


AACD MEDIA KIT

# ADVERTISING OPPORTUNITIES



# ADVERTISING OPPORTUNITIES

01	PRINT	
	<i>Journal of Cosmetic Dentistry</i>	6-10
02	DIGITAL MEDIA	
	<i>Journal of Cosmetic Dentistry</i>	11-13
	Website Advertising	14
	AACD Newsroom	15
	Social Media Sponsorships	16
	<b>NEW</b> Smart Retargeting	17
	<b>NEW</b> Webinar Sponsorship	18
03	AACD LIST RENTAL	19
04	EMAIL	
	AACD eUpdate (Weekly)	20
	AACD Midline (Monthly)	21
	Sponsored Emails	22
05	 CORPORATE MEMBERSHIP	23
06	ADVERTISING POLICY	
	Payment Terms/Cancellation	26
	Production Charges	27



*“AACD fits with our company and products in making quality esthetic dentistry, which is better dentistry.”*

—Wayne Ledford, CDT,  
Vice President of Consumer Experience,  
Ivoclar Vivadent

# AUDIENCE

**4,500+**  
WORLD WIDE MEMBERS  
IN 70 COUNTRIES

**133K+**  
FACEBOOK FOLLOWERS

**24K+**  
TWITTER FOLLOWERS

**14.5K+**  
INSTAGRAM  
FOLLOWERS

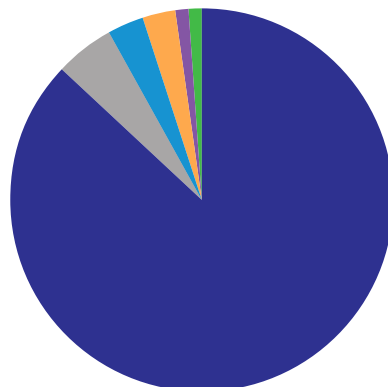
**24K**  
LINKEDIN FOLLOWERS

**84,300+**  
AACD.COM PAGE VIEWS PER MONTH



## **AACD MEMBERS:** NOT YOUR RANK AND FILE DENTIST

By joining the AACD, our members differentiate themselves from rank and file dentists and establish their commitment to excellence in cosmetic dentistry.



- 87% ● Doctors
- 5% ● Recent Graduates
- 3% ● Laboratory Technicians
- 3% ● Residents and Students
- 1% ● Dental Assistants and Hygienists
- 1% ● Other





*“A patient comes into my office and I know that I’m working with top notch clinicians from all over the world and I have all this knowledge under my belt. I know that I’m providing the very best for my patients.”*

- Nick Seddon, DMD, AAACD | Member since 2008



## REACH THE COSMETIC DENTISTRY'S ELITE

If you're looking to reach the most progressive and 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.

These progressive thinkers are in the market for the best technologies, products, and services. With a commitment to esthetic excellence spanning three decades, the AACD offers its members exciting learning and social environments through its annual scientific sessions, clinical blogs, newsletters, and its official publication, the *Journal of Cosmetic Dentistry*, and much more—all with various sponsorship opportunities that align with your brand.



## AACD ACCREDITED MEMBERS: THE BEST OF THE BEST



These cosmetic dentists have passed rigorous written and oral examinations and have submitted 5 specific complex case types for review, and in doing so, have earned the world's most recognized advanced credential in

cosmetic dentistry. Accredited Members and Accredited Fellows are discerning professionals whose commitment to excellence carries through to the materials, products, and services they use in their practice.

### In history:

- 456 Accredited Members in history
- 86 Accredited Fellow Members in history



The *Journal of Cosmetic Dentistry (jCD)* publishes well-researched, peer-reviewed articles, which enhance readers' knowledge and skills while showcasing the latest cosmetic techniques and procedures.

**Elite professionals are also lifelong scholars, which is why cosmetic dentistry's elite never miss an issue of the *jCD*.**

## EDITORIAL CONTENT INCLUDES:

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

## Case Reports, Research, and Continuing Education

In these main features 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

Interviews and articles that offer a glimpse at the innovative topics that will be presented at the next annual AACD Scientific Session.

## Virtual Campus

Spotlights educational content by pairing CE videos with article format on current topics in the industry.

## 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 5000+ readers 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,  
Director of Publications:  
tracys@aacd.com or 800.543.9220.**



# 01 PRINT

## AN ELITE PUBLICATION FOR ELITE COSMETIC DENTISTS

The *jCD* is regularly recognized as one of the industry's leading publications and has received numerous awards.



