

PediatricDentistryToday.org

Pediatric Dentistry Today's website archives and promotes articles in a streamlined interface designed to encourage sharing among pediatric dental office staff, patients and their families.

Average Quarterly Impressions: 1,500,000

Ad Specifications

120 x 240 pixels

Ad Rates

Monthly	\$1,400
Quarterly	\$3,260

MyChildrensTeeth.org

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

Average Quarterly Impressions: 200,000

Ad Specifications

180 x 150 pixels

Ad Rates

Monthly	\$1,400
Quarterly	\$3,260

AAPD E-News

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

Average Circulation: 10,000

Average Open Rate: 30%

Average Click Through Rate: 4.7%

Ad Specifications

180 x 150 pixels

Ad Rates

Monthly	\$1,160
Quarterly	\$2,840