



MEDIA KIT

2004



AMERICAN ACADEMY OF PERIODONTOLOGY

***Journal of
Periodontology
Timeline***

- 1915 AAP President Dr. Austin James recommends creation of a periodontal journal
- 1930 First bi-annual issue of *Journal of Periodontology* published
- 1933 Dr. Grace Rogers Spalding appointed first editor
- 1946 *Journal* expands to a quarterly publication
- 1950 Dr. Maynard K. Hine appointed editor
- 1966 First advertisements published in *Journal*
- 1969 American Society of Periodontists publication, *Periodontics*, merges with *Journal of Periodontology*
- 1969 *Journal* expands to a monthly publication
- 1970 Drs. Henry M. Goldman and Timothy J. O'Leary appointed co-editors
- 1980 Dr. William C. Hurt appointed co-editor, replacing Dr. Goldman
- 1986 Winner of Special Citation in Journalism Award from International College of Dentists
- 1988 Dr. Robert J. Genco appointed sixth editor
- 1999 Complete redesign of *Journal* including introduction of four-color graphics
- 1999 Winner of Gold Circle Award for redesign from the American Society of Association Executives
- 2000 Winner of Platinum Scroll First Place Award for publication improvement from International College of Dentists
- 2001 *Journal* goes high tech with online full-text access
- 2003 Online manuscript submission and peer review system implemented
- 2003 Pay-per-view feature added to online options



Current and former Editors of the *Journal of Periodontology*.
From the left, Robert J. Genco,
Timothy J. O'Leary, William C. Hurt, and
Maynard K. Hine (1988).



Special 75th Anniversary Features

The *Journal of Periodontology* is celebrating its 75th anniversary in 2004 and is commemorating this milestone with special features throughout the year including:

- Publication of classic articles that have profoundly influenced contemporary periodontics;
- Special anniversary editorial from the Editor-in-Chief;
- A photographic exposé;
- The first table of contents from 1930;
- Congratulatory letters from dental editors of other scientific publications;
- And more!

Advertising Incentives

We invite you to share in our 12-month celebration by congratulating the *Journal* on its achievements. The following special advertising incentives have been created for this monumental celebration:

- 12-time advertisers: Everything listed below, plus free taglines for the year! Consider "Proud *Journal* supporter since 19xx."
- 9-time advertisers: Everything listed below, plus an adhesive sticker or placard for your Annual Meeting booth thanking you for your ongoing support of the *Journal*.
- 7-time advertisers: Inclusion in special tote-bag listing of congratulatory advertisers to be distributed at the 2004 Annual Meeting (Orlando, November 14-17) including company name, product listing, and booth number.
- Classic ads for classic rates, see page 2 for details!
- 75th Anniversary savings on bellybands and polybag inserts, see page 2 for details!

**Classic Ads for
Classic Rates**

Run any *classic themed* ad for *classic rates!**

1x rate	Silver Anniversary Savings	\$1,745 + color
3x rate	Gold Anniversary Savings	\$1,540 + color
6x rate	Diamond Anniversary Savings	\$1,325 + color

*Ads qualify as "classic themed" when they reference the past in some way, have a retro theme or feel, or celebrate/congratulate the *Journal's* 75th anniversary history. Regular rates apply to standard advertising campaigns.

**75th Anniversary
Savings**

To celebrate our 75 years, pay only 75% of the going rate for bellybands and polybag inserts!

Bellybands	Regularly \$6,000	This year only \$4,500
Polybag inserts	Regularly \$7,500	This year only \$5,625

Take advantage of this unique opportunity to promote your products and show your support of our members and the Academy throughout 2004.

**75th Anniversary
Special Editorial
Calendar**

January – Anniversary editorial from the Editor-in-Chief Dr. Robert Genco; classic article TBD
February – Classic article TBD
March – Publication of first table of contents from 1930; classic article TBD
April – Classic article TBD
May – Congratulatory letter from dental editor; classic article TBD
June – Classic article TBD
July – Classic article TBD
August – Congratulatory letter from dental editor; classic article TBD
September – Classic article TBD
October – Congratulatory letter from dental editor; classic article TBD; Annual Meeting issue
November – Photographic exposé; classic article TBD
December – Congratulatory letter from dental editor; classic article TBD



The American Academy of Periodontology is composed of over 7,900 dental professionals in the United States and throughout the world. We offer the following opportunities to reach our members, who represent an excellent target audience for a variety of products and services.

