



AACD MEDIA KIT 2016

Your direct connection to cosmetic dentistry's most passionate practitioners



AACD American Academy
of Cosmetic Dentistry®
www.AACD.com/advertise

American Academy of Cosmetic Dentistry Media Kit 2016 Quick Guide

OPPORTUNITY	FREQUENCY	REACH	FORMAT	CONTENT/TYPE	PRICE	PAGE #
<i>Journal of Cosmetic Dentistry</i>	Quarterly	6,800 print 45,000*	Print & Digital	Clinical	\$2,275 - \$2,960	6 - 9
Website Advertising	Open	variable	Digital	Sponsored	\$2,500 - \$10,000	10
Social Media Sponsorships	Weekly	variable	Social Media (Facebook & Twitter)	Sponsored	\$300 - \$1,000	11
AACD eUpdate	Weekly	6,500	Email	News Brief	\$400 - \$1,500	12
Sponsorship Emails	Monthly	6,500	Email	Sponsored	\$3,000	13
AACD Midline	Monthly	6,500	Email	Clinical	contact	14
Raising the Bar	Quarterly	700	Email	Accreditation, Clinical	\$500 - \$ 1,750	14
AACD Mailing List Rental	Open	4,700	Direct Mail	Sponsored	\$1,075 - \$4,575	15
Cosmetic Dentistry Marketplace	Open	variable	Online	Buyers Guide	contact	15
AACD Corporate Membership	Open	—	Membership	Exclusive Membership Benefits	\$2,500	16

*Includes print edition, digital edition, and pass along.

“ The AACD is a wonderful partner and a very valuable resource for dentistry! They provide quality education and mentoring for dental professionals aspiring to take their esthetic talents to the next level. Additionally, they are a great resource for helping us share our messages to the profession. Over the years, we have developed tremendous, long-lasting relationships with the AACD and their constituents. ”

John Isherwood, Corporate Communications Manager, Ivoclar Vivadent, Inc.



WE'RE IN THE SCIENCE OF SMILES



If you're looking to reach the most progressive, passionate minds in comprehensive cosmetic dentistry, you've come to the right place. AACD members believe that responsible esthetics means dealing with beauty that's more than skin-deep. They're in the science of smiles.

As such, these progressive thinkers and professionals are in the market for the best technologies, products, and services around. With a commitment to esthetic excellence spanning three decades, the AACD offers its members exciting learning and social environments through its annual scientific sessions, AACD Continuum, and much more—all with numerous sponsorship opportunities that align with your brand. AACD also offers your company the opportunities to advertise in numerous print publications, including the AACD's *Journal of Cosmetic Dentistry* and digital publications like AACD's weekly e-newsletter eUpdate.

21 YEARS

is how long the typical AACD practice has been in operation.

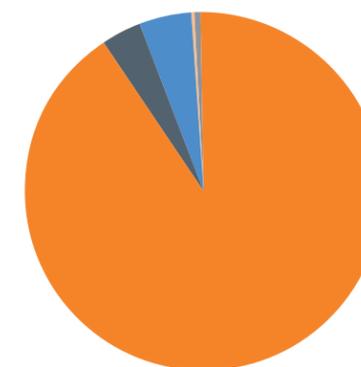
Reaching AACD members is crucial to your brand's success. Our members' practices are well-established within their community, which means they are highly influential. According to the AACD's 2015 State of the Cosmetic Dentistry Industry survey, more than half (52%) have been in operation for 20 years or more.

Staff-wise, AACD member dentists typically have between three and nine employees at their practices, with the average reported at 8.1

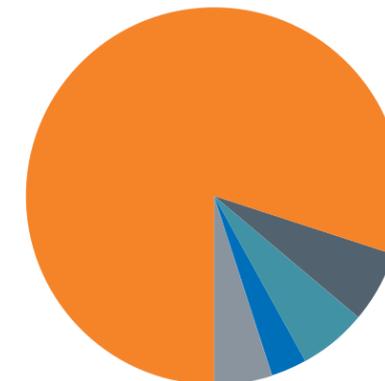
8.1
average # of
employees at AACD
member dentists
practices

MEMBERSHIP PROFILE

In the past dozen years, the AACD membership has nearly doubled in size. Currently, more than 6,500 dental professionals call the AACD their professional home, making the Academy the world's largest cosmetic dental organization focused on advancing excellence in the art and science of comprehensive cosmetic dentistry and ethical patient care.