2016 ICD GOLDEN PEN AWARD

**WINNER**

**2016 ICD  
Golden Pen Award\***  
“Immediate Extraction and  
Placement of an Implant”  
**Spring 2015**



2016 ICD OUTSTANDING COVER AWARD

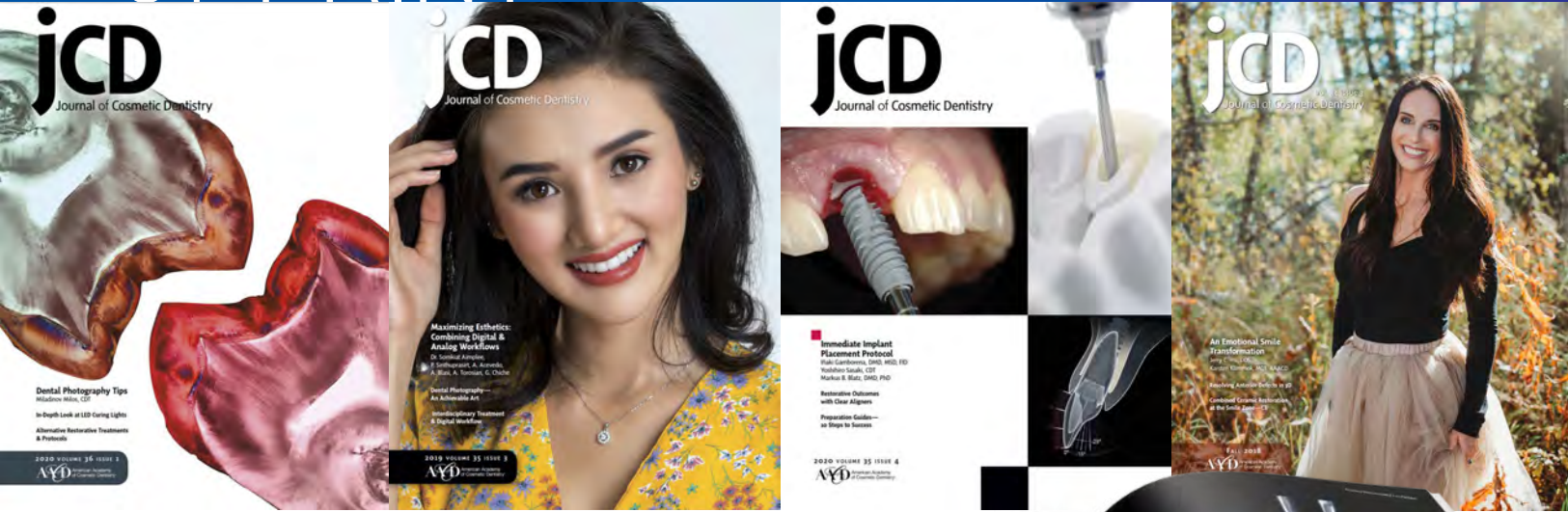
**WINNER**

**2016 ICD  
Outstanding Cover Award\***  
**Winter 2015**

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

\*The International College of Dentists (ICD) Dental Journalism Awards are to recognize those publications that have exhibited outstanding journalism in content, graphics and improvement during the past year and encourage others to bring their own publication to a higher level. The competition has been placed in high esteem by Dental Editors and their staffs over the years, shown by the high level of quality publications that have entered the contest each year.

# 01 PRINT



## ADVERTISING RATES + DEADLINES

### ADVERTISING RATES

(all rates listed in USD)

Four Color	1X	4X
Full-Page	\$3,265	\$3,065
Cover Rates	1X	4X
Inside Front Cover	\$4,040	\$3,920
Inside Back Cover	\$3,870	\$3,715
Back Cover	\$4,285	\$4,170
Inserts		
Call for pricing		

### ADVERTISING DEADLINES

Issue	Deadline	Release Date
Spring	March 2	April
Summer	May 4	July
Fall	August 3	October
Winter	November 2	January



### Inserts, Bellybands, & Bookmarks

Please contact [advertising@aacd.com](mailto:advertising@aacd.com) for pricing or call 800.543.9220 for further information.

### Ad Submission Requirements

See Advertising Policies and Submission Requirements on page 10.

### Sending Your Ad

Email a press quality PDF of your advertisement and color proof showing crop marks and bleed to: [advertising@aacd.com](mailto:advertising@aacd.com)





## Additional Pricing Information

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

AACD's *Journal of Cosmetic Dentistry* is published as both a print and an interactive digital edition. The following value-added services within the digital edition are provided to you for free with your print advertisement:

- Hyperlink to advertiser URL & email links
- Advertiser placement in pull down menu on the tool bar
- Presence in *jCD's* digital library for increased viewing opportunities

## jCD MECHANICAL REQUIREMENTS

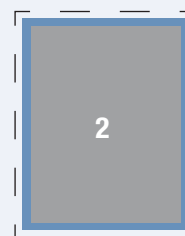
### AD SPECS

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"



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

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



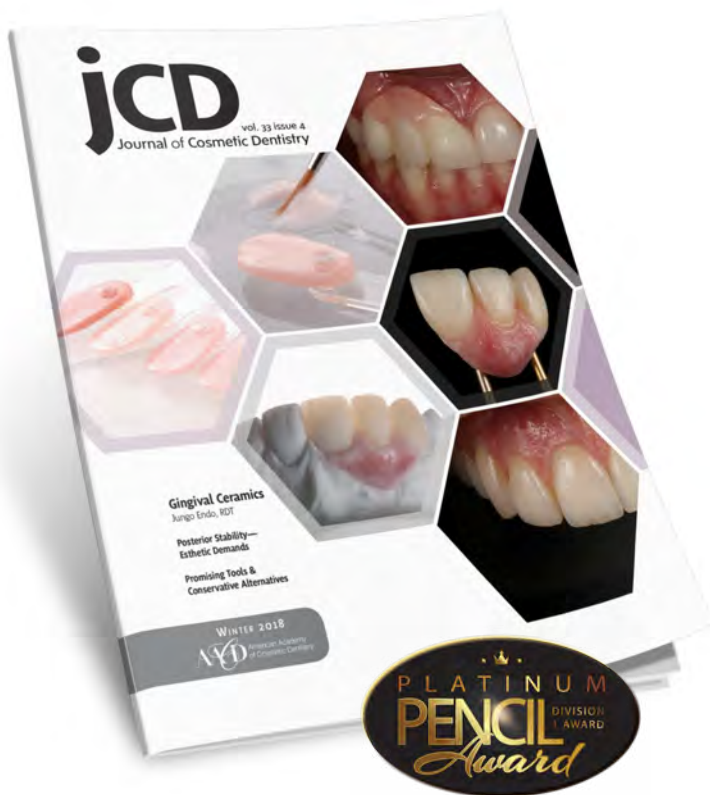
Full-Page with Bleed  
Trim: 8.375" x 10.875"  
\*add .25" bleed on all sides



