



Boost Your  
**BUSINESS**

## AAPD **MEDIA KIT**

AAPD ADVERTISING OPPORTUNITIES



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



# AAPD advertising **OPPORTUNITIES**

## **PRINT** opportunities

The AAPD offers a variety of publications and digital media platforms for you to share your message with our members, your target audience.

### **Membership Directory**

The most widely used membership benefit providing information for referral and increasing communication among members.  
Average circulation: 10,500

### **NEW—The Reference Manual**

The Reference Manual of Pediatric Dentistry is published annually and is intended to encourage a diverse audience to provide the highest possible level of care to children.  
Average circulation: 11,000

### **PDT (Pediatric Dentistry Today)**

Our award-winning official membership magazine is published six times a year.  
Average circulation: 10,500

### **Pediatric Dentistry**

*Pediatric Dentistry* promotes the practice, education and research specifically related to the specialty of pediatric dentistry. *Pediatric Dentistry* has an Impact Factor of **3.312**.  
Average circulation: 10,500

## DIGITAL opportunities

Digital advertising opportunities include our monthly member *E-News*, our consumer website—[www.mychildrensteeth.org](http://www.mychildrensteeth.org), our PDT website—[www.pediatricdentistrytoday.org](http://www.pediatricdentistrytoday.org).

### **AAPD E-News**

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

**Average Circulation: 13,000**

**Average Open Rate: 25%**

**Average Click Through Rate: 4%**

### **AAPD Consumer website—[mychildrensteeth.org](http://mychildrensteeth.org)**

The consumer-focused site, [mychildrensteeth.org](http://mychildrensteeth.org), educates parents and caregivers about AAPD policies and recommendations in features catering to the layperson.

**Average Quarterly Impressions: 25,000**

### **PDT website—[pediatricdentistrytoday.org](http://pediatricdentistrytoday.org)**

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

**Average Quarterly Impressions: 16,500**

## AUDIENCE retargeting

By using AAPD's audience retargeting solution you can create highly targeted ad campaigns reaching your desired audience around the web. This offers a way to reach non-converted site visitors and users who have searched or read content related to your products or services.

## 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 visit <https://jobs.aapd.org>.

A single 30-day job or sale posting is available for \$250 per month, which includes resume access for employers during the posting period. If you are an AAPD member, you will receive 20 percent off of a single job or sale posting. For full pricing details and ways to enhance the placement of your postings, please visit [jobs.aapd.org/rates/](https://jobs.aapd.org/rates/).

## ANNUAL session

The AAPD offers multiple opportunities to increase your company's exposure, to meet with your target audience and to reinforce your marketing message. For information on sponsorship, please contact Meetings, Exhibits and Sponsorship Manager Colleen Bingle at [cbingle@aapd.org](mailto:cbingle@aapd.org) or (312) 337-2169.

## CONTACT US today

For more information, please visit [www.aapd.org/publications/advertising/](http://www.aapd.org/publications/advertising/) or email AAPD Advertising Sales and Administrative Coordinator Kathy Loconti at [kloconti@aapd.org](mailto:kloconti@aapd.org) or call (312) 337-2169.

# THE AAPD 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.

Seventy-eight percent of AAPD membership say they primarily use the printed version of the AAPD Membership Directory.

## DISPLAY ADVERTISING RATES

### BLACK AND WHITE

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Inside page only	\$2,200
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### 4-COLOR

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

## MEMBERSHIP DIRECTORY DEADLINES

Insertion deadline	October 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. All fonts should be converted to outlines. **Avoid placing vital text or graphics within 0.25" of the edge. All crop marks must be outside of the .125" bleed.** Advertising insertions requiring typesetting or markup are subject to additional charges. Format and position are at the discretion of the AAPD. Agency commission discount is 15 percent.

Get triple  
**EXPOSURE**  
bundle the  
membership directory  
and reference manual  
and get a 10%  
discount!