**Display Advertising
in the *Journal of
Periodontology***



The Academy accepts display advertising in the *Journal* as a means of keeping our members informed of products and services related to periodontal care. It is received by 6,900 AAP member subscribers and 2,000 other paid subscribers, including general dentists, dental students, dental libraries, and other research institutions in over 65 countries worldwide. The *Journal of Periodontology* is the premier advertising venue for any company wishing to reach the periodontal market. See pages 8-10 for detailed information on the *Journal of Periodontology*.

***Journal of Periodontology* Awards**

- Winner of 1999 Gold Circle Award for redesign from the American Society of Association Executives.
- Winner of the Platinum Scroll First Place Award for publication improvement from the International College of Dentists.

**Display Advertising
in the *Membership
Directory***



The Academy accepts display advertising in its *Membership Directory*. The *Directory*, published annually, is used by 7,900 AAP members and more than 400 other professional groups, including dentists, physicians, hygienists, insurance companies, and libraries. See pages 11-12 for detailed information on the *AAP Membership Directory*.

**Mailing List
Rental**

The Academy rents its membership list for one-time use only to commercial and not-for-profit organizations. This daily updated list is a highly effective way to reach periodontists. See looseleaf pages for detailed information on mailing list rental.

**Exhibiting at
Meetings and
Conferences**

Each year the Academy's Annual Meeting and specialty conferences bring thousands of prospective customers in direct contact with exhibitors and event sponsors. For more information on exhibiting at Academy meetings, contact Melodie Anderson, Registration and Exhibition Manager, phone: 312/573-3214; E-mail: melodie@perio.org.

Characteristics of Academy Members

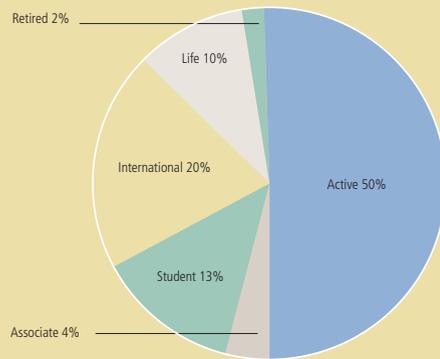
- 86% of members are male
- 77% are engaged in private practice

Membership Categories

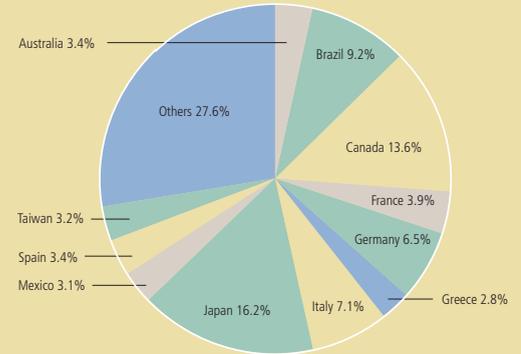
Descriptions of categories and their approximate memberships are as follows:

- **Active (4,000):** Periodontists licensed to practice in the United States
- **Associate (330):** Dentists interested in periodontology
- **Student (1,000):** Dentists enrolled in an ADA-approved periodontal program or in practice less than 3 years
- **International (1,650):** Dentists residing outside of the United States who are interested in periodontology
- **Life – Active (650):** Those age 65 or older who belonged to any dues paying category continuously for at least 25 years; may still be in practice
- **Life – Non-Active (155):** Those age 65 or older who belonged to any dues paying category continuously for at least 25 years; not practicing
- **Retired (190):** Members of any dues paying category who completely retire from practice

Membership Categories Statistics



Non-U.S. Membership Statistics



Practice Size

About 40% of respondents report that they expanded or increased the size of their practice over the past three years. Nearly 40% say that they plan to expand or increase the size of their practice over the next three years.