Full-Page no Bleed  
7.5" x 10"

### QUESTIONS?

Please call 800.543.9220 or  
email [advertising@aacd.com](mailto:advertising@aacd.com)



For outstanding use of graphics in the Winter 2018 issue.



## AD SUBMISSION REQUIREMENTS

Please use the following specifications 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

### Fonts

- Postscript fonts only; no True Type or Multimaster 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 press ready PDF
- Disk directory must be included
- Indicate the issue date and publication name

### Printing Specifications

- Direct to plate; four-color
- Perfect binding

## CONTACT

advertising@aacd.com  
or 800.543.9220



# 02 DIGITAL

## *jDC* DIGITAL EDITION

The digital *jCD* reaches AACD members worldwide via smart phones and tablets. In the last year, the digital edition has received over 137,000 page views. As an advertiser, the digital edition allows for expanded multimedia enhancements that can make your advertisements come alive.



## ENHANCEMENT RATES

(all rates listed in USD)

Presentation Page	\$1,250
Interstitial Page	\$1,000
Rich Media Video	\$750
App Banner or App Ticker	\$500
Electronic Inserts	\$500
Slide Show	\$500

**Total Monthly**  
Active Users: 4,248

**Total Weekly**  
Active Users: 4,864

**Total Daily**  
Active Users: 5,421

# 02 DIGITAL

## JCD DIGITAL EDITION

### PRESENTATION PAGE

Full-page advertisement located opposite the front cover.



### APP BANNER



### BANNER OR TICKER ADS

Persistent messaging is a great way to showcase your advertisement with a call-to-action message.

### INTERSTITIAL PAGE

Interstitial page ad scrolls up from the bottom and stays open until the reader closes it.





# 02 DIGITAL

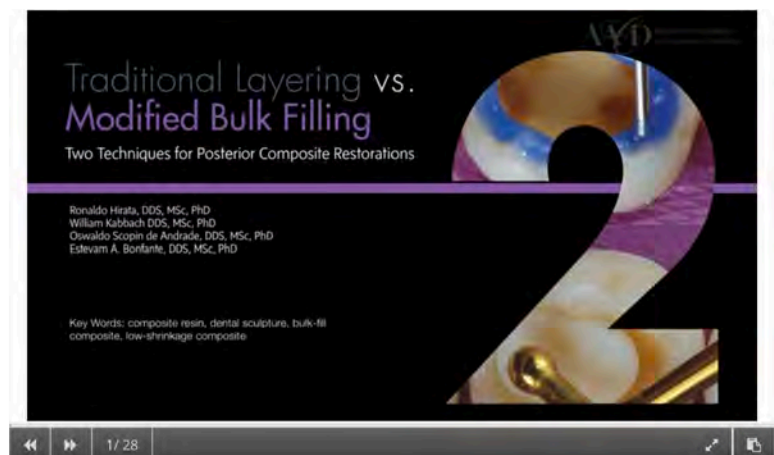
## RICH MEDIA: VIDEO & AUDIO

**An integrated video** that can include audio, which either plays automatically or when readers click “Play.”



## SLIDE SHOW

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

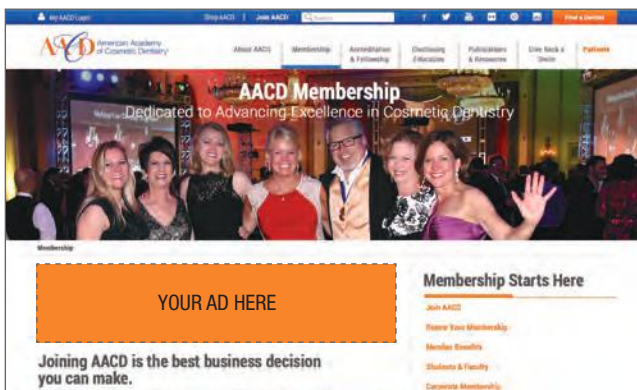


# 02 DIGITAL

## AACD WEBSITE

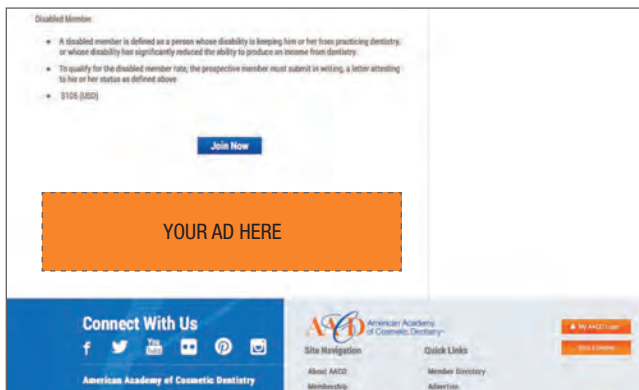
Premium ad space is available on the AACD website. AACD.com—which is optimized for mobile use—puts the AACD’s best face forward to an audience of both members and prospective members. Your ad on AACD.com has the potential to reach the largest audience of dental professionals of all our communication channels.

