

2027 MEDIA KIT

ADVERTISING OPPORTUNITIES

Reach the people
shaping pediatric dentistry.



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

AAPD BY THE NUMBERS

The reach. The influence. The results.



WHO WILL I REACH?

11,300+
MEMBERS

Pediatric dentists and oral health professionals in every stage of practice across the United States and worldwide.



WHO MAKES
PURCHASING DECISIONS?



THOUSANDS OF
PRACTICE DECISION MAKERS

AAPD members influence purchasing decisions for clinical equipment, technology, supplies, pharmaceuticals, continuing education, insurance, and practice services.



WHY ADVERTISE
WITH AAPD?

89%
MEMBER RETENTION

Reach an engaged, loyal audience that trusts AAPD as their primary professional resource—year after year.



THE LEADING AUTHORITY ON CHILDREN'S ORAL HEALTH

AAPD is the nation's leading professional organization dedicated exclusively to pediatric dentistry.



**NATIONAL
REACH**

Members across the United States and worldwide.



**INFLUENTIAL
PROFESSIONALS**

Engaged pediatric dentists and oral health experts.



**PURCHASING
POWER**

Influencing millions in purchases of products and services annually.



**TRUSTED
RESOURCE**

AAPD is the go-to source for pediatric dental professionals.

PARTNER WITH AAPD

Year-round exposure in front of pediatric dentistry decision makers.

Sponsorship opportunities

SPONSOR

AAPD corporate partners help support pediatric dentists and expand access to oral health care for all children.

AAPD estimates practicing members annually purchase more than \$250 million in goods and services from dental manufacturers and providers.

Contact: Colleen Shennan, cshennan@aapd.org (312) 337-2169.

AAPD Career Center

CAREERS

Connect with dental professionals who are searching job listings, buying a practice, posting resumes, filling positions, or selling a practice.

Questions: employersupport@naylor.com or (888) 491-8833, ext. 2443.

Rates and placement enhancements: jobs.aapd.org/rates/

Display advertising

PRINT + DIGITAL

To place your display ad, email AAPD Vice President for Publications Cindy Hansen at chansen@aapd.org.

Advertising information: aapd.org/publications/advertising/

Format and position are at the discretion of the AAPD.

ARTWORK AT A GLANCE

Print ad files

- Submit electronically as high-resolution PDF.
- Accepted software: InDesign, Photoshop, Illustrator.
- Include all fonts and links.
- Composite page layouts ready for output.
- CMYK required.
- Do not submit Word, Excel, PowerPoint, or Publisher files.
- Keep vital text and graphics at least 0.25 in. from the edge.

Digital ad files

- Web-ready GIF, PNG, or JPG at 72 dpi.
- Animated GIFs accepted; Flash ads are not.
- Include a click-through URL.

Ready to reserve space?

Email chansen@aapd.org or visit aapd.org/publications/advertising/

CONTACT SALES

REACH MEMBERS IN PRINT

Premium publications. Engaged audience. Proven results.



PDT Magazine

The official magazine of AAPD delivered to all members.

AD SIZE/POSITION	1X	2X	4X
B&W			

Full page	\$2,150	\$1,935	\$1,615
1/2 page	\$1,720	\$1,590	\$1,460

4-COLOR			
Full page	\$3,330	\$3,115	\$2,900
1/2 page	\$2,580	\$2,450	\$2,320

PREMIUM COVERS			
Inside front cover	\$4,080	\$4,040	\$3,870
Inside back cover	\$4,080	\$4,040	\$3,870
Back cover	\$4,745	\$4,415	\$4,080

All premium positions are non-cancelable.

MATERIALS DEADLINES

Q1-January/March	January 5
Q2-April/June	May 15
Q3-July/September	August 15
Q4-October/December	November 15

AD SPECIFICATIONS

Unit	Width	Height
Trim size	8.5"	10.875"
Full page	8.25"	10.625"
Full page w/bleed	9"	11.375"
1/2 page	8.25"	5.3125"



The Program Book

Distributed at the AAPD Annual Session to all attendees.

AD SIZE/POSITION
B&W

Full inside page	\$2,000
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4-COLOR	
Full inside page	\$3,100
Inside front cover	\$3,600
Inside back cover	\$3,600
Outside back cover	\$4,000

All premium positions are non-cancelable.

PROGRAM BOOK DEADLINES

Insertion deadline	January 10
Materials deadline	April 1

AD SPECIFICATIONS

Unit	Width	Height
Trim size	5.5"	8.5"
Full page	5"	8"
Full page w/bleed	6"	9"

REACH MEMBERS IN PRINT

Premium publications. Engaged audience. Proven results.



Pediatric Dentistry Journal

The scientific journal of the AAPD reaching specialists and dental professionals.

AD SIZE/POSITION	1X	3X	6X
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B&W

Full page	\$2,200	\$2,000	\$1,800
1/2 page	\$1,800	\$1,680	\$1,560

4-COLOR

Full page	\$3,300	\$3,100	\$2,900
1/2 page	\$2,600	\$2,480	\$2,360

PREMIUM COVERS

Inside front cover	\$4,100	\$3,960	\$3,800
Inside back cover	\$4,100	\$3,960	\$3,800
Back cover	\$4,460	\$4,310	\$4,000

All premium positions are non-cancelable.