- 88% Doctors, Recent Graduates, and Corporate Members
- 3% Laboratory Technicians
- 5% Residents and Students
- 1% Dental Assistants and Hygienists
- 3% Other



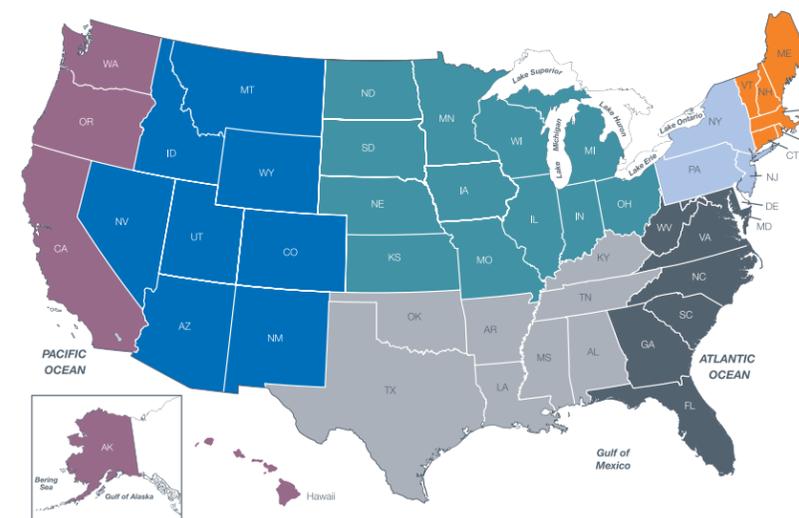
- 81% United States
- 6% Europe
- 4% Canada
- 3% Middle East
- 5% All Other Countries

WORLDWIDE MEMBERSHIP BASE

AACD supports members in more than 75 countries worldwide. In fact, more than 1,000 AACD members are located outside of the United States, creating a global marketplace for your business.

USA MEMBERSHIP

AACD members are located in all areas of the United States, with heavier concentrations in the Pacific, Middle Atlantic, and South Atlantic regions. All of these members, however, share a commitment to excellence in cosmetic dentistry.



- 9% New England
- 12% Middle Atlantic
- 15% Midwest
- 17% South Atlantic
- 12% South
- 6% Mountain
- 17% Pacific
- 12% Other



AACD MEMBER TYPES

More than 350 AACD members have achieved Accreditation, the Academy's credential. Nearly 60 have achieved Fellowship, which is a step beyond Accreditation. Members are required to pass a rigorous written and oral examination and submit multiple cases for review. Individuals receiving Accreditation are very committed to cosmetic dentistry and are involved in Academy leadership.

JOURNAL OF COSMETIC DENTISTRY

EDITORIAL CONTENT

New content that includes:

- Tip articles from prominent educators in the field.
- Visual essays that highlight an outstanding or an informative clinical case, technique, or approach from both leading clinicians and laboratory technicians.
- Quick reads including guest editorials and interviews.

Main Features

Well-renowned dental clinicians share their expertise and findings in the rapidly evolving field of cosmetic dentistry.

Accreditation Essentials

Clinical cases are intricately explored to enhance, focus, and develop core skills required to pass the AACD Accreditation process.

Annual AACD Scientific Session

A glimpse of innovative topics that will be presented at the next annual AACD scientific session and a closer look into the minds of some of dentistry's premier educators.



The print edition *jCD* reaches 6,800 people.

READERSHIP

Journal of Cosmetic Dentistry (jCD) readers are focused on cutting-edge clinical content. Their keen eyes for new developments, modern technologies, and innovative products make them a leading target your business cannot afford to miss.

WORLDWIDE CIRCULATION

The *jCD* reaches more than 6,500 AACD dental professionals in more than 75 countries worldwide. The print edition is delivered to all AACD Members four times per year.



jCD ADVERTISING RATES (all rates listed in USD)

Four Color	One Issue	Four Issues
Full-Page	\$3,110	\$2,920
Half-Page	\$2,455	\$2,275
Cover Rates	One Issue	Four Issues
Inside Front Cover	\$3,850	\$3,735
Inside Back Cover	\$3,685	\$3,540
Back Cover	\$4,080	\$3,975

87% of AACD members believe that the *Journal of Cosmetic Dentistry* is their most valued benefit to their membership.

SUPPLEMENTS

Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company's business.

Supplements mail with the regular issues of the *jCD* to the entire readership and are also viewable online. You may include a Continuing Education component to enhance its value.

All supplement topics need to be pre-approved by the editor, and all articles must undergo peer review.

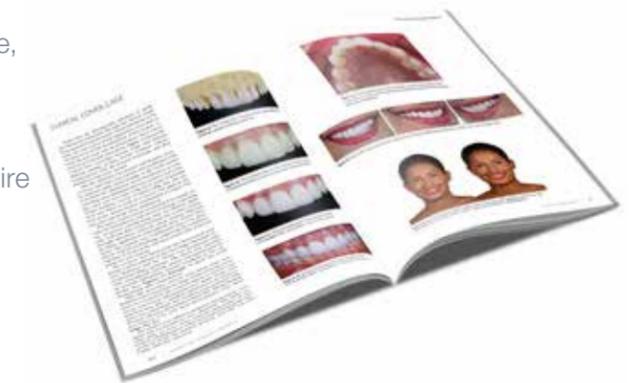
Contact Tracy Skenandore, Managing Editor: tracys@aacd.com | 800.543.9220.