Main Reasons for Joining AAP

International Members

- 94% join AAP for the *Journal of Periodontology*
- 84% join AAP for the conferences and meetings

Associate Members

- 70% join AAP for the *Journal of Periodontology*
- 70% join AAP for the conferences and meetings
- 88% have a strong interest in periodontics

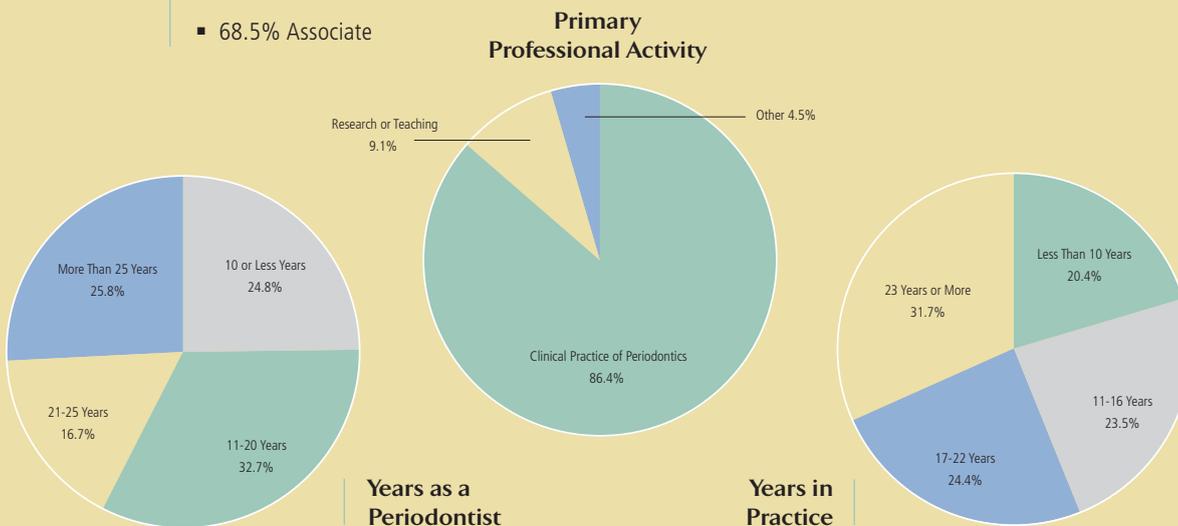
Exhibits

- 95.9% of all respondents typically attend the exhibits at AAP meetings

Membership Directory

The following statistics show the percentage of members who use the *Membership Directory* to find contact information on AAP members for a patient referral.

- 86.3% Active
- 80.5% Life Voting
- 68.3% International
- 68.5% Associate



Advertising Review Requirement

The American Academy of Periodontology seeks to promote the art and science of periodontology and to encourage the improved dental health of the public. The Academy believes that advertising constitutes an important means of keeping its members informed of products and services relating to the provision of periodontal care.

All display advertisements must be reviewed and accepted by the Academy prior to publication. Please note that the advertisements themselves (not the products being advertised) are screened; therefore, any revision to an accepted or published ad must be resubmitted for review.

Advertising Standards

- Products and services advertised in Academy publications should be germane to periodontology, useful in the practice of periodontics, or of interest to periodontists.
- Advertising may not contain claims or statements which:
 - Are not adequately substantiated;
 - Exaggerate the benefits of the product or service; or
 - Are otherwise false or misleading.
- Alcoholic beverages and tobacco products may not be advertised.
- Advertisers may be requested to provide copies of cited articles or other supportive material for review.
- If product claims are made, advertisers may be required to footnote cited studies and published results in the advertisement.
- For drugs or devices that require clearance by the Food and Drug Administration (FDA) prior to marketing, advertisers must provide evidence of clearance and the claims allowed, unless the advertisement clearly states that the product has not been cleared. Clinical claims allowed by the FDA or the appropriate seal program of the American Dental Association will be accepted as validation of a product's efficacy.
- The Academy reserves the right not to publish advertising for any product or service that is involved in litigation with a government agency with regard to claims made in the marketing of such a product or is the subject of an unfavorable or cautionary report of an agency of the American Dental Association or any regulatory agency.



Submitting an Advertisement for Review

Lead Time Required

Advertisements promoting new products or containing clinical claims can require a lengthy review; therefore, advertisers are encouraged to submit copy and any published references or supportive data as far ahead of the desired publication date as possible. Acceptance of an advertisement by the Academy does not obligate the advertiser to place an insertion order. See individual publication specifications for copy review deadlines and space closing dates.



