

AAPD ANNUAL SESSION PROGRAM

The program of the AAPD Annual Session is available to every dental professional who attends the meeting. The program includes complete information covering the educational courses and scientific programs, a guide to the exhibits (including a map of the Exhibit Hall), and details of AAPD social and networking events.

4-COLOR

Inside page	\$3,100
Inside front cover	\$3,600
Inside back cover	\$3,600
Outside back cover	\$4,000
Tab	\$3,600

BLACK AND WHITE

Inside page only	\$2,000
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OFFICIAL PROGRAM DEADLINES

Insertion deadline	January 10
Materials deadline	April 1

AD SPECIFICATIONS

Unit	Width	Height
Publication size	5.5"	8.5"
Including bleed	6"	9"

Electronic files should be provided in one of the following formats: Photoshop files – 300 dpi TIF or JPG; Illustrator files – AI or EPS; or Adobe PDF. Avoid placing vital text or graphics within 0.25" of the edge. Advertising insertions requiring typesetting or makeup are subject to additional charges. Format and position are at the discretion of the AAPD. Agency commission discount: 15 percent.

THE AAPD ANNUAL SESSION APP

The AAPD Annual Session app provides a variety of advertising options including:

- Home Page Banner Ads
- In App Banner Ads

Ask your ad sales representative about these timely opportunities, as well as rates and dimensions. More than 70 percent of attendees downloaded the 2016 app.