



Advertising Agreement Terms and Conditions

Pediatric Dentistry (journal), *PDT* (magazine) and Website EFFECTIVE: January 2012

Classified Advertising

Classified advertising is available for recruiting personnel (partners, associates, allied staff), positions sought, fellowships, practices and publications for sale, meeting announcements, CE opportunities for AAPD-related events, and open academic posts.

- Graphics, logos, and borders are not permitted. Box numbers are not offered.
- Orders must be submitted in electronically in writing, and payment must be made in advance.
- E-mail ad text to classifieds@aapd.org. Insertion in the desired issue is contingent upon receipt of payment.
- Classified ads over 100 words will be charged an additional \$3 for each extra word. Count as one word all single words, two initials of a name, single or group of numbers, hyphenated words, URL address, and abbreviations.

Classified Deadlines

Deadline Date	PDT	Journal
Jan 10	March	Jan/Feb
March 10	May	March/April
May 10	July	May/June
July 10	September	July/Aug
Sept 10	November	Sept/Oct
Nov 10	January	Nov/Dec

Classified ads are uploaded to <http://www.aapd.org> on the 15th and 30th for two months

Preferred Style Guidelines for AAPD Classifieds

AAPD publications are edited according to current Associated Press style. Here are some of the most commonly used style guidelines for classified ads:

Ampersand (&) – Only used if the ampersand is part of a company’s official name (e.g.: Treloar & Heisel), otherwise write out the word “and.”

Curriculum Vitae – Abbreviate as “C.V.”, never “c.v.” or “CV”

D.D.S./D.M.D. – Dental degrees are always abbreviated. There are periods after each letter.

Dollars (\$)– Use the \$ sign, not the word dollars.

E-mail – The word e-mail is written with a hyphen: e-mail. E-mail addresses are always in lowercase.

Exclamation Points (!) – Only one at the end of a sentence, no matter how exciting.

Numbers – Write out the word for numbers one through nine. Numbers 10 and larger, use numerals. Note: 1 million, not one million (1 million is a number larger than one).

Part-time/Full-time – Always hyphenated when describing a position. Always written out, never abbreviated.

Pediatric dentist – The words “pediatric dentist” are not normally capitalized.

Percents (%) – Write out the word “percent” rather than using the % sign. Example: The practice has seen a 10 percent increase in the last two years.

Spacing – Only one space after all punctuation, including periods.

Telephone Numbers – (XXX) XXX-XXXX. Example: (312) 337-2169

X-ray – Capitalize the X no matter the position in a sentence.

Website – The word “website” is always one word and only capitalized at the start of a sentence.

Website URLs – Always write out full URL, including <http://>. Example: <http://www.aapd.org>.

Be sure each ad includes an ad category and some form of preferred contact information!

Advertising Agreement Insertion Order

Advertising Terms and Conditions

The AAPD shall be the sole judge of the suitability of materials for advertising, and accepts advertising in *Pediatric Dentistry* and *PDT* subject to the following conditions:

The appearance of advertising or marketing of any kind in any AAPD publications and/or on the AAPD Web site is not an endorsement or guarantee of the product or service being advertised or of the claims made for the product or service by the advertiser.

Announcements of educational programs, equipment, or other products and services must be related in some manner to the field of pediatric dentistry.

Membership recruitment or related promotions for external organizations are only permitted with the AAPD's prior written authorization.

Ads supplied to the AAPD which require additional typesetting, edits, layout, color separation or film work on material supplied are subject to additional charges which are the responsibility of the advertiser.

Advertiser shall provide to the AAPD the advertisement, including all necessary artwork, by the due date and in the format set forth in the Insertion Order. In the event that all necessary artwork is not received in time for the due date, the AAPD may at its sole option elect to use artwork from previous Advertisements placed by Advertiser (if any). Unless return is requested, original art and copy will be destroyed six months after publication.