Inserts

- Two-page insert: 2x black & white earned rate
- Four-page insert: 4x black & white earned rate

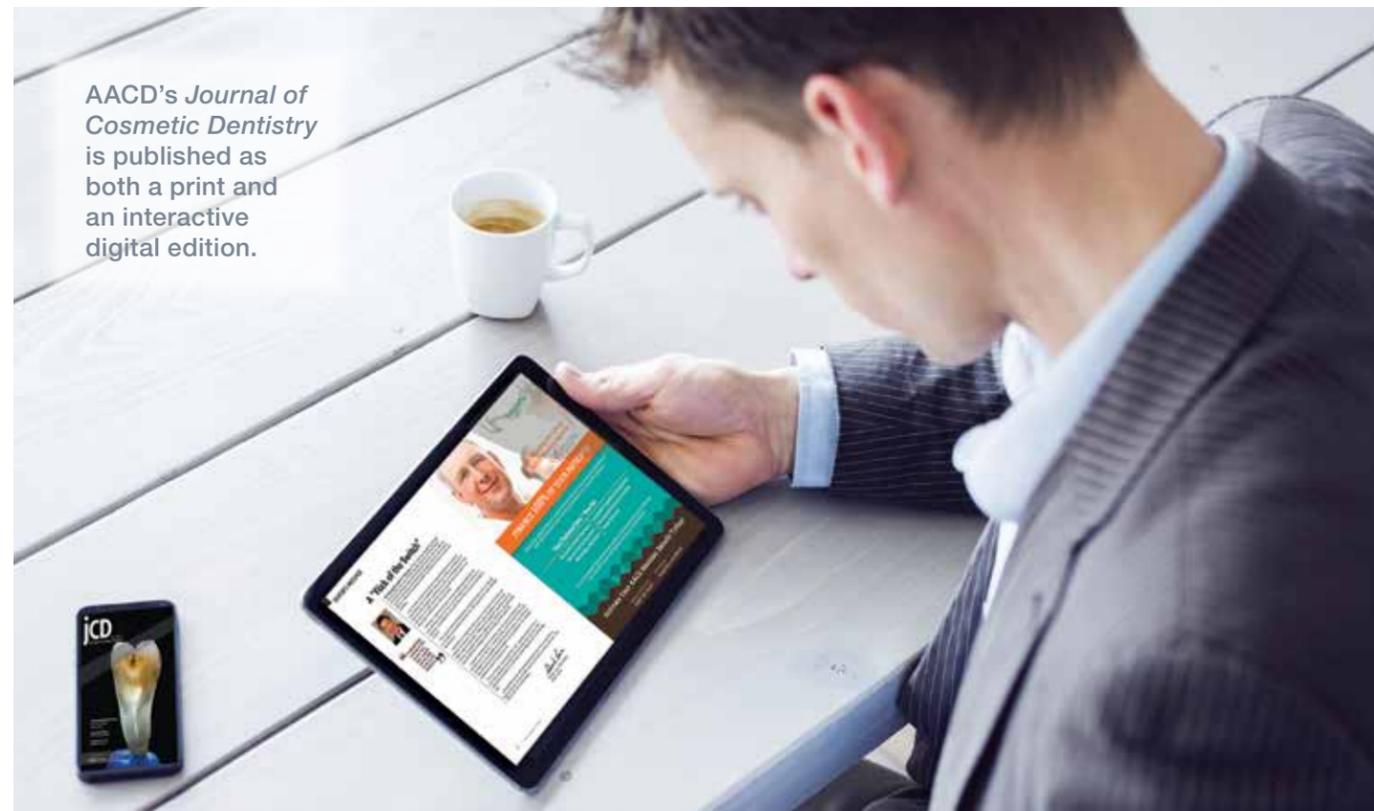
Additional Pricing Information

- No agency discounts accepted
- Add 10% to guaranteed ad positions
- Ride-alongs, BRCs, discs, supplements, and bellybands available upon request
- Value-added services available for multiple insertions



jCD ADVERTISING DEADLINES

Spring 2016	Deadline
Ad Material	February 1, 2016
Release Date	April 2016
Summer 2016	Deadline
Ad Material	May 2, 2016
Release Date	July 2016
Fall 2016	Deadline
Ad Material	August 1, 2016
Release Date	September/October 2016
Winter 2017	Deadline
Ad Material	November 1, 2016
Release Date	January/February 2017



AACD's *Journal of Cosmetic Dentistry* is published as both a print and an interactive digital edition.

jCD MECHANICAL REQUIREMENTS

AD SPECS

Two-Page Spread (1)	Width	Height
Bleed	17.25"	11.375"
Trim	16.75"	10.875"
Live Area	15.5"	10"
Full-Page (2 & 3)	Width	Height
Bleed	8.875"	11.375"
Trim	8.375"	10.875"
Live Area	7.5"	10"
No Bleed	7.5"	10"
Half-Page (4 & 5)*	Width	Height
Vertical	3.5"	9"
Horizontal	7"	4.5"

*Please send both formats (horizontal and vertical) when sending half-page and quarter-page ads.

