



Advertising Office:

Ed MacMillan
Manager, Business Development
810 E. 10th Street
Lawrence, KS 66044
Phone: (785) 843-1234 ext. 212
Toll-Free: (800) 627-0326 ext. 212
Fax: (785) 843-1853
E-mail: emacmillan@allenpress.com

Deadlines:

Issues:	Space Reservation:	Materials Deadline:
Winter	December 1, 2012	December 9, 2012
Spring	March 1, 2012	March 8, 2012
Summer	June 1, 2012	June 12, 2012
Fall	September 3, 2012	September 10, 2012

Rates (per placement): Black & White Advertisements, Each

Frequency	1x	3x	6x	12x	24x
1/4 Page	\$330	\$300	\$275	\$250	\$220
1/2 Page	\$570	\$550	\$520	\$495	\$460
Full Page	\$825	\$790	\$770	\$740	\$715

4-Color Advertisements, Each

Frequency	1x	3x	6x	12x	24x
1/4 Page	\$610	\$545	\$520	\$495	\$460
1/2 Page	\$850	\$830	\$800	\$780	\$770
Full Page	\$1,190	\$1,140	\$1,100	\$1,050	\$1,010

Practice Management monthly eNewsletter

(go out to all 10,000 opt-in subscribers)

Frequency	1x	3x	6x	12x	16x*
Boom Box	\$800	\$700	\$600	\$500	\$550
Other Banners	\$550	\$500	\$400	\$350	\$300

*combined frequency with Banner Ads



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

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 (live matter)	7 3/4" x 9 1/2"
Full page (bleed)	8 3/4" x 11 1/4"

*Note: Bleeds are only applicable to full-page ads. Add 1/4" to trim size each side.

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 emacmillan@allenpress.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 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