

YOUR DIRECT CONNECTION TO COSMETIC DENTISTRY'S ELITE PRACTITIONERS



OPPORTUNITY	FREQUENCY	REACH	CONTENT/TYPE	PRICE	PAGE #
PRINT					6
<i>Journal of Cosmetic Dentistry</i>	Quarterly	6,800 print	Clinical	\$2,275 - \$2,960	6 - 9
AACD Mailing List Rental	Open	4,700	Sponsored	\$1,075 - \$4,575	10
DIGITAL					11
<i>Journal of Cosmetic Dentistry</i>	Quarterly	26,000+ pageviews	Clinical	\$500 - \$1,250	11-12
Website Advertising	Open	variable	Sponsored	\$2,500 - \$10,000	13
AACD.com Newsroom	Bimonthly	variable	Clinical	\$2,000	14
Social Media Sponsorships	Weekly	variable	Sponsored	\$300 - \$1,000	15
Cosmetic Dentistry Marketplace	Open	variable	Buyers Guide	contact	16
E-MAIL					17
AACD eUpdate	Weekly	6,000+	Newsletter	\$600 - \$1,500	17
AACD Midline	Monthly	6,000+	Clinical	contact	18
Sponsored Emails	Monthly	6,000+	Sponsored	\$3,000	19
AACD CORPORATE MEMBERSHIP	Open		Exclusive Membership Benefits	\$2,500	20

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

REACH COSMETIC DENTISTRY'S ELITE

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.

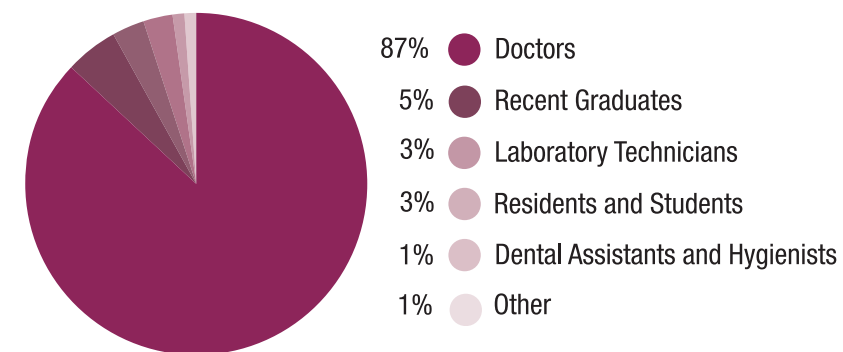
As such, these progressive thinkers and professionals are in the market for the best technologies, products, and services around. With a commitment to esthetic excellence spanning three decades, the AACD offers its members exciting learning and social environments through its annual scientific sessions, AACD Continuum, and much more—all with various sponsorship opportunities that align with your brand. AACD also offers your company 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.



Reaching AACD members is crucial to your brand's success.

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.



AACD ACCREDITED MEMBERS: THE BEST OF THE BEST



In a recent member survey, 80% of respondents who are not already Accredited said they have considered pursuing AACD Accreditation.

While all AACD members have differentiated themselves from the rank and file, some members have distinguished themselves as the elite of the elite—AACD's Accredited Members and Accredited Fellows. These cosmetic dentists have passed rigorous written and oral examinations and have submitted multiple cases 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.

- 356 Accredited Members
- 63 Accredited Fellows
- 444 Members in the Process of Accreditation



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

—Wayne Ledford, CDT and VP of U.S. Lab Sales, Ivoclar Vivadent

JOURNAL OF COSMETIC DENTISTRY

The *Journal of Cosmetic Dentistry* 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 from both leading clinicians and laboratory technicians.
- Quick reads including guest editorials and interviews.

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 and a closer look into the minds of some of dentistry's premier educators.

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, Director of Publications: tracys@aacd.com or 800.543.9220.

AN ELITE PUBLICATION FOR ELITE COSMETIC DENTISTS

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

WINNER

2016 ICD Golden Pen Award*
"Immediate Extraction and Placement of an Implant"
Spring 2015

WINNER

2016 ICD Outstanding Cover Award*
Winter 2015



*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.