MATERIALS DEADLINES

January/February issue	January 10
March/April issue	March 10
May/June issue	May 10
July/August issue	July 10
September/October issue	September 10
November/December issue	November 10

AD SPECIFICATIONS

Unit	Width	Height
Trim size	8.25"	10.875"
Full page	7.75"	10.625"
Full page w/bleed	8.75"	11.375"
1/2 page	7.75"	5.3125"



The Reference Manual

The comprehensive resource for pediatric dental care.

AD SIZE/POSITION

B&W

Full inside page	\$2,400
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4-COLOR

Full inside page	\$3,400
Inside front cover	\$4,300
Inside back cover	\$4,300
Outside back cover	\$4,600

All premium positions are non-cancelable.

REFERENCE MANUAL DEADLINES

Insertion deadline	July 10
Materials deadline	October 1

AD SPECIFICATIONS

Unit	Width	Height
Trim size	8.25"	10.875"
Full page	7.75"	10.625"
Full page w/bleed	8.75"	11.375"

CONNECT WITH MEMBERS ONLINE

Targeted placements. Engaged audience. Measurable results.

AAPD PDT Hub

PDT's Hub is the online destination for AAPD news, clinical articles, and member resources, providing advertisers with year-round visibility among pediatric dentists, practice teams, and engaged readers.

Average Quarterly Impressions: 1,500,000

AD SPECIFICATIONS

120 x 240 pixels

AD RATES

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

AAPD Consumer Website

MyChildrensTeeth.org is AAPD's trusted consumer website, providing parents and caregivers with expert oral health guidance, prevention resources, and age-specific information while offering advertisers year-round access to an engaged family audience.

Average Quarterly Impressions: 200,000

AD SPECIFICATIONS

Desktop	728 x 90 pixels
Mobile	250 x 250 pixels

AD RATES

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

AAPD E-news

AAPD E-News is the Academy's bi-weekly email newsletter, delivering timely news, clinical updates, advocacy information, and industry insights directly to pediatric dentists. With frequent distribution and a highly engaged readership, it offers one of the best values for year-round advertiser visibility.

Average Circulation: 16,000

Average Open Rate: 35%

Average Click Through Rate: 4.5%

AD SPECIFICATIONS

600 x 150 pixels

AD RATES

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

PDT Magazine E-edition

The *PDT* Magazine E-Edition extends the reach of AAPD's flagship publication through an interactive digital experience, giving advertisers additional visibility with engaged readers.

Advertisers who place a print ad in *PDT* Magazine receive 10% off their E-Edition advertisement.

Average Circulation: 16,000

AD SPECIFICATIONS

600 x 150 pixels

AD RATES

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

MATERIALS DEADLINES

Q1-January/March	January 5
Q2-April/June	June 2
Q3-July/September	September 1
Q4-October/December	December 1

ADVERTISING TERMS AND CONDITIONS

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

The appearance of advertising or marketing of any kind in any AAPD publications and/or on the AAPD website 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. 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 acknowledges 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.

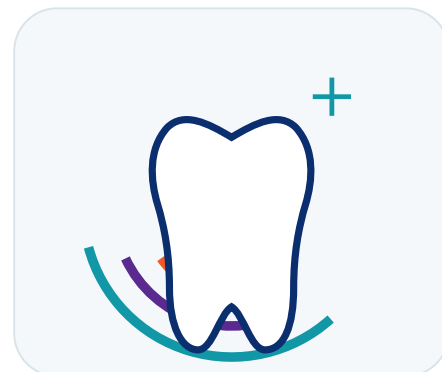
Advertiser shall be liable for any and all amounts payable to the AAPD under this Agreement. All amounts are due and payable by Advertiser within thirty (30) days of receipt of invoice. If an Advertiser cancels this Agreement prior to its conclusion, Advertiser shall remain liable to pay to the AAPD 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.

Advertisement for a continuing education course will be accepted in AAPD publications if offered by a provider recognized by the ADA Continuing Education Recognition Program (ADA CERP) or the Academy of General Dentistry Program Approval for Continuing Education (AGD PACE), or conducted under the auspices of the following organizations: an AAPD chapter; an ADA constituent or component dental society; a dental specialty certifying board or sponsoring organization; an accredited dental or medical school; or any organization specifically referred to in the Bylaws of the ADA. However, the AAPD may reject any advertisement if it is determined, within the AAPD's sole discretion, that the course is in direct competition with an AAPD CE course or the Annual Session, or a CE course offered by an AAPD chapter.

LET'S BUILD HEALTHIER SMILES TOGETHER.

Partner with the trusted voice of pediatric dentistry.

Every day, AAPD connects the companies that serve pediatric dentistry with the professionals shaping children's oral health. From trusted publications and targeted digital advertising to sponsorships and career opportunities, AAPD offers year-round access to one of the most engaged audiences in dentistry. Whether you're launching a new product, increasing brand awareness, or strengthening relationships with pediatric dental professionals, we're here to help you achieve your marketing goals.



PRINT

Reach members through AAPD's trusted publications, including *PDT Magazine*, *Pediatric Dentistry*, and the Reference Manual.

DIGITAL

Connect year-round through AAPD websites, *E-News*, and the *PDT Magazine E-Edition*.

SPONSORSHIPS

Increase visibility through Annual Session sponsorships, corporate partnerships, and other high-impact opportunities.

READY TO START YOUR CAMPAIGN?

Let us help you build a campaign that reaches pediatric dentistry decision-makers across print, digital, and partnership opportunities.

Cindy Hansen

Vice President for Publications

chansen@aapd.org

ADVERTISING INFORMATION

aapd.org/publications/advertising



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