Bellybands and Bookmarks

Please contact the AACD Executive Office at advertising@aacd.com or 800.543.9220 for further information.

Ad Submission Requirements

See Advertising Policies and Submission Requirements

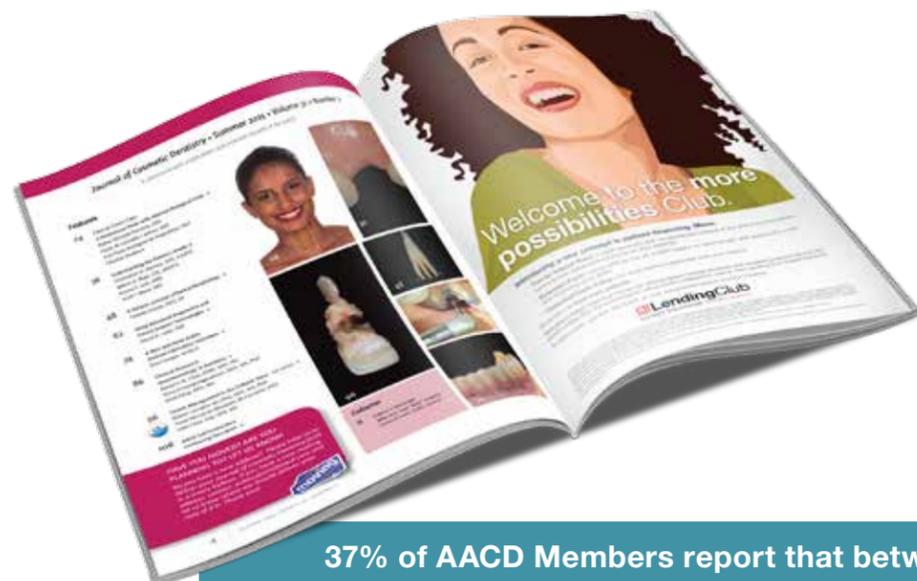
Shipping Information

Ship a press quality PDF of your advertisement and color proof showing crop marks and bleed on CD or DVD to:

American Academy of Cosmetic Dentistry
Attention: Jeff Roach
402 West Wilson Street
Madison, WI 53703

OR

Email advertising@aacd.com



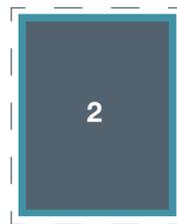
37% of AACD Members report that between 2 and 10 additional dental professionals read their copy of the *Journal of Cosmetic Dentistry*.

Questions?
Please call 800.543.9220 or email advertising@aacd.com



jCD Two-Page Spread
Trim: 16.75" x 10.875"

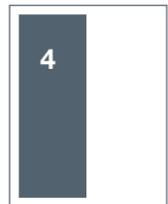
Gutter allowance: total of .5" or .25" per page



Full-Page with Bleed
Trim: 8.375" x 10.875"



Full-Page no Bleed
7.5" x 10"



Half-Page Vertical
3.5" x 9"



Half-Page Horizontal
7" x 4.5"

JOURNAL OF COSMETIC DENTISTRY—DIGITAL EDITION



The digital edition jCD reaches 6,500 people.

In addition to the *Journal of Cosmetic Dentistry* print publication, the AACD has introduced a digital edition for cosmetic dentistry's premier publication.

The digital jCD reaches AACD members worldwide via smart phones and tablets. So far in 2015, the digital edition has garnered more than 150,000 total issue visits. The total number of page views this year has already topped one million. These already amazing numbers will only continue to climb as the year progresses!

As an advertiser, the digital edition allows for expanded multimedia enhancements that can make your advertisements come alive. You will also receive the following value-added services within the digital edition for free with your print advertisement:

- Hyperlink to advertiser URL and email links
- Advertiser placement in pull down menu on the tool bar
- Presence in *Journal of Cosmetic Dentistry* digital library for increased viewing opportunities

View a sample of jCD digital advertising by visiting: www.aacd.com/advertise

DIGITAL MEDIA ENHANCEMENT RATES

(all rates listed in USD)

Enhancement*	Per Advertisement
Presentation Page	\$1,250
Blow-in Card	\$1,000
Slideout Page	\$1,000
Video	\$750
Audio	\$500
Business Reply Card	\$500
Slide Show	\$500

*or the HTML5 equivalent

10% Discount for AACD Corporate Members

Presentation Page—Full-page advertisement located opposite the back cover. Available in digital edition only. Only valid with purchase of print advertisement.