### ABOVE THE FOLD AD PLACEMENT



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

### FOOTER AD PLACEMENT



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

### AACD.com Website Traffic (Monthly)

Average new users	11,864
Average sessions	17,837
Average session duration	00:03:09
Average page views	82,558
Average pages per session	4.74
Average number of sessions from organic search	7,255

**LIMITED SPACE AVAILABLE!**

### 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"> <li>• About AACD pages</li> <li>• Membership pages</li> <li>• Continuing Education pages</li> <li>• Publications and Resources pages</li> </ul>	\$3,000	\$10,000
Footer Banner Unit in one of four content areas <ul style="list-style-type: none"> <li>• About AACD pages</li> <li>• Membership pages</li> <li>• Continuing Education pages</li> <li>• Publications and Resources pages</li> </ul>	\$2,500	\$8,000

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

### 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 accepted.

**Contact: [advertising@aacd.com](mailto:advertising@aacd.com)**



# 02 DIGITAL

## AACD NEWSROOM

Your company can now contribute sponsored clinical and practice management or marketing content to the AACD Newsroom!

This high-value opportunity is the latest offering from the AACD and combines a multi-channel distribution plan for maximizing impressions.

Your company contributes an educational blog post focused on a clinical, practice management, or marketing topic that additionally highlights your product or service. The post is published in the Clinical Insights or Practice Management and Marketing section of the AACD Newsroom and is then publicized through the following channels:

**In the “From the AACD Newsroom” section on the homepage of AACD.com for 1 month**

- The AACD.com homepage averages 10,000 users/month and 14,594 page views/month

**One week as a story and one week as a Quicktake in AACD’s eUpdate**

- eUpdate is sent to our 4,500+ members

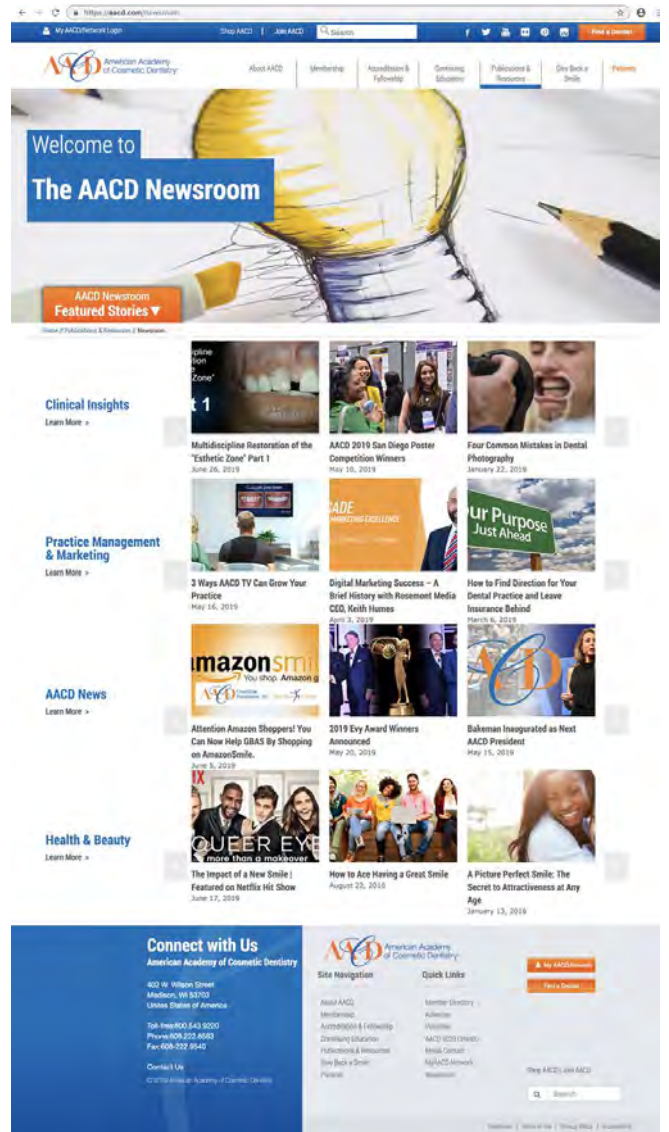
**AACD’s Social Media Posts Promoting Article**

(Posts will be scheduled within a 2 month time span)

- Three Facebook posts (133K followers)
- Three Twitter posts (24K followers)
- One LinkedIn post (24K followers)

**PRICE = \$2,000/PER POST\***  
(all rates listed in USD)

\*Note: Limit of two Clinical Insights posts per month.



## MATERIAL SPECIFICATIONS

- Banner Image: 710 pixels x 300 pixels
- Thumbnail Image: 100 pixels x 100 pixels
- Any additional images for body of post (may include embedded video and animated GIFs if media is educational in nature)
- Post copy provided in a Microsoft Word file, max 600 words.

Newsroom posts will be published within a week of receiving materials.

AACD reserves the right to limit the number of Clinical Insights posts per sponsor. AACD also reserves the right to refuse a post or adjust the wording to appeal to membership. AACD is not liable for unauthorized image use.