AAPD print  
**OPPORTUNITIES**

## THE REFERENCE MANUAL of pediatric dentistry

The Reference Manual of Pediatric Dentistry is intended to encourage a diverse audience to provide the highest possible level of care to children. This audience includes, but is not limited to: pediatric dentists, general dental practitioners and other dental specialists, physicians and other health care providers, government agencies and health care policy makers, individuals interested in the oral health of children.

This is a **NEW** advertising opportunity—be featured in the most highly used reference manual in the industry.

### DISPLAY ADVERTISING RATES

#### BLACK AND WHITE

Inside page only	\$2,400
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#### 4-COLOR

Inside page	\$3,400
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Inside front cover	\$4,300
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Inside back cover	\$4,300
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Outside back cover	\$4,600
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Divider Pages	\$3,600
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### REFERENCE MANUAL DEADLINES

Insertion deadline	October 15
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Materials deadline	November 1
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### AD SPECIFICATIONS

Unit	Width	Height
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Publication size	8.25"	10.875"
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Full page	7.75"	10.625"
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Full page w/bleed	8.75"	11.375"
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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. All fonts should be converted to outlines. **Avoid placing vital text or graphics within 0.25" of the edge. All crop marks must be outside of the .125" bleed.** Advertising insertions requiring typesetting or markup are subject to additional charges. Format and position are at the discretion of the AAPD. Agency commission discount is 15 percent.



Get double  
**EXPOSURE**

one insertion price  
for both print and  
electronic ads!



## PDT pediatric dentistry today

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

With a circulation of over 10,500, *PDT*, the official magazine of the American Academy of Pediatric Dentistry is published six times a year.

### DISPLAY ADVERTISING RATES

#### BLACK AND WHITE

	1 Time	3 Times	6 Times
Full page	\$2,000	\$1,800	\$1,600
1/2 page	\$1,600	\$1,480	\$1,360
1/4 page	\$1,000	\$910	\$800

#### 4-COLOR

	1 Time	3 Times	6 Times
Full page	\$3,100	\$2,900	\$2,700
1/2 page	\$2,400	\$2,280	\$2,160
1/4 page	\$2,100	\$1,900	\$1,860

#### COVERS AND SPECIAL EXTRAS

	1 Time	3 Times	6 Times
Inside front cover	\$3,800	\$3,760	\$3,600
Inside back cover	\$3,800	\$3,760	\$3,600
Back cover	\$4,260	\$4,110	\$3,800

Preferred position pricing varies. Inserts and tip-ons rates and specifications are available upon request. All premium positions are non-cancelable.

### MATERIALS DEADLINES

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

\*The January issue is the Annual Session Registration special edition. The July issue is the Annual Session recap special edition.

### AD SPECIFICATIONS

Unit	Width	Height
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"

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. All fonts should be converted to outlines. **Avoid placing vital text or graphics within 0.25" of the edge. All crop marks must be outside of the .125" bleed.** Advertising insertions requiring typesetting or markup are subject to additional charges. Format and position are at the discretion of the AAPD. Agency commission discount is 15 percent.

For information regarding placing a classified ad, please visit the AAPD Career Center at [jobs.aapd.org](http://jobs.aapd.org) or call (312) 337-2169.

# PEDIATRIC DENTISTRY journal

With a circulation of over 10,500, *Pediatric Dentistry* 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. ***Pediatric Dentistry* has an impressive Impact Factor of 3.312.**

*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.

## 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 AND SPECIAL EXTRAS

	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

Preferred position pricing varies. Inserts and tip-ons rates and specifications are available upon request. 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

\*The September/October issue is mailed with the AAPD Reference Manual.

## 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"

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. All fonts should be converted to outlines. **Avoid placing vital text or graphics within 0.25" of the edge. All crop marks must be outside of the .125" bleed.** Advertising insertions requiring typesetting or markup are subject to additional charges. Format and position are at the discretion of the AAPD. Agency commission discount is 15 percent.