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

ADVERTISING RATES + DEADLINES

ADVERTISING RATES

(all rates listed in USD)

Four Color	One Issue	Four Issues
Full-Page	\$3,265	\$3,065
Cover Rates	One Issue	Four Issues
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 2017	February 1, 2017	April 2017
Summer 2017	May 2, 2017	July 2017
Fall 2017	August 1, 2017	Sept/Oct 2017
Winter 2018	November 1, 2017	Jan/Feb 2018

Inserts

Please contact advertising@aacd.com for pricing.

Bellybands and Bookmarks

Please contact advertising@aacd.com or 800.543.9220 for further information.

Ad Submission Requirements

See Advertising Policies and Submission Requirements on page 10.

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
 Att: Art Director
 402 West Wilson Street
 Madison, WI 53703
 or email advertising@aacd.com



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 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"

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

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:

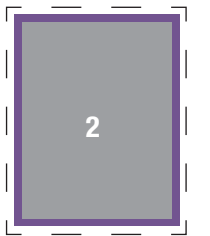
- Hyperlink to advertiser URL and email links
- Advertiser placement in pull down menu on the tool bar
- Presence in *Journal of Cosmetic Dentistry* digital library for increased viewing opportunities

QUESTIONS?

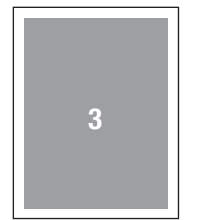
Please call 800.543.9220 or email advertising@aacd.com



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"*
 *.25" bleed on all sides



Full-Page no Bleed
 7.5" x 10"



SUBMISSION REQUIREMENTS

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 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 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

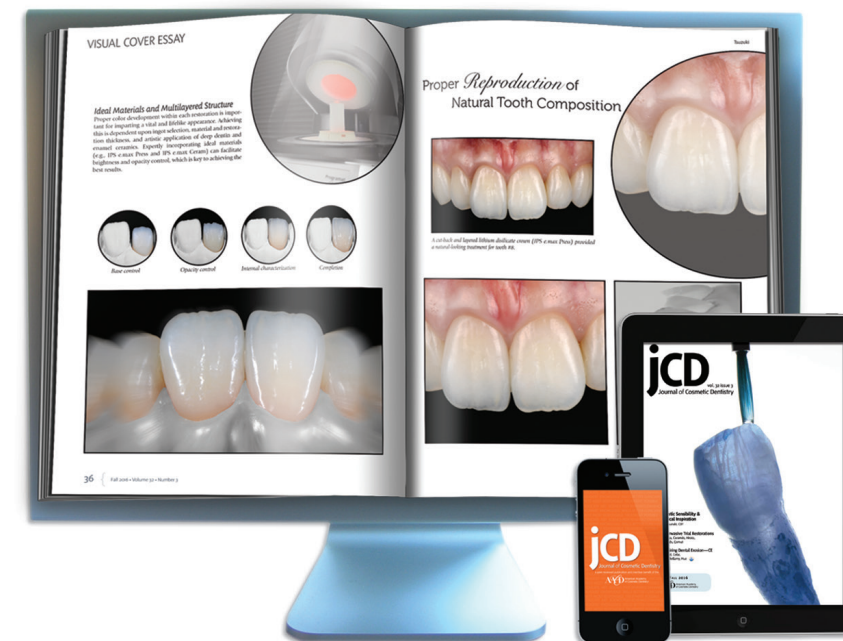
- Ensure that ad size is correct (see page 13)
- Color mode: RGB
- Image size: 72 dpi
- File type: JPG, GIF, or PNG
- Contact AACD for size and file specifications

CONTACT

advertising@aacd.com
or 800.543.9220

Art Director, Lynnette Rogers
lynnetter@aacd.com
or Graphic Designer, Sherry Misener
sherrym@aacd.com
or 800.543.9220

Insertion order:
Please send request to advertising@aacd.com



The digital *jCD* reaches AACD members worldwide via smart phones and tablets. In the last year, the digital edition has received 26,384 pageviews through the *jCD* mobile app alone, and each year, more of our members are paging through their quarterly *jCD* on their mobile devices. 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)

Enhancement*	
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

ADVERTISING DEADLINES

Issue	Deadline
Spring 2017	February 1, 2017
Summer 2017	May 2, 2017
Fall 2017	August 1, 2017
Winter 2018	November 1, 2017

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, email info@aacd.com or call our Database Specialist at 800.543.9220.