Blow-in Card—Blow-in cards are a great way to showcase your advertisement without disrupting the flow of the publication.

Slideout Page—This unique space is perfect to highlight your advertisement. Ad appears in center of desired page.

Video—An integrated video that can include audio, which plays automatically with an option to have to click "Play" on page.

Audio—Capture the attention of readers with a vibrant audio advertisement.

Business Reply Card—Business reply cards allow the reader to fill out a short form that is sent directly to the advertiser for personal follow up.

Slide Show—Slide shows are powerful tools that can turn your digital advertisement into a dynamic multi-media production.

ADVERTISING DEADLINES

Issue	Deadline
Spring 2016	2/1/2016
Summer 2016	5/2/2016
Fall 2016	8/1/2016
Winter 2017	11/1/2016

AACD WEBSITE ADVERTISING

Be one of the first to advertise on AACD.com! For the first time ever, premium ad space is available on the AACD website, which recently underwent a facelift. The redesigned site—optimized for mobile use—puts the AACD’s best face forward to an audience of both members and prospective members, which means it has the potential to reach the largest audience of dental professionals of all our communication channels.

Limited Space Available!

Not only can you be one of the first to advertise on AACD.com, but you can also be one of the few. We are currently limiting our inventory as an exclusive benefit to our first advertising partners.*

AACD.COM ADVERTISING RATES (all rates listed in USD)

Ad Location	Per Quarter	Per Year**
Above-the-Fold Banner Unit in one of four content areas <ul style="list-style-type: none"> About AACD pages Membership pages Continuing Education pages Publications and Resources pages 	\$3,000	\$10,000
Footer Banner Unit in one of four content areas <ul style="list-style-type: none"> About AACD pages Membership pages Continuing Education pages Publications and Resources pages 	\$2,500	\$8,000

**Advertiser can change ad unit content 1x per quarter.

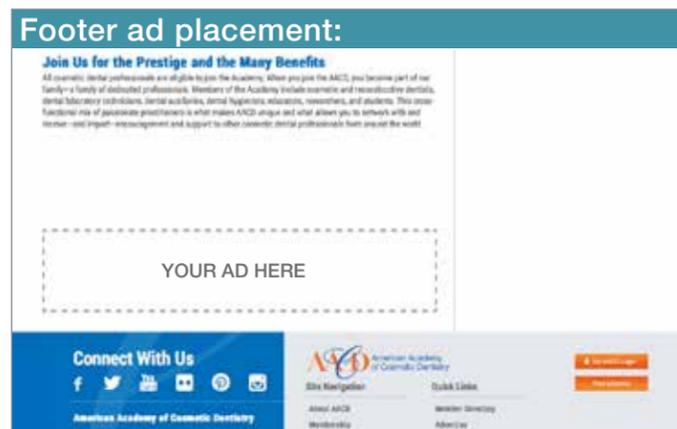
MATERIAL SPECIFICATIONS

- Above-the-Fold Banner Unit: 718 pixels x 150 pixels
- Footer Banner Unit: 718 pixels x 150 pixels
- No animated GIFs or videos at this time

ADDITIONAL INFORMATION

- Ads run for a minimum of one quarter (3 months).
- Ads will not be placed on the AACD homepage or on any Accreditation pages.
- AACD has the right to reject advertising for any reason.
- Ads for CE that compete with AACD live education occurring within 30 days of AACD event dates will not be allowed.

*The length of this promotional period of limited inventory is undefined and subject to end at the discretion of the AACD, at which time additional inventory may be sold.



Some facts about the users of AACD.com:

AACD.com is a sticky site! Be there when they are!



68% Desktop - spend on average 3-1/2 minutes on the site and view more than 4 pages

25% Phone (mobile) - spend on average 1-1/2 minutes on the site and view a little more than 2 pages

7% Tablet - spend on average 3-1/2 minutes on the site and view almost 6 pages



SOCIAL MEDIA SPONSORSHIPS

GET NOTICED THROUGH AACD SOCIAL MEDIA SPONSORSHIPS!

AACD social media sponsorships allow you to purchase posts through AACD’s Facebook and Twitter pages.

Up to four times per month, your company will be the subject of a social media post on AACD’s Facebook and Twitter accounts.

PRICE = \$300 PER POST (\$1,000 FOR MONTH)
(all rates listed in USD)

Currently, the AACD has more than 93,000 followers on Facebook and 15,000 followers on Twitter.

MATERIAL SPECIFICATIONS

- Facebook posts can include one image plus a link
- Tweets are limited to 140 characters total



Note: AACD reserves the right to refuse a post or adjust the wording to appeal to membership. AACD is not liable for un-authorized image use.

