

AAID News

AAID News

4 color, 8 1/2" x 11" publication, published quarterly (Winter, Spring, Summer, Fall). Contains Clinical, Legal, and Business articles. Includes reports on Academy news and events. Reports about member activities and promotes the art and science of implant dentistry.

Distribution: Approximately 4,000

Deadlines:

Issues:	Space Reservation:	Materials Deadline:
Winter	December 1, 2009	December 10, 2009
Spring	March 1, 2010	March 10, 2010
Summer	June 1, 2010	June 10, 2010
Fall	September 1, 2010	September 10, 2010

Mechanical Requirements:

1/4 page (horizontal)	6 3/4" x 2 1/4"
1/2 page (vertical)	3 1/4" x 9"
1/2 page (horizontal)	6 3/4" x 4 3/4"
Full page ad	7 3/4" x 9 1/2"

Reproduction Requirements: Digital images in PDF, JPG or TIFF PC format only. Resolution must be 300 dpi or better. Artwork must be submitted via e-mail to max@aaid.com or on CD-ROM.

Classified Advertisements

Rules & Requirements:

- The classified ad must be succinct and include appropriate contact information.
- The AAID has the right to refuse any classified ad if it contains inappropriate content.
- The AAID reserves the right to edit and/or abbreviate words in the classified ad for publication layout purposes.

Rate: \$75 per placement



Rates (per placement):

Black and White Advertisements—Each (No Bleeds Accepted)

Frequency	1x	3x	6x	12x	24x
1/4 Page	\$300	\$275	\$250	\$225	\$200
1/2 Page	\$520	\$500	\$480	\$460	\$440
Full Page	\$750	\$720	\$700	\$670	\$650

4-Color Advertisements—Each (No Bleeds Accepted)

Frequency	1x	3x	6x	12x	24x
1/4 Page	\$520	\$495	\$470	\$450	\$420
1/2 Page	\$770	\$750	\$730	\$710	\$690
Full Page	\$1,090	\$1,040	\$1,000	\$950	\$910

Practice Management monthly eNewsletter

(goes out to all 4,000 subscribers)

Frequency	1x	3x	6x	12x	16x*
Top Banner	\$500	\$425	\$350	\$300	\$250
Middle Banner	\$450	\$400	\$275	\$250	\$220

* combined frequency with Banner Ads

Banners on www.aaid-implant.org (charged per month)

Frequency	1x	3x	6x	12x
Top Banner	\$300	\$250	\$225	\$200
Skyscraper	\$320	\$300	\$275	\$250