Format

Final copy must be submitted for review. Digital files, typewritten copy, and rough layouts are acceptable. Tear sheets from other publications or camera-ready materials may also be submitted provided they are in a format which can be photocopied.

Advertiser Liability

The Academy considers all insertion orders binding contracts cancellable only if written notice is received within 5 days of the space closing date.

Please be advised of the following payment policies:

- Insertion orders will be accepted only if an account is paid to date.
- Accounts which are 60 days past due are referred to a collection agency.
- If an agency-placed account is sent for collection, the client will be informed of the situation and the Academy's inability to accept further advertising until payment in full is received.
- The advertising agency and/or advertiser are jointly and severally liable for all advertising invoices.

Shipment of Review Materials

E-mail, fax or mail materials to Advertising Manager. Please include ad title, prospective publication, month, and contact information in correspondence.

All review materials should be sent to:

The American Academy of Periodontology ▪ Attention: Patti Lawlor, Senior Marketing and Advertising Manager ▪ 737 N. Michigan Avenue ▪ Suite 800 ▪ Chicago, IL 60611-2690
Telephone: 312/573-3252 ▪ Fax: 312/573-3225 ▪ E-mail: patti@perio.org

Display Advertising Information

The *Journal of Periodontology*, established in 1930 as the official publication of the American Academy of Periodontology, publishes original papers of the highest scientific quality to support practice, education, and research in the dental specialty of periodontology. The *Journal* also publishes communications such as case reports, case series, letters to the editor, and state-of-the-art reviews relevant to periodontology and related sciences.

The award winning *Journal of Periodontology* is the premier advertising source for any company wishing to make a name for itself in the periodontal market.

Circulation

The *Journal* is published 12 times annually and mails by the 15th of each month. Total circulation is 8,900, comprising 6,900 members of the Academy and 2,000 other paid subscribers, including general dentists, dental students, dental libraries, and research institutions. Circulation is verified by the publisher's sworn statement and Postal Service records.

Closing Dates

Ad copy for review*	30 days prior to insertion order deadline (see below)
Insertion orders	1st of the month preceding issue date; i.e., June 1 for the July issue
Materials	15th of the month preceding issue date; i.e., June 15 for the July issue

* Advertisements not previously accepted for publication in Academy publications must complete a screening review process. See Submitting an Advertisement for Review and Advertising Standards for more information.

2004 Display Advertising Rates

Black and White				Color	
Earned Rate*	1 x	6 x	12 x	3 or 4 Color	\$1,560 extra
Full Page	\$1,930	\$1,800	\$1,660	2 Color (Process)	\$880 extra
Half Page	\$1,160	\$1,040	\$910	PMS Color (Per Color)	\$1,045 extra

* Earned rates are based on space accumulated within a calendar year. A spread counts as 2 insertions. Inserts count as 1 insertion per page. A business reply card (BRC) counts as 1 insertion.

Premium Positions*

Covers 2 and 3	Earned rate plus 25%
Cover 4	Earned rate plus 35%
Opposite Table of Contents	Earned rate plus 25%
Opposite Masthead	Earned rate plus 25%
Opposite First Editorial	Earned rate plus 25%
Guaranteed Right Hand Page	Earned rate plus 15%

* Contact Advertising Manager regarding availability. Premium positions are contracted on a yearly basis.

Insert Information

- Inserts must be reviewed and accepted by the Academy prior to publication. Allow at least 30 days prior to insertion order deadline for the review process.
- All inserts will be assigned an item number and purchase order number by the Advertising Manager. Carton labels must include assigned item number, PO number, month of insert, name of insert, and quantity in carton. Shipments received without this information will be returned. Contact Advertising Manager for item number, purchase order number, quantity, and shipping address.
- Bill of lading and packing slip must indicate the number of skids, cartons, and inserts shipped.
- Advertiser must supply 11% over press run.
- If an inadequate quantity is supplied, issues will run without insert.

