



Life  
IS SHORT  
Smile  
WHILE YOU STILL HAVE  
Teeth

AAPD  
ADVERTISING  
OPPORTUNITIES



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

Get your company in front of AAPD's exclusive audience today.

# PRINT OPPORTUNITIES

## PEDIATRIC DENTISTRY journal

### DISPLAY ADVERTISING RATES

#### BLACK AND WHITE

	1 Time	3 Times	6 Times
Full page	\$2,200	\$2,000	\$1,800
1/2 page	\$1,800	\$1,680	\$1,560
1/4 page	\$1,200	\$1,110	\$1,000

#### 4-COLOR

	1 Time	3 Times	6 Times
Full page	\$3,300	\$3,100	\$2,900
1/2 page	\$2,600	\$2,480	\$2,360
1/4 page	\$2,300	\$2,100	\$2,060

#### COVERS

	1 Time	3 Times	6 Times
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
Publication 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"
1/4 page	3.875"	5.3125"

## THE REFERENCE manual

### DISPLAY ADVERTISING RATES

#### 4-COLOR

Inside page	\$3,400
Inside front cover	\$4,300
Inside back cover	\$4,300
Outside back cover	\$4,600
Divider Page	\$3,600

#### BLACK AND WHITE

Inside page only	\$2,400
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### REFERENCE MANUAL DEADLINES

Insertion deadline	July 10
Materials deadline	October 1

### AD SPECIFICATIONS

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

## THE PROGRAM book

#### 4-COLOR

Inside page	\$3,100
Inside front cover	\$3,600
Inside back cover	\$3,600
Outside back cover	\$4,000
Tab	\$3,600

#### BLACK AND WHITE

Inside page only	\$2,000
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### OFFICIAL PROGRAM DEADLINES

Insertion deadline	January 10
Materials deadline	April 1

### AD SPECIFICATIONS

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

# PDT magazine

## DISPLAY ADVERTISING RATES

### BLACK AND WHITE

	<b>1 Time</b>	<b>2 Times</b>	<b>4 Times</b>
Full page	\$2,150	\$1,935	\$1,615
1/2 page	\$1,720	\$1,590	\$1,460
1/4 page	\$1,074	\$980	\$860

### 4-COLOR

	<b>1 Time</b>	<b>2 Times</b>	<b>4 Times</b>
Full page	\$3,330	\$3,115	\$2,900
1/2 page	\$2,580	\$2,450	\$2,320
1/4 page	\$2,255	\$2,040	\$2,000

### COVERS

	<b>1 Time</b>	<b>2 Times</b>	<b>4 Times</b>
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	March 3
Q2–April/June	June 2
Q3–July/September	September 1
Q4–October/December	December 1

## AD SPECIFICATIONS

<b>Unit</b>	<b>Width</b>	<b>Height</b>
Publication 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"
1/4 page	4"	5.3125"



## PDT magazine E-edition

### DISPLAY ADVERTISING RATES

#### Ad Specifications

600 x 150 pixels

#### Ad Rates

Quarterly \$2,840

## MATERIALS DEADLINES

Q1–January/March	March 3
Q2–April/June	June 2
Q3–July/September	September 1
Q4–October/December	December 1

If you smile when no one else is around,  
**YOU REALLY MEAN IT.**



# ONLINE OPPORTUNITIES

## AAPD PDT WEBSITE

*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

## AAPD CONSUMER WEBSITE

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

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 a bi-weekly electronic update of important issues for pediatric dentists.

*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



## SPONSORSHIP opportunities

The American Academy of Pediatric Dentistry is the premier membership organization representing over 10,800 members of the specialty of pediatric dentistry. They see over a third of the children in the United States and therefore are very influential with the purchasers in those homes.

As our corporate partner you can help us achieve our ultimate goal of supporting pediatric dentists and providing access to oral health care for ALL children in this country.

The AAPD estimates that its practicing members annually purchase more than \$250 million in goods and services from various dental manufacturers and service providers. There are exclusive opportunities year round to increase exposure in front of your target audience.

For more information, please contact Senior Meetings, Exhibits, and Sponsorship Manager Colleen Bingle at [cbingle@aapd.org](mailto:cbingle@aapd.org) or call (312) 337-2169.

## AAPD career center

The AAPD Career Center—a place where dental connections are made—provides users with the ability to search available job listings, buy a practice, or post your own resume at no cost. If you're also looking to fill a dental position or sell your practice, the Career Center provides you with the option to post these for a small fee. There are numerous options that are available to you through the Career Center. For questions, please contact [customerservice+804102@support.boxwoodtech.com](mailto:customerservice+804102@support.boxwoodtech.com) or (888) 491-8833, ext. 2443.

For full pricing details and ways to enhance the placement of your postings, please visit [jobs.aapd.org/rates/](https://jobs.aapd.org/rates/).

## ARTWORK specifications

### PRINT AD REQUIREMENTS

Artwork must be submitted electronically. The preferred format is a high resolution PDF file. Acceptable software programs: In-Design CS, Photoshop CS, Illustrator CS. All files must be composite page layouts ready for output. Be sure to include all fonts and links. You may save your file in PDF format.

- 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.
- All artwork must be CMYK.
- Ads designed using Microsoft Word, Excel, Power Point or Publisher will not be accepted.
- **Avoid placing vital text or graphics within 0.25" of the edge.**
- Format and position are at the discretion of the AAPD.

### DIGITAL AD REQUIREMENTS

Files should be saved as web-ready at 72 dpi as GIF, PNG, or JPG files. We accept animated GIFs but not Flash ads. Please include a click-through URL.

### CONTACT OUR AD SALES REPRESENTATIVE TODAY

To place your display ad, please email AAPD Vice President for Publications Cindy Hansen at [chansen@aapd.org](mailto:chansen@aapd.org) or visit <https://www.aapd.org/publications/advertising/>.

# 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.

