



# AMERICA'S PEDIATRIC DENTISTS THE BIG AUTHORITY on little teeth

## AAPD Advertising Opportunities

### Display Advertising

Display ads may be purchased in various sizes. Electronic files should be provided in one of the following formats: Photoshop files-300 dpi TIF or JPG files; Illustrator files – EPS; or Adobe .pdf. Agency Commission Discount: 15% off Black & White base rate only.

- Only digital submission of ads in compliance with AAPD guidelines. Faxed ads are not accepted.
- Advertising insertions requiring typesetting or makeup are subject to additional charges.
- Format and position are at the discretion of the AAPD.

### *Pediatric Dentistry*

*Pediatric Dentistry* is the official publication of the American Academy of Pediatric Dentistry, the American Board of Pediatric Dentistry and the College of Diplomates of the American Board of Pediatric Dentistry. It is published bi-monthly and is internationally recognized as the leading journal in the area of pediatric dentistry. The journal promotes the practice, education and research specifically related to the specialty of pediatric dentistry. This peer-reviewed journal features scientific articles, case reports and abstracts of current pediatric dental research.

Issues bimonthly—February, April, June, August, October, December

AAPD Members—9,000

Paid subscribers—700

Binding: Perfect Bound

Publication Trim Size: 8.25 x 10.875 inches

Black and White Rates:

	1 Time	2 Times	3 Times	6 Times
Full Page	\$850	\$700	\$650	\$575
1/2 Page	\$660	\$600	\$500	\$450
1/4 Page	\$500	\$425	\$375	\$325

Color Rates: 4-Color \$1,000

Bleeds: \$50

Cover and Preferred Position Rates:

2nd & 3rd, earned rate + 35 percent; 4th, earned rate +50 percent

Opposite TOC, +15 percent

Page placement by request, earned rate +35 percent

### *Pediatric Dentistry Today (PDT)*

*PDT (Pediatric Dentistry Today)* magazine is the bi-monthly member publication that highlights legislative and regulatory information, membership news and AAPD meetings, as well as information on current and future events within the specialty and organization.

Issues bimonthly—January, March, May, July, September, November

Circulation—9,000

Binding: Saddle Stitch

Publication Trim Size: 8.5 x 10.875 inches

Black and White Rates:

	1 Time	2 Times	3 Times	6 Times
Full Page	\$500	\$425	\$375	\$325
1/2 Page	\$375	\$325	\$300	\$275
1/4 Page	\$250	\$225	\$200	\$175

Color Rates: 4-Color \$1,000

Bleeds: \$50

Cover and Preferred Position Rates:

2nd & 3rd, earned rate + 35 percent; 4th, earned rate +50 percent

Opposite TOC, +15 percent

Page placement by request, earned rate +35 percent

### *Membership Directory*

The Membership Directory is one of the most widely used membership benefits. Providing information for referral and increasing communication among members, the Directory also showcases important information regarding the AAPD and its services, including its Constitution and Bylaws.

Issues—Once per year—January

Circulation—9,000

Binding: Perfect Bound

Publication Trim Size: 8 1/2 x 11 inches

	B & W	4-Color
Full Inside Page	\$1,320	\$2,420
Cover 2	N/A	\$3,250
Cover 3	N/A	\$3,250
Cover 4	N/A	\$3,750
Tabs	N/A	\$3,000
Bleeds: \$50		

# AAPD Annual Session

Each May, the AAPD Annual Session provides scientific programs, practice management information, the latest on clinical techniques, policy-making involvement for the specialty, plus fellowship and networking with professional colleagues.

Issues—Once per year—May

Circulation—5,000

Binding: Perfect Bound

Publication Trim Size: 5 1/2 x 8 1/2 inches

	B & W	4-Color
Full Inside Page	\$600	\$1,200
Cover 2	N/A	\$1,500
Cover 3	N/A	\$1,500
Cover 4	N/A	\$2,000
Tabs	N/A	\$1,620
Bleeds:	\$50	

## AAPD Marketing Bundle

January and May *PDT*

Annual Session Program Book

Full Inside BW	\$1,125
Full Inside Color	\$3,465
Bleeds:	\$50 per ad

## AAPD App

Place your company name and logo on a banner ad and as attendees peruse the app, your ad with hyperlink will appear.

One Banner Ad:	\$1,500
Home Page Banner Ads:	\$2,500

# Online Opportunities

## AAPD Website

In 2012, AAPD relaunched the website. It has many new enhanced features. The reorganized and redesigned site features streamlined navigation, robust social media integration, mobile site for smartphones and improved search and cross-referencing.

Additionally, the consumer-focused site, *MyChildrensTeeth.org*, educates parents and caregivers about our policies and recommendations in features catering to the layperson.

*Pediatric Dentistry Today* has a full website to archive and promote articles in a streamlined interface designed to encourage sharing among pediatric dental office staff and patients and their families.

## Electronic Banner Ad Opportunities

Dimensions: 180 x 150 pixels, 120 x 240 pixels, 180 x 150 pixels

	Monthly	Quarterly
Consumer site	\$450	\$1,200
<i>PDT</i> site	\$450	\$1,200

*AAPD E-News* is a bi-weekly electronic update of important issues for pediatric dentists.

	Monthly	Quarterly
Blast e-mails	\$300	\$850