All advertisements must be reviewed by the AAPD for approval prior to publication. The AAPD reserves the right to decline, withdraw, or edit advertisements not in keeping with AAPD's standards or purpose. The AAPD may in its sole discretion, at any time and for any reason, cancel or refuse any advertisement, regardless of whether such advertisement previously was accepted by the AAPD.

Every care is taken to avoid mistakes, but responsibility cannot be accepted by the AAPD for clerical or printer errors. **All ads are strongly encouraged to be submitted electronically to classifieds@aapd.org. AAPD will not be responsible for any errors or typos for ads that need to be rekeyed from a hard copy submission.**

Advertisements may not use the AAPD name or logo without prior written consent.

The AAPD will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this rate card.

The AAPD shall not act as a broker through an advertisement for any product or service not manufactured or provided directly by the party named in the advertisement.

Brokers placing advertisements on behalf of a client assume total responsibility for on-time payment to the AAPD, regardless of the client's payment standing with the broker. Payment is due upon receipt, and is past due 30 days after billing date. A client/broker with three or more unpaid invoices from any combination of AAPD advertising options will have their advertising dropped without warning. Reinstatement requires the payment of all but the last outstanding invoice.

Advertiser warrants to the AAPD that the Advertisement is Advertiser's own original work; that Advertiser is the sole owner of the work and all of the rights herein granted; that the content of the Advertisement does not violate any copyright, trademark, proprietary or personal rights of others; and that the Advertisement is factually accurate and contains no matter defamatory or otherwise unlawful.

Advertiser agrees to indemnify the AAPD and its affiliates, employees, officers, directors, and agents from and against all liability, including attorneys' fees, for any loss or damage or claims that arise from or are related to the use or publication of the Advertisement, including but not limited to claims for copyright or trademark infringement, unfair competition, defamation, breach of contract, Lanham Act violations, or breach of the representations and warranties provided herein.

Advertiser shall comply with any and all state or federal laws governing solicitations and individual privacy information. Advertiser shall indemnify and hold harmless the AAPD, its officers, directors, affiliates, agents and employees for any third-party claims arising out of alleged violations of such laws including but not limited to damages, liabilities, losses, costs and attorneys fees and legal expenses.

Advertiser shall be liable for any and all amounts payable to the AAPD under this Agreement. All amounts are due and payable by Advertiser within thirty (30) days of receipt of invoice. If Advertiser cancels this Agreement prior to its conclusion, Advertiser shall remain liable to pay to the AAPD the full amount due. In the event any collection action, by non-judicial or judicial means, is taken by the AAPD against Advertiser to enforce one or more of the terms and conditions of this Agreement, it is agreed that, if the AAPD is successful in such collection action, that Advertiser shall pay to the AAPD all reasonable costs (including reasonable attorneys' fees), expenses, and courts costs (if any) incurred by the AAPD in pursuing such collection.

Advertising Agreement Insertion Order

ADVERTISING INSERTION FORM

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CLASSIFIED \$200 per 100 word insertion. (\$3.00 for each additional word)

RUN AD: 1 time 2 times 3 times 4 times 5 times Until further notice

Classified Category

Seeking Pediatric Dentist/Faculty Positions

Practice for Sale

Office Space

Other _____

Location Heading (ie. ILLINOIS—CHICAGO)

Advertising Company

Contact Name: _____

Company Name: _____

AAPD Member Name: _____

Mailing/Billing address: _____

City: _____ State: _____ Zip Code: _____ Country: _____

Phone: _____ Fax: _____ E-mail: _____

Advertising Agency (If different from Adv. company): _____

Acceptance: _____ Date: _____

I have read AAPD's advertising terms and conditions as outlined on pages 1 and 2 agree to comply with them.

Payment

(Payment must be received in advance.) Credit card option is provided for your convenience.

Check # Money order PO # _____

Total Cost \$ _____

MasterCard VISA American Express

Account Number: _____ Expiration Date: _____

Cardholder's Name (please print name as it appears on card): _____

Signature (credit card payments only): _____