

AAP News

AAP NEWS SPECIFICATIONS



DISPLAY ADVERTISING INFORMATION

The *AAP News* is published quarterly, mailing in March, June, September, and December of each year, to all of the Academy's 7,900 members and their staff. The newsletter contains a variety of important information on upcoming Academy activities such as the Annual Meeting and new AAP product launches, as well as a number of regular features including the President's Message, a practice management column, AAP Foundation update, and the Associate Member column. Take advantage of this unique opportunity to reach AAP members and their staff. Only one full-page, four-color advertisement is accepted for each issue. Please contact Advertising Manager for availability.

CLOSING DATES

Ad copy for review*	30 days prior to insertion order deadline (see below)
Insertion orders	1st day of the second month of the quarter
Materials	15th day of the second month of the quarter

2005 Display Advertising Rates – Only one full-page, four-color advertisement is accepted for publication each issue. Rate \$8,000.

SPECIFICATIONS

Size	Width	Depth
Full Page (trim size)	11"	17"
Bleed	11 1/4"	17 1/4"

- Live copy area must be 1/2" from trim.
- Unit size is 10.5" x 16.5" maximum or proportionally smaller.

DIGITAL REQUIREMENTS

All ads must be submitted in MAC readable format – Quark Express and supporting graphics, fonts, etc. or "press ready" PDF. Color laser proof must be included for reference.

SHIPMENT OF MATERIALS

E-mail, fax, or mail insertion orders, materials, correspondence, and payment to:
The American Academy of Periodontology
Attention: Advertising Manager
737 N. Michigan Avenue, Suite 800
Chicago, IL 60611-2690

Telephone: 312/787-5518 ■ Fax: 312/573-3225 ■ E-mail: orders@perio.org