Insert Rates

Earned Rate*	1 x	6 x	12 x
2-page	\$3,860	\$3,600	\$3,320
4-page	\$7,720	\$7,200	\$6,640
6-page	\$11,580	\$10,800	\$9,960
8-page	\$15,440	\$14,400	\$13,280

* Earned rates are based on space accumulated within a calendar year. Inserts count as 1 insertion per page.

Insert Paper

2-page	Minimum base weight 80 pound
4-page, 6-page, 8-page	Minimum base weight 60 pound; advertiser must furnish folded

Business Reply Card (BRC) Information

Business reply cards (BRCs) must appear with a minimum of a full page advertisement, and both must be reviewed and accepted by the Academy prior to publication. Allow at least 30 days prior to insertion order deadline for the review process.

- For postcard size BRCs, allow 1/8" head trim and 1/8" thumb trim. Height of card must be no less than width. Postal regulations require a minimum tear out size of 3 1/2" x 5" and a maximum of 4 1/4" x 6". BRCs must have bar codes (top and bottom) printed on them. Cards are bound into issue and must have a perforation.
- All BRCs will be assigned an item number and purchase order number by Advertising Manager and these numbers must appear on all cartons and packing information. Shipments received without this information will be returned. Contact Advertising Manager for item number, purchase order number, quantity, and shipping address.

BRC Rates

Earned Rate*	1 x	6 x	12 x
1 BRC	\$2,895	\$2,700	\$2,490

* Earned rates are based on space accumulated within a calendar year. BRCs are counted as 1 insertion.

**Bellybands and
Insertions in Polybag****Bellyband**

Wrap your ad around the entire Journal by using a bellyband to showcase your products. 100% of readers are guaranteed to see your ad when it encases the entire book. Please contact advertising manager for further details and frequency discounts. Rate: \$6,000.

Polybag "outsert"

Advertisements and product samples may be included inside the polybag that the *Journal* is mailed in. Inclusion in the polybag is subject to postal regulation approval and may cause rates to fluctuate. Please contact advertising manager for further details and frequency discounts. Rate: \$7,500.

Specifications

Size	Width	Depth
Full Page (trim size)	8 3/8"	10 7/8"
Half Page (vertical)	4 3/16"	10 7/8"
Half Page (horizontal)	8 3/8"	5 7/16"
Bleed	8 5/8"	11 1/8"

- Inserts must include 1/4" head trim, 1/8" foot trim, thumb trim, and grind off. Live copy area must be 1/4" from trim. Publication Binding: Notch ▪ Body: 50 pound coated ▪ Cover: 80 pound coated

Production Services

Typeset Text: \$300 ▪ Typeset Tagline: \$100 ▪ Film Duplication: \$250

**Digital
Requirements**

- Macintosh or Windows: 95/98; NT/2000 ▪ QuarkXpress ▪ InDesign ▪ FreeHand ▪ Photoshop
- Microsoft Word (B/W only) ▪ PageMaker ▪ FrameMaker ▪ Illustrator ▪ Corel Draw
- CD ▪ DVD ▪ 100MB ZIP ▪ 250MB ZIP ▪ 1GB JAZZ ▪ 2GB JAZZ
- Include a printout of disk contents and label all disks clearly with company name, month of publication, and ad title.
- E-mail – Provide file names and compress files before transmission.

**Film
Requirements**

- 4-color separations, right reading, emulsion side down negatives with match print (no color keys).
- Negatives on .004" stable base material must have register marks, center marks, and trim marks clearly indicated.
- Line screen: 150 line

**Shipment
of Materials**

E-mail, fax, or mail insertion orders, materials, correspondence, and payment to:
The American Academy of Periodontology ▪ Attention: Patti Lawlor, Senior Marketing and Advertising Manager ▪ 737 N. Michigan Avenue ▪ Suite 800 ▪ Chicago, IL 60611-2690
Telephone: 312/573-3252 ▪ Fax: 312/573-3225 ▪ E-mail: patti@perio.org

All efforts are made to preserve advertising materials; however, publisher is not responsible for lost or damaged materials after publication. All materials will be destroyed 6 months after publication unless advertiser requests in writing that materials be returned.