AACD eUPDATE

Reach the world's most progressive dentists on a weekly basis by advertising in eUpdate, the AACD's weekly e-newsletter. Sent to all AACD members with email accounts, eUpdate provides industry news and Academy happenings to members that they can't get anywhere else.

eUpdate reaches an audience of more than 6,500 dental professionals each week, with open rates around 30%. Bonus: Open rates improve year-over-year!

AACD E-UPDATE RATES (all rates listed in USD)

Ad	Monthly	Quarterly
Skyscraper*	\$600	\$1,500

*Includes hyperlink to advertiser URL and/or email

MATERIAL SPECIFICATIONS

Skyscraper: 125 pixels wide x 300 pixels tall

Make sure there are no spaces in the file name.

Ex: AACD_eUpdate_skyscraper.jpg

Static ads only; no animation. File must be in GIF or JPG format, and no larger than 90KB.

Email materials to advertising@aacd.com.

ADVERTISING DEADLINES

eUpdate is distributed each Thursday. Materials are due a week before scheduled start date.

For advertising rates combined with the *Journal of Cosmetic Dentistry* print publication, please contact Jeff Roach at advertising@aacd.com.

SPONSORED EMAILS

Grab the attention of AACD Members through dedicated email blasts!

Note: This opportunity is limited and has sold out completely in 2014 and 2015!

Low Frequency = High Value

AACD sponsorship emails allow advertisers to reach members directly through a single email (roughly 6,500).

Dedicated Messaging

Your content will be the sole information for that email, so there's no chance of your message "getting lost".

Quality Distribution

With open rates averaging 30% and click through rates averaging 10%, this is an opportunity you can't ignore.

PRICE = \$3,000 EACH (all rates listed in USD)

2 sponsorship email opportunities per month starting November 2015 (limit 4 per year for any one client).

HOW IT WORKS

The AACD will send a broadcast email to members on your behalf. You can include original, branded artwork and links to your website or social media platform. The AACD will provide statistics following the e-blast that include the number of recipients, open rates and clicks, which will provide you with immediate results.

There are only 24 total e-mail sponsorships available, so orders will be filled on a first come, first served basis. A maximum of four emails are allowed annually per organization/company.

MATERIAL SPECIFICATIONS

- Supply a subject line
- Size: 650 pixels wide maximum
- Send html file with separate images and graphics (JPG or GIF format, no larger than 130KB each)
- Make sure there are no spaces in all file names
Ex: AACD_sponsor_header.jpg
- Use inline styles/tables (not CSS); No Flash or javascript; animated GIF's are accepted

Email materials to advertising@aacd.com.

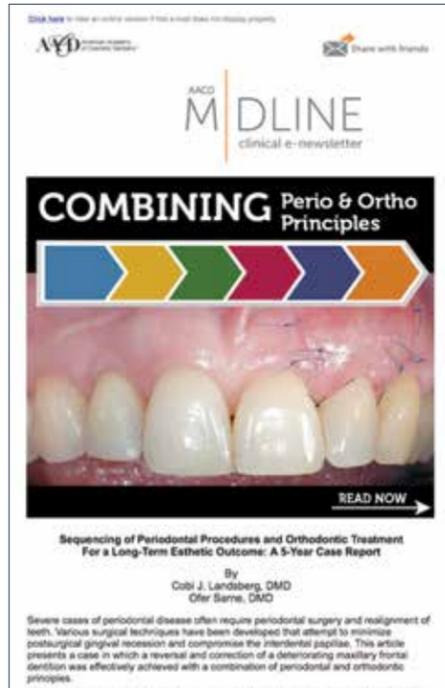
ADVERTISING DEADLINES

Materials are due 10 working days before scheduled delivery month. Schedule all emails in advance with Jeff Roach at advertising@aacd.com.

For advertising rates combined with the *Journal of Cosmetic Dentistry* print and digital publication, please contact Jeff Roach at advertising@aacd.com.

Disclaimer: Due to the many email clients and browsers, we cannot guarantee and are not liable for how email is rendered in all email clients or mobile devices. The specifications we have set, however, maintain the AACD's highest email quality standards.

AACD MIDLINE



AACD Midline is a quick, clinical news email sent to the entire AACD membership and to non-member dental professionals who opt-in to receive this e-mail. Midline is sent on the second Saturday of each month. Using a highly visual and interactive layout, Midline showcases the latest clinical techniques, whether it's through a recent *Journal of Cosmetic Dentistry* article, video, or slideshow. AACD Midline open rates average more than 35% due to its clinical nature, and it's among some of the best "bang for your buck" email opportunities AACD offers.

For advertising rates and more information, please contact Jeff Roach at advertising@aacd.com.

RAISING THE BAR

Sent to all AACD Members in the Process of Accreditation and AACD Accreditation Examiners, Raising the Bar is an e-newsletter delivered quarterly to some of the most driven individuals in the Academy. Raising the Bar contains Accreditation news and tips for Members in the Process. This group of members is eager to read emails pertinent to their goals. With open rates averaging about 40%, Raising the Bar is a great way to reach AACD's "over-achievers".