View a sample of *jCD* digital advertising [here](#). (Details appear on page 12.)



Presentation Page

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



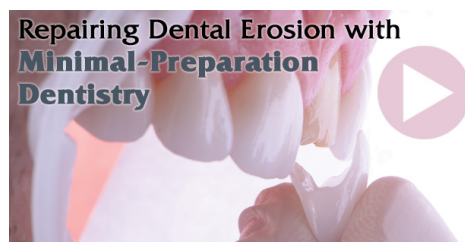
Blow-in Card

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



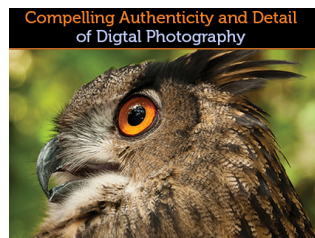
Slideout Page

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



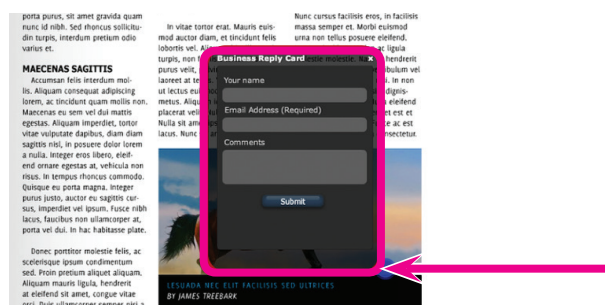
Video

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



Audio

Capture the attention of readers with a vibrant audio advertisement.



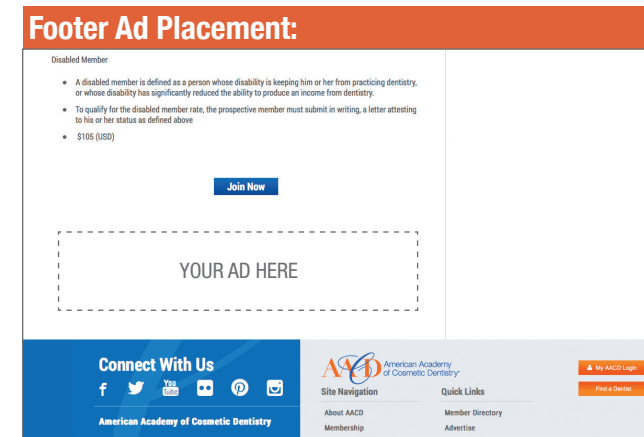
Business Reply Card

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.



AACD.com Website Traffic (Monthly)

Average new users	14,387
Average sessions	22,131
Average session duration	2:40
Average pageviews	87,297
Average pages per session	3.94
Average number of sessions from organic search	7,892

Limited Space Available!

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, and we are currently limiting our inventory as an exclusive benefit to our 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 accepted.

*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.

Contact advertising@aacd.com.

Your company can now contribute sponsored clinical 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 topic that additionally highlights your product or service. The post is published in the Clinical Insights 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 one month

- The AACD.com homepage averages 5,156 users/month and 9,769 pageviews/month

One week as a story and one week as a Quicktake in AACD's e-Update

- e-Update is sent to our 6,000+ members

AACD's Social Media Content Marketing Schedule

- Five Facebook posts (112 K followers)
- Five Twitter posts (18.5K followers)
- One LinkedIn post (9K 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 GIF's if media is educational in nature)
- Post copy provided in a .docx 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 un-authorized image use.

Contact advertising@aacd.com.

The AACD Newsroom averages 1,000 sessions/month as elite dentists seek out the latest news and updates from one of the most credible sources in the industry.

From the AACD Newsroom

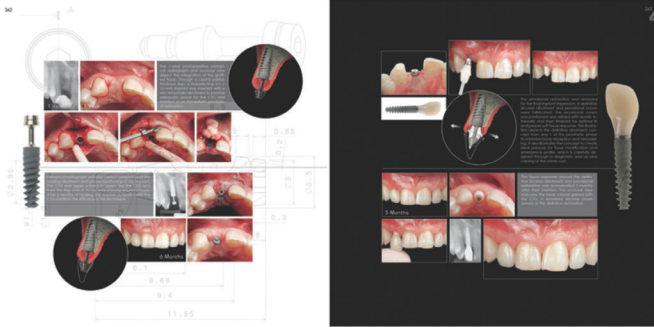


JCD Book Review: Evolution: Contemporary Protocols for Anterior Single-Tooth Implants
October 13, 2015 by AACD Executive Office

The *Journal of Cosmetic Dentistry's* Book Review is an opinion piece by JCD reviewers. It highlights works that are currently available from publishers in the dental industry.