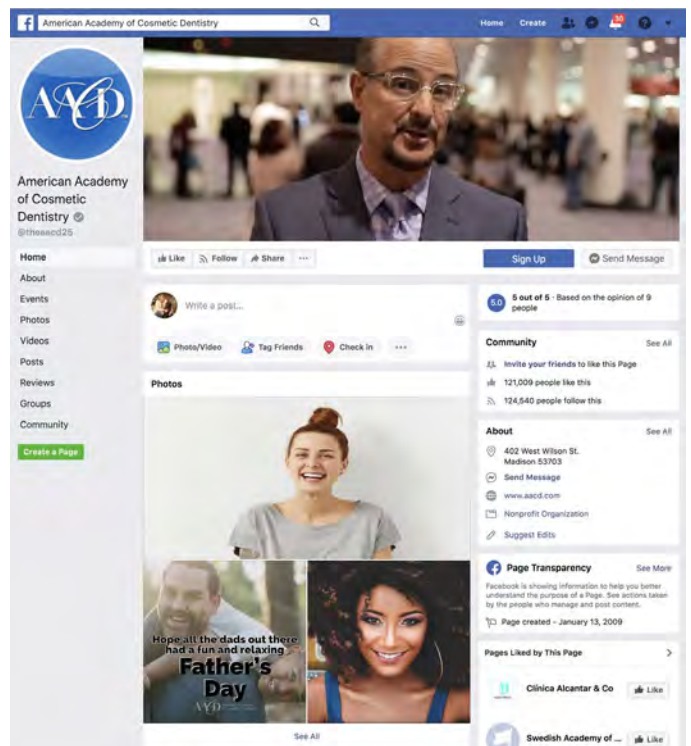
**Contact: [advertising@aacd.com](mailto:advertising@aacd.com)**

# 02 DIGITAL

## SOCIAL MEDIA SPONSORSHIPS

Get noticed through AACD social media sponsorships! AACD social media sponsorships allow you to purchase posts through AACD's Facebook, Twitter, and LinkedIn accounts. *As an added bonus, the AACD will add a complimentary linked Instagram story post for each social post you buy.*

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



## MATERIAL SPECIFICATIONS

Social media posts can include one image plus a link. Tweets are limited to 280 characters total, including the URL.

**PRICE = \$300 PER POST**

(One post duplicated to Facebook, Twitter & LinkedIn) \*Complimentary Instagram linked story post. All rates listed in USD.

**\$200 OFF 4 POSTS | PRICE = \$1,000**

**Contact: [advertising@acd.com](mailto:advertising@acd.com)**

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



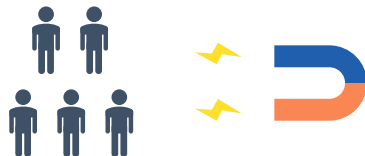
# 02 DIGITAL



## THE POWER OF SMART AD RETARGETING

Extend your brand visibility and gain exposure with 4,500+ dentists worldwide.

Guaranteed digital reach with every website visitor.



### AUDIENCE ESTABLISHED

4,500+ reachable dental professionals who have consumed and interacted with AACD content.

### WHAT IS RETARGETING?

Digital retargeting with the AACD means you will be serving your brand's ads to consumers who have interacted with AACD content wherever those consumers go online

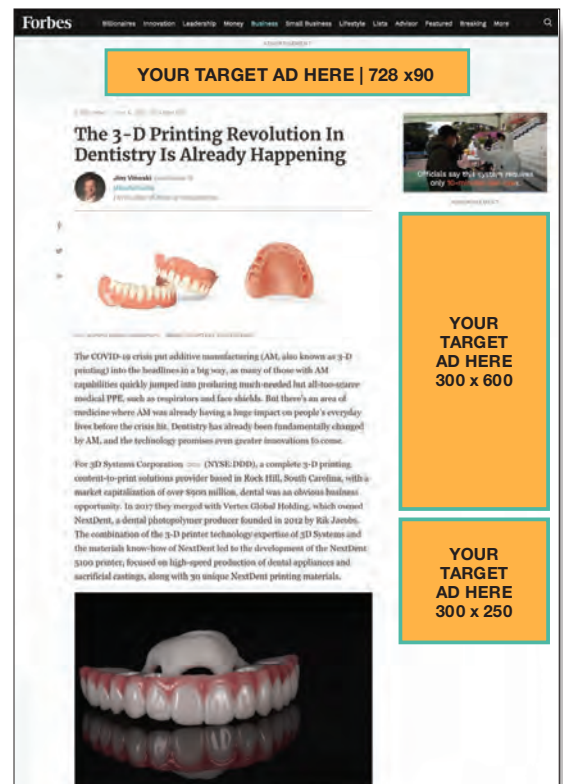
### QUALITY TARGETING!

The AACD can also work with you to target specific geographical locations as well as consumers who have visited specific AACD web pages, such as our conference site and our downloadable resource pages.

### AD RETARGETING PACKAGES

Choose Your Reach and Duration

Packages	Value Price	Impact Duration	Number of Impact Impressions
Option A	\$3,000	1 Month	100,000
Option B	\$5,000	2 Months	200,000



### AD RETARGETING PACKAGES WITH QUANTIFIABLE RESULTS

Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.