RAISING THE BAR RATES (4 issues per year)
(all rates listed in USD)

Ad	Quarterly	Yearly
Skyscraper	\$500	\$1,750

*Includes hyperlink to advertiser URL and/or email

MATERIAL SPECIFICATIONS

Skyscraper: 125 pixels wide x 300 pixels tall

Make sure there are no spaces in the file name.

Ex: AACD_RTb_skyscraper.jpg

Static ads only; no animation. File must be in GIF or JPG format, and no larger than 90KB.

Email materials to advertising@aacd.com.



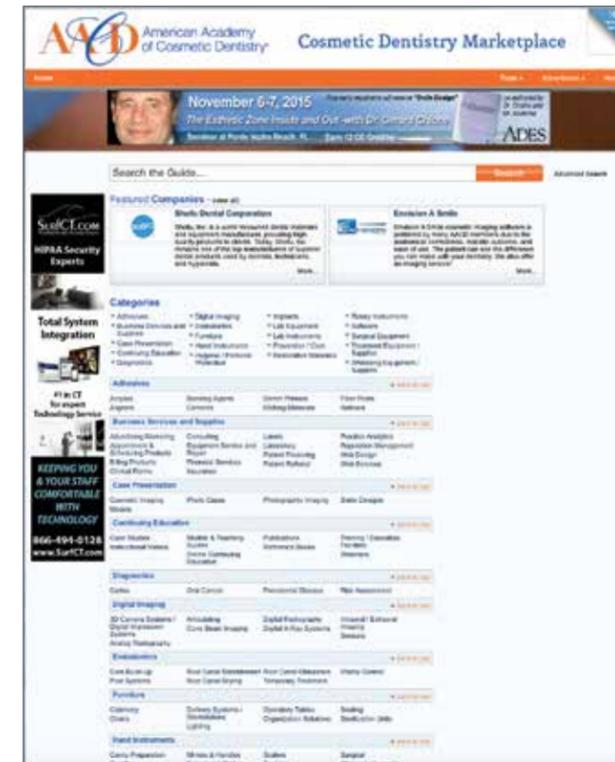
AACD MEMBER LIST RENTAL

You can reach the world's most influential cosmetic dentists through AACD member postal mailing list rental. When you use an AACD mailing list, your AACD-approved marketing piece will be placed directly into the hands of the people whose interests align directly with your brand. For added convenience, the lists can be custom segmented to meet your business' needs.

Take advantage of this opportunity today!
For more information, email information@aacd.com or call our Database Specialist at 800.543.9220.



COSMETIC DENTISTRY MARKETPLACE



The Cosmetic Dentistry Marketplace is the definitive online resource for cosmetic dentistry buyers and suppliers, developed by AACD and MultiView, Inc. with the dentist in mind. The Marketplace gives dental professionals a competitive advantage by providing them with the powerful tools they need to connect to the suppliers they want. Instead of searching through pages of irrelevant clutter, the Marketplace presents only the products and services relevant to cosmetic dentistry.

As an advertiser, the Cosmetic Dentistry Marketplace represents a digital focal point where you can connect to dentistry's core group of customers. With flexible campaign and inventory options, the Marketplace gives businesses new ways to bridge the gap to a qualified audience year-round without the limitations of pay-per-click.

For more information, contact a MultiView Professional:
Phone: 1.800.816.6710
Email: AACD@multiview.com
Website: www.cosmeticdentistrymarketplace.com

CORPORATE MEMBERSHIP

Corporate Member Investment **\$2,500**

The AACD has long enjoyed the support of corporate partners in the dental profession who share the mission of advancing the art and science of comprehensive cosmetic dentistry and encouraging the highest standards of ethical conduct and responsible patient care. Take advantage of AACD's Corporate Membership program to access a wide array of exclusive benefits and cost savings including:

- 10% discounted booth rental at the annual AACD scientific session
- 10% discount on advertising in the *Journal of Cosmetic Dentistry* and the annual AACD scientific session program guide
- Your logo displayed on the AACD website's Corporate Member page, including a hyperlink to your website
- Free AACD membership mailing list once per year
- Free website link if exhibiting from exhibitor's page

- Full contact information listing in the special Corporate Member section of the online membership directory
- One designated company representative will receive membership publications including the *Journal of Cosmetic Dentistry* and the AACD eUpdate and will have the right to vote and serve on the AACD Board of Directors
- Up to three full-time employees of corporate members will be allowed to register for the annual AACD scientific session at the member rate
- The right to advertise that your business is a corporate member of the American Academy of Cosmetic Dentistry and use the AACD Corporate Member logo in your marketing materials
- Membership plaque to display in your office
- Two exhibitor points received for annual dues payment

CORPORATE RATES AND SAVINGS (all rates listed in USD)

Standard Rate (all rates listed in USD)	Standard Price	Corporate	Savings
One Prime Corner Booth at annual AACD scientific session	\$3,000	\$2,700	\$300
Four Full-Page, four-color ads in the <i>Journal of Cosmetic Dentistry</i>	\$11,120	\$10,008	\$1,112
One Full-Page, four-color ad in Scientific Session Program Guide	\$2,500	\$2,250	\$250
One AACD Membership mailing list	\$2,100	FREE	\$2,100

Total Savings = \$3,762

For more information, contact Jeff Roach, Director of Strategic Partnerships, at 800.543.9220 or advertising@aacd.com.