Please Fill Out Each Section

Earned Rate

- 1-time 6-time 12-time

Issue(s)

- January February March April
 May June July August
 September October November December

Ad Title: _____

Ad Size

- Full Page 1/2 Page Horizontal 1/2 Page Vertical Polybag Insert
 2-Page Spread BRC w/ Spread BRC w/ Full Page Ad Bellyband
 2-Page Insert 4-Page Insert 6-Page Insert 8-Page Insert

Ad Position

- Run of Book Guaranteed Right Hand Page Cover 2* Cover 3* Cover 4*
 Opposite Table of Contents* Opposite First Editorial* Opposite Masthead*

* Contact advertising manager for availability.

Color

- Black/White 2 Color 3-4 Color Additional PMS _____

Copy

- New ad; copy enclosed for review.
 (see Submitting an Advertisement for Review and Advertising Standards section of Media Kit)
 Previously published ad; repeat _____(month/year).

Contact Information

Company Placing Ad/Agency: _____
 Contact Name: _____
 Telephone: _____ Fax: _____ E-mail: _____

Deadlines

Ad copy for review* 30 days prior to insertion order deadline (see below)
 Insertion orders 1st of the month preceding issue date; i.e., June 1 for the July issue
 Materials 15th of the month preceding issue date; i.e., June 15 for the July issue

* Advertisements not previously accepted for publication in Academy publications must complete a screening review process. See Submitting an Advertisement for Review and Advertising Standards for more information.

Payment Information

Payment Enclosed Check Visa MasterCard
 Credit Card #: _____ Exp. Date: _____
 Signature: _____
 Invoice to address below
 Company: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Telephone: _____ Fax: _____ E-mail: _____
 Contact: _____

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 Telephone: 312/573-3252 ■ Fax: 312/573-3225 ■ E-mail: patti@perio.org

Copy insertion form for additional *Journal of Periodontology* advertising orders.

MEMBERSHIP DIRECTORY

Display Advertising Information

The *Membership Directory*, published in January of each year, is used by 7,900 Academy members and more than 400 other professional groups, including dentists, physicians, hygienists, insurance companies, and libraries. Take advantage of this opportunity to advertise in this publication which is used throughout the year by periodontists and their staff.

Closing Dates

Ad copy for review*	September 15, 2004
Insertion orders	October 13, 2004
Materials	October 27, 2004

* Advertisements not previously accepted for publication in Academy publications must complete a screening review process. See Submitting an Advertisement for Review and Advertising Standards for more information.

2005 Display Advertising Rates

Position*	Black and White	4-Color
Cover 2	\$3,000	\$5,000
Cover 3	\$3,000	\$5,000
Cover 4	\$5,500	\$7,500
Opposite Table of Contents	\$2,000	\$4,000
Opposite Board of Trustees	Insert Only—\$3,700	Insert Only—\$3,700
Run of Book	\$1,600	\$2,800
Guaranteed Right Hand Page		Earned Rate +15%

* Contact Advertising Manager regarding availability.

Insert Information

- Inserts must be reviewed and accepted by the Academy prior to publication. Allow at least 30 days prior to insertion order deadline for the review process.
- All inserts will be assigned an item number and purchase order number by the Advertising Manager, and this number must appear on all cartons and packing information. Carton labels must include assigned item number, PO number, name of insert, and quantity in carton. Shipments received without this information will be returned. Contact Advertising Manager for item number, purchase order number, quantity, and shipping address.
- Bill of lading and packing slip must indicate the number of skids, cartons, and inserts shipped.
- Advertiser must supply 11% over press run.
- If an inadequate quantity is supplied, issues will run without insert.

Insert Rates

2-page	\$3,200
4-page	\$6,400

Specifications

- Minimum 60 pound paper

Size	Width	Depth
Full Page (trim size)	8 1/4"	10 3/4"
Bleed	8 3/8"	10 7/8"

- Inserts must include 1/8" head trim, 1/8" foot trim, and 1/8" thumb trim.
- Live copy area must be 1/4" from trim.
- Publication Binding: Perfect ▪ Body: Minimum 60 pound coated ▪ Cover: 80 pound coated

Production Services

Typeset Text: \$300 ▪ Typeset Tagline: \$100 ▪ Film Duplication: \$250

Digital Requirements

Macintosh or Windows: 95/98; NT/2000 ▪ QuarkXpress ▪ InDesign ▪ FreeHand ▪ Photoshop
Microsoft Word (B/W only) ▪ PageMaker ▪ FrameMaker ▪ Illustrator ▪ Corel Draw

- CD ▪ DVD ▪ 100MB ZIP ▪ 250MB ZIP ▪ 1GB JAZZ ▪ 2GB JAZZ
- Include a printout of disk contents and label all disks clearly with ad title and company name
- E-mail – Provide file names and compress files before transmission.