For information regarding placing a classified ad, please visit the AAPD Career Center at [jobs.aapd.org](http://jobs.aapd.org) or call (312) 337-2169.

# AAPD annual session

## premier conference for pediatric dental professionals

This meeting is the highlight of the year for our organization, attracting over 30 percent of our member dentists, their staffs and families.

Make the most of your marketing dollars this year, sponsor an event and reserve your exhibit space now for the Annual Session.

### AAPD ANNUAL SESSION PROGRAM

The program of the AAPD Annual Session is available to every dental professional who attends the meeting. The program includes complete information covering the educational courses and scientific programs, a guide to the exhibits (including a map of the Exhibit Hall), and details of AAPD social and networking events.

#### 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"
Including bleed	6"	9"

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. All fonts should be converted to outlines. **Avoid placing vital text or graphics within 0.25" of the edge. All crop marks must be outside of the .125" bleed.** Advertising insertions requiring typesetting or markup are subject to additional charges. Format and position are at the discretion of the AAPD. Agency commission discount is 15 percent.

### THE AAPD ANNUAL SESSION APP

The AAPD Annual Session app provides a variety of advertising options including:

- Home Page Banner Ads
- In App Banner Ads

Ask your ad sales representative about these timely opportunities, as well as rates and dimensions. More than 80 percent of attendees download app.

### SPONSORSHIP

The American Academy of Pediatric Dentistry is the premier membership organization representing over 10,500 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 Meetings, Exhibits and Sponsorship Manager Colleen Bingle at [cbingle@aapd.org](mailto:cbingle@aapd.org) or call (312) 337-2169.



# AAPD advertising **TERMS & 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 and defend 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.

An 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.



# AAPD digital **OPPORTUNITIES**

## **AUDIENCE** retargeting

### **What is programmatic advertising?**

Programmatic is the use of automation in buying and selling of media online, which allows advertisers to purchase impressions of users specific to their target audience.

Through programmatic retargeting you can create customized campaigns to reach only your target audience, increasing your ROI and eliminating wasted impressions.

### **Targeting Tactics**

Using a combination of our top targeting tactics will help you achieve your campaign goals.

- Geo-fencing location based advertising focused on specific geographic shapes.
- Search retargeting target prospects with display ads based on the searches they perform across the web.
- Site retargeting targets users who have already visited your site while they are visiting other sites across the web.
- Contextual targeting looks at the category or keywords of the current page a consumer is viewing and then serves them ads that are highly relevant to that content.

## ONLINE opportunities

Online display advertising campaigns are great strategies that can improve the visibility of your brand and products. It is an efficient way that can help you adapt to the demands of the times and develop an effective marketing plan and strategy.

The AAPD online presence reaches over 100,000 users a month.

### AAPD PDT WEBSITE

*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:  
16,500

#### Ad Specifications

120 x 240 pixels

#### Ad Rates

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

### AAPD CONSUMER WEBSITE

*MyChildrensTeeth.org*

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

Average Quarterly Impressions:  
25,000

#### Ad Specifications

180 x 150 pixels

#### Ad Rates

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

### AAPD E-NEWSLETTERS

*AAPD E-News*

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

Average Circulation: 13,000  
Average Open Rate: 25%  
Average Click Through Rate: 4%

#### Ad Specifications

180 x 150 pixels

#### Ad Rates

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

## AAPD can increase YOUR REACH

**92%**  
retention rate 

**10,500+**  
members 

 **6,500+**  
active pediatric dentists



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

# AAPD **MEDIA KIT**

**Boost your BUSINESS**

The AAPD offers a variety of publications and digital media platforms for you to share your message with our members, your target audience. For more information, please visit [www.aapd.org/publications/advertising/](http://www.aapd.org/publications/advertising/) or email AAPD Advertising Sales and Administrative Coordinator Kathy Loconti at [kloconti@aapd.org](mailto:kloconti@aapd.org) or call (312) 337-2169.