ADVERTISING POLICY & SUBMISSION REQUIREMENTS

Advertisers and their agencies assume any liability for the content of their advertisements in all AACD publications and the AACD website, including any claims arising there from. The AACD reserves the right to reject any advertisement considered unsuitable according to AACD policy. The current editor of the *Journal of Cosmetic Dentistry* cannot be utilized in any advertisement for product endorsement. Officers of the Academy, members of the Board of Directors, and members of the American Board of Cosmetic Dentistry may endorse products, but may not include their Academy position in the endorsement. All elected or appointed officials of the Academy who utilize their titles in their speaking, writing, or advertisements must include a disclaimer that states: "The AACD does not endorse any products or commercial techniques. The opinions I express here are my own and should in no way be interpreted to imply that they necessarily represent those of the AACD." In addition, the AACD does not rent the use of our mailing list or publish ads for competing dental meetings in the *Journal of Cosmetic Dentistry*, through the AACD eUpdate, or on the AACD website. An example of a "competing meeting" is one taking place within 30 days of the start or finish of the annual AACD scientific session or any other AACD-sponsored meeting.

PAYMENT TERMS AND CANCELLATION POLICY

Invoices must be paid within 30 days of the date of billing. If an invoice is past 30 days, payment needs to accompany the new artwork for the next ad. If a second advertisement is scheduled with the original invoice outstanding, the advertising will only be allowed to run if payment for the new advertisement and for the outstanding invoice accompanies the artwork for the new ad. Cover advertisements cannot be canceled. No cancellations will be accepted after the artwork deadline has passed. Cancellations submitted less than two weeks prior to the artwork deadline will be charged a \$250 (USD) administrative fee.

Any advertiser canceling a contract after it has begun will be charged a short rate in addition to the \$250 (USD) administrative fee. The short rate is dependent upon the total number of advertisements that have run. All invoices that become past due will be assessed a 5% late fee for each month the invoice remains overdue. All accounts must remain current in order to exhibit at the annual AACD scientific session or any other AACD-sponsored meeting.

PRODUCTION CHARGES

The AACD only accepts digital artwork as outlined in the advertising specifications guidelines. Any variations made to artwork submitted may result in additional charges.

AD SUBMISSION REQUIREMENTS

Please use the following specifications for Macintosh and PC Platforms when creating ads for print and web.

Preferred Software for Ad Submissions

- Press quality PDF, with all fonts fully embedded, show crop marks and bleed
- Adobe Illustrator® Photoshop® InDesign® CC
- QuarkXPress™ (Native Quark files will NOT be accepted, as Adobe InDesign is used for layout of our publications. All Quark files must be sent as press quality PDF showing crop marks and bleed.)

Fonts

- Postscript fonts only; no True Type or Multmaster fonts
- Include all printer and screen fonts
- No applied styles for bold or italic
- Change fonts to outlines in Illustrator®, InDesign, and all applicable programs.
- Flatten all Photoshop® files

Proofs for Print

- Color proofs must be provided
- The AACD is not liable for any variations of an ad if a proof is not provided

Saving Files for Print

- Include all high-resolution support files
- Ad size is correct; CMYK files only; 300 dpi for all art
- Save as PDF, TIF, EPS or AI (JPG or LZW not accepted)
- Disk directory must be included
- Indicate the issue date and publication name

Printing Specifications

- Direct to plate; Four-color
- Perfect binding (*jCD*)
- Spiral bound (*Scientific Session Program Guide*)
- Perfect binding (*Scientific Session Preliminary Guide and other program books*)

Website Requirements

- Ad size is correct; RGB files; 72 dpi for all art
- Save as JPG, GIF or PNG
- Contact AACD for size and file specifications

Contact

- Director of Strategic Partnerships, Jeff Roach advertising@aacd.com, jeffr@aacd.com, or 800.543.9220
- Art Director, Lynnette Rogers and Graphic Designer, Sherry Misener lynnetter@aacd.com, sherry@aacd.com, or 800.543.9220

Insertion Order

American Academy
of Cosmetic Dentistry
402 West Wilson Street
Madison, WI 53703

Tel: 608.222.8583
Fax: 608.222.9540
Email: advertising@aacd.com

Date: _____ From: _____

www.AACD.com/advertise

Client Information:

Advertiser

Name

Address

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