- Business & professional directories. (100% free through June 2025.)
 - TPA connection & support.
 - Lab & MRO connection.
 - Collector hub.
- Connect with service agents & compliance officers to ensure industry standards and compliance.
 - A collection of free and paid tools for the industry.
 - New business guidance & resources.
 - Tools to grow your business.
 - AI tools. (Coming soon.)
 - Networking opportunities!
 - Supportive community.

Why Advertise with DAT Connection?

Partnering with DAT Connection means gaining access to a targeted and engaged audience within the drug and alcohol testing industry. Our platform offers exceptional visibility and opportunities to connect with key decision-makers and industry professionals.

Advertising Opportunities Include:

- Website Sponsorships. Share your expertise through sponsored articles, features, and interviews.
 - Banner Ads. Feature your brand prominently across our high-traffic website.
- Directory Listings. Increase your visibility by enhancing your profile in our professional directories.
- Newsletter Inclusions. Reach our dedicated visitors directly through curated email campaigns. (Coming soon.)

Contact us today to explore our advertising options and discover how we can help you achieve your business objectives.

AD TYPE SIZE (PIXELS) 3 MONTH 6 MONTH

Website Sponsorships 260x90 & 728x90	n/a	\$249
Leaderboard 728x90	\$200	\$175
Lead Ad 260x90	\$125	\$115
Homepage Splash 550x480	\$249	\$229
Right Rail (sm) 300x100	\$70	\$60
Right Rail (med) 300x250	\$90	\$80
Right Rail (lg) 300x600	\$130	\$120



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