Evolution: Contemporary Protocols for Anterior Single-Tooth Implants
Authors: Inaki Gamborena and Markus B. Blatz
Publisher: Quintessence Publishing
Written by: JCD Editorial Review Board

Evolution: Contemporary Protocols for Anterior Single-Tooth Implants is a highly visual publication with heavy emphasis on clinical illustrations. There are numerous clinical examples of superbly managed and inspiring treatment results approached from the beginning with excellent outcomes in mind. The book covers hard and soft tissue management (with appropriate weight given to the importance of the latter), implant selection and design, ideal placement, and provisional and definitive restoration. However, *Evolution* was produced not only to inspire, but also to educate the reader. The work is well supported with explanations and succinct "Research" sections, with each section including a concise list of quality references.




The clinical images are beautifully photographed. The authors did a nice job of illustrating the use of some of the instrumentation they like to use for soft tissue augmentation but it would have been helpful to have instrumentation approaches shown for the authors' preferred donor site, the maxillary tuberosity. The incisions to employ the tuberosity were graphically illustrated but the instrumentation for the difficult-to-access site was somewhat lacking considering how many times the tuberosity was utilized as a donor site. At times the sectional figure legends did not contribute to an understanding of the point being made with each of the clinical images. Further segmenting the text to coincide with each image would have made each image carry greater value and purpose.

Great attention to detail was given to documenting the cases. The book is well balanced and covers a variety of factors influencing single-tooth implants. The clinical results are extremely inspiring and motivational.

Evolution is a significant contribution to the single-tooth implant literature.


Newsroom visitors average over 3 minutes per newsroom article.



facebook

American Academy of Cosmetic Dentistry
February 1 at 11:02am


ICYMI: "Focus on Achieving Esthetics Responsibly, Utilizing Minimal to Non-Invasive Procedures" by Marshall W. Hanson, DDS, AAACD.
<http://bit.ly/2jY4jxa>



132,500+ followers

American Academy of Cosmetic Dentistry shared their video.
January 26 at 11:14am


Did you know the first AACD Scientific Session was held in Las Vegas in 1984? Cosmetic dentistry has come a long way since then! Join us to learn about the latest technologies, procedures, and materials in the City of Lights!
www.aacdconference.com



5,978 Views

American Academy of Cosmetic Dentistry
February 7 at 2:49pm

Watch out for these habits that can take a toll on your pearly whites!





twitter

The AACD (@TheAACD)
4,478 tweets, 407 following, 18.8K followers, 1,546 likes, 1 lists

Do you want to be a dentist who just fixes teeth? Register now for #AACD2017
aacdconference.com



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.

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 114K followers on Facebook and 18.5K followers on Twitter.

MATERIAL SPECIFICATIONS

Social media posts can include one image plus a link. Tweets are limited to 140 characters total, including the URL.

Contact advertising@aacd.com.

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 elite cosmetic dentists 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**

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 6,000 dental professionals each week, with open rates around 30%.

AACD EUPDATE 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 x 300 pixels
- Make sure there are no spaces in the file name
Example: eUpdate_skyscraper_ad.jpg
- Static ads only; no animation
- File must be in GIF or JPG format, and no larger than 90KB

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 advertising@aacd.com.

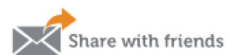
eUpdate Skyscraper Ads
 125 x 300 pixels

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 advertising@aacd.com.

Opt-In subscription option expands audience to non-member dentists.






AACD MIDLINE

clinical e-newsletter

EVOLUTION of Conservative Odontology



view the slideshow →

Evolution of Conservative Odontology—Color & Enamel Preservation


Slideshow by
 August Bruguera, TPD
 Jon Gurra, DDS
 Sidney Kina, DDS, MS

One of the most frequent questions clinicians pose to the laboratory technician is, "How much space is required to complete the restoration?"