Contact: [advertising@aacd.com](mailto:advertising@aacd.com)



## Sponsor a Webinar with




Increase your **visibility** and **broadcast your message** among AACD members & non-members with a **webinar sponsorship!**

**AACD webinars offer the perfect opportunity to get your brand in front of our 4,500+ members in 70 countries and non-member registered attendees.**

**Now is your time to reach cosmetic dental professionals and increase brand awareness! Generate leads through content marketing education with the AACD.**

### Our sponsored webinars offer...

- Pre-webinar emails for registration and marketing (content by AACD)
- Live, 60-minute webinar (with up to 500 registrants)
- Social media promotion, including  125k+  24k+  20k+
- Promotion in AACD's eUpdate
- Featured on AACD's webinar calendar
- AACD post-webinar email promoting the recording to all attendees, including those who registered but did not attend
- Sponsored post-webinar email to attendees
- On-demand recording included in AACD's Virtual Campus

### Webinar Guidelines

1. Include a brief descriptive paragraph outlining the presentation and 2-3 learning objectives.
2. Presentations should be approximately 45 minutes long with time for audience questions at the end.
3. Include a bio and professional headshot.

**Please note:** Presentations must be educational in nature and not include sales, product, or marketing information.

Presenters are encouraged to prepare and present original material.

Presentations will take place bi-monthly. Proposals will be reviewed and accepted year-round.

**Webinar Sponsorship Price: \$3500** CONTACT: *Erica Meganck* [ericam@aacd.com](mailto:ericam@aacd.com)



# 03 DIGITAL & PRINT

## CLASSIFIED ADVERTISING

Advertise job opportunities or practices/offices available for sale or lease on the AACD Classified Advertising page. By having a listing on our webpage, you'll reach a targeted audience of AACD members and dental professionals.

Members of the AACD will receive listing space as a benefit of membership. Contact: [membership@aacd.com](mailto:membership@aacd.com) for details.

## MONTHLY RATE

- \$55 per ad/ per month for nonmembers
- Free for members



## MAILING LIST RENTAL



## AACD MEMBER POSTAL LIST RENTAL

You can reach the world's most influential cosmetic dentists through AACD's 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 contact:  
[info@aacd.com](mailto:info@aacd.com)  
or call 800.543.9220.

# 04 EMAIL

## AACD eUPDATE (WEEKLY)

Reach the world's elite cosmetic 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 4,500+ dental professionals each week, with open rates around 30%.**

### AACD eUPDATE RATES (ALL RATES LISTED IN USD)

Ad Type	Per Weekly Ad
Story Block*	\$450

\*Includes hyperlink to advertiser URL and/or email

\*Limit one sponsored ad per weekly eUpdate

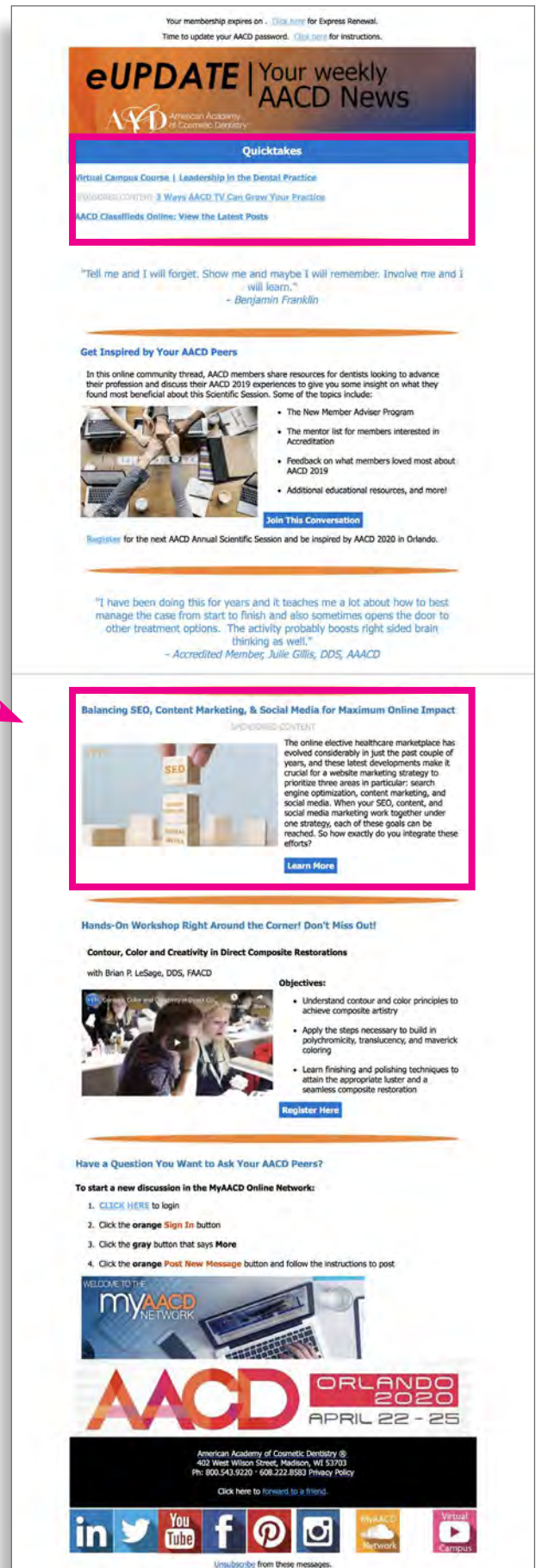
## MATERIAL SPECIFICATIONS

- In-Context Story Block: 75 word caption, email or URL to be hyperlinked to title (max 10 words), address & image (250 pixels x 150 pixels)
- Make sure there are no spaces in the file name  
Example: eUpdate\_sponsored\_ad.jpg
- Static ads only; no animation
- File must be a GIF or JPG format, and no larger than 90 KB

