

# American Academy of Pediatric Dentistry

62<sup>nd</sup> Annual Session ~ May 21 – 24, 2009 ~ Honolulu, Hawaii  
211 East Chicago Avenue ~ Suite 1700, Chicago, IL 60611-2637  
(312) 337-2169, Fax (312) 337-6329, E-mail: [mw@aapd.org](mailto:mw@aapd.org); [www.aapd.org](http://www.aapd.org)



## Advertising Opportunities

Advertising for: *Pediatric Dentistry Today* (January Annual Session Registration issue), Annual Session Final Program Book & Scientific Program Proceedings Book

### January Issue

*Pediatric Dentistry Today*

This entire issue is dedicated to the 2009 Annual Session, listing programs, speakers and registration materials. Circulation is approximately 7,000.

### Final Program Book

The Final Program Book is a 4-color book distributed to all registrants and Exhibitors on-site at the Annual Session. It is distributed in registration packets and used daily for the length of the meeting. Approximately 3,500 are circulated.

### Scientific Program Proceedings Book

This book contains the handouts from all featured speakers\* presenting at the Annual Session. Each attendee receives this book onsite at the meeting. Approximately 2,500 are circulated.

\* Courses that cost an additional fee are not included.

### Rates and Information

Space rates and mechanical information for each publication are on the back of this flyer. If advertisements are placed in all three publications, there is a 15 percent discount off the basic insertion charge.

# ACT NOW!

Please reserve space for me in the:

- January *Pediatric Dentistry Today*
- Final Program Book
- Scientific Program Proceedings Book
- All three Publications

Ad size/Description/Color \_\_\_\_\_

Number \_\_\_\_\_

Cost \$ \_\_\_\_\_

## Space Rates

### January Issue

**Pediatric Dentistry Today**      **B&W**      **4 Color**

Full inside page      \$450\*      \$1,450\*

Bleeds: \$40

\*If you are a regular advertiser in *PDT*, contact Margitta Winkler at (312) 337-2169 or [mw@aapd.org](mailto:mw@aapd.org) for your adjusted rate.

**Final Program Book**      **B&W**      **4 Color**

Full inside page      \$400      \$800

Cover – 2      N/A      \$1,000

Cover – 3      N/A      \$1,000

Cover – 4      N/A      \$1,500

Bleeds: \$40

**Scientific Program Proceedings Book**      **B&W**      **4 Color**

Full inside page      \$825      \$1,350

Cover – 2      N/A      \$2,100

Cover – 3      N/A      \$1,650

Cover – 4      N/A      \$2,200

Bleeds: \$40

## Mechanical Specifications

	Width	Height
Full page (vertical, nonbleed)	8"	10 3/8"
Full page (vertical, bleed)	8 3/4"	11 3/8"
Trim Size:	8 1/2" x 10 7/8"	

### Mechanicals Due:

January Issue *Pediatric Dentistry Today* – **November 6, 2008**

Scientific Program Proceedings Book – **February 27, 2009**

Final Program Book – **March 1, 2009**

### Printing Process: Offset

**Note:** Ads exceeding stated width or depth dimension will incur the next largest overall unit size rate. If AAPD's Communications department alters ad sizes, **design charges of \$150/hour will apply in all cases.**

### Reproduction Requirements:

*Note: Only electronic files will be accepted.*

Electronic files must be provided in one of the following formats: Photoshop files-300 dpi TIF or JPG files, Illustrator files-EPS; or Adobe-pdf.

---

### Please Print

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Country \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Name of Responsible Party \_\_\_\_\_ Date \_\_\_\_\_

### Payment Information

Master Card     Visa     Check # \_\_\_\_\_

Payment Amount: \$ \_\_\_\_\_

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on card (please print): \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Please contact AAPD Headquarters Office at (312)337-2169 with your questions concerning reproduction requirements, paper stock, etc.