The answer to this question has changed over the last decade due to the advent of bonding. The preparation concept has evolved to what is now a more conservative odontology. Saving as much sound dental structure is the goal.

The following principles prevail for any non-invasive preparation:

- Preserve as much healthy dental substrate as possible
- Obtain an insertion axis
- Evaluate the substrate color as part of the final color



In this [slideshow](#) you will see how the information in a wax-up will guide you with the preparations, how certain situations do not require a conventional preparation, and how the preparation color affects the final color of the restoration.

American Academy of Cosmetic Dentistry®
 402 West Wilson Street, Madison, WI 53703
 Ph: 800.543.9220 · 608.222.8583 [Privacy Policy](#)

ADVERTISEMENT



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





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.

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 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.

Secure your direct line to AACD's 6,000+ members now!

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

*Note: Two sponsorship email opportunities per month starting January 2017.

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

MATERIAL SPECIFICATIONS

- Supply a subject line and preheader text
- 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
Example: 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 by emailing advertising@aacd.com.

For advertising rates combined with the *Journal of Cosmetic Dentistry* print and digital publication, please contact 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.

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. 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 preconference guidebook
- Your logo displayed on the AACD website's Corporate Member page, including a hyperlink to your website

- Free AACD membership postal mailing list once per year
- Free website link, if exhibiting, from the exhibitor's page
- 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
- Two exhibitor points received for annual dues payment
- 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

CORPORATE MEMBER INVESTMENT: \$2,500



Visit AACD.com/corporate

CORPORATE RATES AND SAVINGS (ALL RATES LISTED IN USD)

Member Benefit	Standard Price	Corporate Member Price	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>	\$12,260	\$11,034	\$1,226
One Full-Page, four-color ad in Pre-Conference Guidebook	\$2,500	\$2,415	\$241.50
One AACD Membership mailing list	\$2,100	FREE	\$2,100

For more information, contact advertising@aacd.com.

Total Savings = \$3,867.50

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:

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

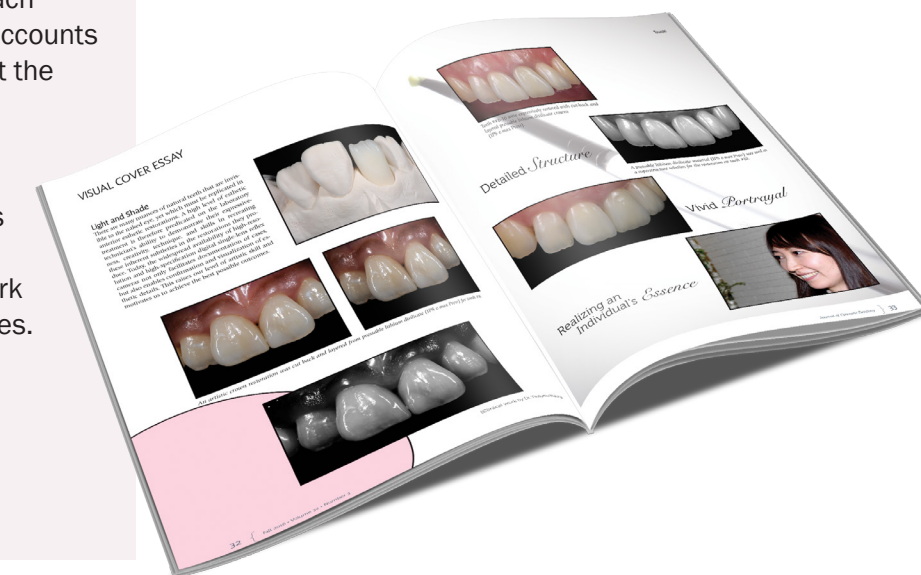
There will be an additional fee of 10% of contracted advertisement value for all cancelled preferred pages. All invoices that become past due will be assessed a 5% late fee for each month the invoice remains overdue. All accounts must remain current in order to exhibit at the Annual AACD Scientific Session.

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.





Join AACD and its members at cosmetic dentistry's premier event, the annual scientific session.

Mark your calendar today
for future scheduled scientific sessions.

34th Annual AACD Scientific Session
Chicago, Illinois
April 18-21, 2018

35th Annual AACD Scientific Session
San Diego, California
April 24-27, 2019