## ADVERTISING DEADLINES

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

Contact: [advertising@aacd.com](mailto:advertising@aacd.com)





# 04 EMAIL

## AACD MIDLINE MONTHLY

*AACD Midline is a quick, clinical e-newsletter sent to the entire AACD membership and to nonmember dental professionals who opt-in to receive this email.*

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 36% 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: [advertising@aacd.com](mailto:advertising@aacd.com).**

**Open rates average more than 36% due to its clinical nature.**

Join.' and a 'JOIN NOW' button. The AACD logo is also present in the bottom right of this banner. Below the banner, the full AACD address and contact information are listed: American Academy of Cosmetic Dentistry, 402 West Wilson Street, Madison, WI 53703, (Ph) 800.543.9220 608.222.9583, with links to Privacy Policy and a 'Click here to forward to a friend.' link."/>

AACD American Academy of Cosmetic Dentistry

Share with friends

AACD MIDLINE clinical e-newsletter

**Minimal Biological Cost**  
Ultra-Fine Veneers

Read More ▶

**A Harmonious Smile with Minimal Biological Costs**  
**The Importance of Light Substrates for "Contact Lens" Porcelain Veneers**  
By Rafael Almeida Decurcio, DDS; Paula de Carvalho Cardoso, DDS;  
Ana Paula Rodrigues de Magalhães, DDS; Eduardo Medeiros

The evolution of restorative materials and adhesive systems, in conjunction with society's increasing desire for esthetic outcomes, has led to a new era in dentistry in which full-ceramic restorations are performed with esthetic, functional, and long-lasting results. These improvements allow for the application of modern restorative principles, including maximum preservation, maximum prevention, and minimal wear.

This beautifully documented and well-photographed article dives into the details on how this new philosophy aims to minimize the biological costs to the natural tooth through the application of "contact lens" (ultra-fine) veneers. [Read more.](#)

Not an AACD member yet? [Join.](#) JOIN NOW

AACD American Academy of Cosmetic Dentistry

American Academy of Cosmetic Dentistry  
402 West Wilson Street, Madison, WI 53703  
(Ph) 800.543.9220 608.222.9583 [Privacy Policy](#)  
[Click here to forward to a friend.](#)

**Secure your direct line to AACD's  
4,500+ Members PLUS 2.5k actively  
engaging leads NOW!**

# 04 EMAIL

## SPONSORED EMAILS

**Grab the attention of AACD Members through dedicated email blasts!**

The AACD will send a broadcast email to our members on your behalf. You can include original, branded artwork and links to your website or social media platform. Your message is the sole information in the email, so there's no chance it will be overlooked. With open rates averaging 30% and click through rates averaging 10%, this is an opportunity you can't ignore.

**Note:** There are only 24 total email sponsorships available in one year, so orders will be filled on a first come, first served basis. A maximum of four emails are allowed annually per organization/company.

## SECURE YOUR DIRECT LINE TO AACD'S 4,500+ MEMBERS NOW!

The AACD will provide statistics following the e-blast, including the number of recipients, open rates, and clicks.

**PRICE = \$3,000 EACH\***

\*Note: Two sponsorship email opportunities per month starting

## MATERIAL SPECIFICATIONS

- Make sure there are no spaces in all file names  
**Example:** AACD\_sponsor\_header.jpg
- A subject line (100 characters maximum)
- Pre header text (100 characters maximum)
- A titled HTML document (file.html or file.html) built in a web page builder application, not a word processing application
- No flash, css positioning, animated GIFs, or JavaScript accepted
- The email should be built using tables with in line styles
- Image links should be built into the HTML
- All source images should be hosted into the HTML or compressed into one folder
- ALT text for all images
- Maximum message should not exceed 650 pixels
- A plain text version of your email (file.txt), 200 word maximum
- Email materials to advertising@aacd.com

## ADVERTISING DEADLINES

Materials are due 10 working days before scheduled delivery month.

ADVERTISEMENT

**dr** DENTAL REVENUE  
The Next Level of Web Marketing.

Dr. Cappy Sinclair, DDS, AACD Board Member

Practice growth through increased patients & revenue per patient

#1 in Google Organic Rankings for All Procedures

Significant increase in case acceptance percentage

#1 in Google Maps for Reviews

**Performance Driven Marketing**

Dental Revenue is offering your practice a **Free Online Health Assessment** to help you get a better understanding of your

[Get Your Free Online Health Assessment](#)

You will receive a detailed report that includes:

- Website Analysis
- Search Engine Optimization (SEO) Meter
- Competition Assessment
- And More!

**Who We Work With**

Dental Revenue specializes in marketing programs for "Fee for Service" dentists. We work with some of the industry's leading dentists and dental organizations. Dental Revenue redesigned AACD.com and manages the marketing program for YourSmileBecomesYou.com.

[Get Your Free Online Health Assessment](#)

**dr** DENTAL REVENUE  
The Next Level of Web Marketing.

Call Bill Mulcahy at 866.623.5325 to get started or visit dentalrevenue.com to learn more.

**Connect With Dental Revenue**

Like Dental Revenue on Facebook to get marketing tips and strategies geared towards comprehensive dentists.

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.



