

DISPLAY ADVERTISING RATES

4-COLOR

Inside page	\$3,300
Inside front cover	\$4,100
Inside back cover	\$4,100
Outside back cover	\$4,460
Tab	\$3,800

BLACK AND WHITE

Inside page only	\$2,200
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MEMBERSHIP DIRECTORY DEADLINES

Insertion deadline	July 10
Materials deadline	November 1

AD SPECIFICATIONS

Unit	Width	Height
Publication size	8.5"	10.875"
Including bleed	9"	11.375"

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.

AAPD MEMBERSHIP (as of April 2017)

Active	6,327
Life	507
Affiliate	532
Associate	62
International	156
Honorary	2
Retired	961
Predoctoral Students	448
Postdoctoral Students	1,071
International Students	93
Allied	17
Friends of Pediatric Dentistry	13
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Total	10,186