## JOIN COSMETIC DENTISTRY'S ELITE.

### Become an AACD Corporate Member and save!

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.

Erica Meganck | Business Development Manager | [ericam@aacd.com](mailto:ericam@aacd.com) | 608.222.8583

**CORPORATE  
BRONZE  
AACD MEMBER**

☆☆☆☆

**5% discount**  
on all AACD advertising

Your logo, with backlink, on the AACD website

Use of the AACD Corporate Member logo

Access to exclusive AACD member benefits

*The Journal of Cosmetic Dentistry* for one designated representative

\$500/year

**CORPORATE  
SILVER  
AACD MEMBER**

☆☆☆☆

**10% discount**  
on all AACD advertising

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Use of the AACD Corporate Member logo

Access to exclusive AACD member benefits

*The Journal of Cosmetic Dentistry* for one designated representative

Branded social media post

Annual Member's Choice Award eligibility

Half-page, full-color ad in AACD scientific session e-guide book

Annual Conference mobile app digital ad and push notification

\$1,200/year

**CORPORATE  
GOLD  
AACD MEMBER**

☆☆☆☆

**20% discount**  
on all AACD advertising

Your logo, with backlink, on the AACD website

Use of the AACD Corporate Member logo

Access to exclusive AACD member benefits

*The Journal of Cosmetic Dentistry* for one designated representative

Branded social media post

Annual Member's Choice Award eligibility

Half-page, full-color ad in AACD scientific session e-guide book

Annual Conference mobile app digital ad and push notification

10% discount on exhibit fees at the AACD scientific session

AACD membership postal mailing list use annually

The right to vote at the Annual AACD Member Meeting and run for a position on the AACD Board of Directors

Membership Thank You in eUpdate

Corporate wall plaque at AACD Headquarters

Main stage recognition at Annual Scientific Session

Two press releases posted to the AACD Newsroom and promoted

Two Exhibitor Points (to be applied towards priority exhibit placement)

\$2,700/year

# 06 ADVERTISING POLICY

## 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.

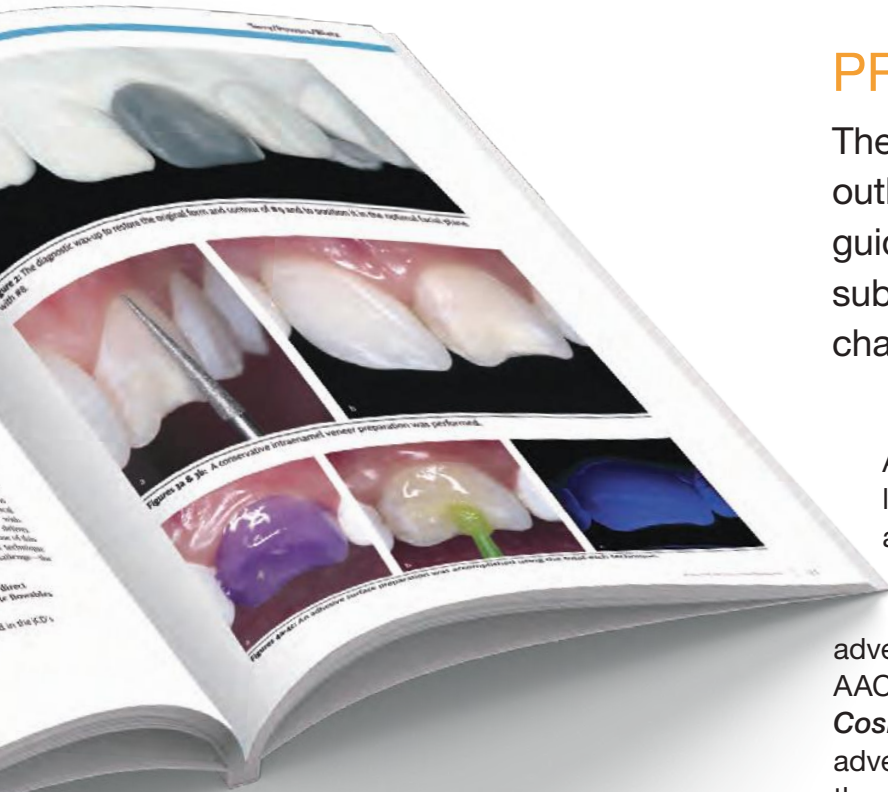
Cover advertisements cannot be canceled. No cancellations will be accepted after the artwork deadline has passed. Any advertiser canceling a contract after it has begun will be charged a cancellation fee as follows:

There will be an additional fee of 10% of contracted advertisement value for all canceled preferred pages. 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.



Cancellation Date	Fee
61+ calendar days before advertising deadline	\$500
30 to 60 calendar days before advertising deadline	\$1,000
29 calendar days or less before advertising deadline	\$1,500
After advertising deadline	Cancellations Not Accepted





## 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.

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.

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## FUTURE ANNUAL AACD SCIENTIFIC SESSIONS

### DATES AND LOCATION

*Mark your calendar today for our future scheduled scientific sessions!*

<b>37<sup>th</sup> Annual AACD Scientific Session</b>	<b>Denver, Colorado</b>	<b>April 14-17, 2021</b>
38 <sup>th</sup> Annual AACD Scientific Session	Orlando, Florida	April 27-30, 2022
39 <sup>th</sup> Annual AACD Scientific Session	Grapevine, Texas	April 26-29, 2023