Film Requirements

- 4-color separations, right reading, emulsion side down negatives with match print (no color keys).
- Negatives on .004" stable base material must have register marks, center marks, and trim marks clearly indicated.
- Line screen: 150 line

Shipment of Materials

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All efforts are made to preserve advertising materials; however, publisher is not responsible for lost or damaged materials after publication. All materials will be destroyed 6 months after publication unless advertiser requests in writing that materials be returned.

MEMBERSHIP DIRECTORY

**Please Fill Out
Each Section**

Ad Size

- Full Page 2-Page Insert 4-Page Insert

Ad Position

- Cover 2* Cover 3* Cover 4*
 Run of Book Opposite Table of Contents* Opposite Board of Trustees*

* Contact Advertising Manager for availability

Ad Title: _____

Color

- Black/White 2 Color 3-4 Color Additional PMS _____

Copy

- New ad; copy enclosed for review.
(see Submitting an Advertisement for Review and Advertising Standards section of Media Kit)
 Previously published ad; repeat _____(month/year).

**Contact
Information**

Company Placing Ad/Agency: _____

Contact Name: _____

Telephone: _____ Fax: _____ E-mail: _____

Deadlines

Ad copy for review* September 15, 2004
Insertion orders October 13, 2004
Materials October 27, 2004

* Advertisements not previously accepted for publication in Academy publications must complete a screening review process. See Submitting an Advertisement for Review and Advertising Standards for more information.

**Payment
Information**

- Payment Enclosed Check Visa MasterCard

Credit Card #: _____ Exp. Date: _____

Signature: _____

- Invoice to address below

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ E-mail: _____

Contact: _____

**Shipment
of Materials**

E-mail, fax, or mail insertion orders, materials, correspondence, and payment to:

The American Academy of Periodontology ■ Attention: Patti Lawlor, Senior Marketing and Advertising Manager ■ 737 N. Michigan Avenue ■ Suite 800 ■ Chicago, IL 60611-2690
Telephone: 312/573-3252 ■ Fax: 312/573-3225 ■ E-mail: patti@perio.org

AAP MAILING LIST

The Academy rents its membership list for one-time use only to members and commercial and not-for-profit organizations. This daily updated list is a highly effective way to reach thousands of periodontists.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ E-mail: _____

**Mailing List
Licensing Fee**

- Member: \$105** (Informational mailings only; for-profit promotions charged commercial rate)
- Affiliate Non-Profit Organization: \$275** (Mailings from non-profit organizations such as schools and local, regional, or state periodontal societies)
- Commercial: \$630** (Mailings promoting a for-profit product or service)

Label Options

Membership Categories (check one or more)

- Active
- Associate
- Retired
- Student
- Life-Active
- Life Non-Active
- International
- All

(See demographics section of media kit for category descriptions)

Distribution (check one)

- 3.5 disk
- E-mail
- Pressure sensitive 3-up*

*Add: \$50 for <1,000, \$100 for 1,000-5,000, \$130 for 5,000-8,000, \$175 for >8,000

Format (check one)

- Comma Delimited
- Microsoft Excel

Sort Order (check one)

- Zip Code
- Alphabetical

Special Selections (check if applicable and attach description)

- Selected States
- Selected AAP Districts
- Other: _____

Preferred Service

Pending Academy approval, orders will be processed within 10 business days of receipt. For an additional 10% rush charge, orders can be processed in 3 business days once all materials and fees are received.

- Business days (no extra charge)
- Rush (3 business days); add 10% to cost of mailing list
- First Class Mail
- Fed Ex Overnight Fed Ex Account #: _____

**Payment
Information**

- Check Enclosed
- Visa
- MasterCard

Credit Card #: _____ Exp. Date: _____

Signature: _____

**Shipment
of Materials**

Complete and return this form along with the sample mailing, signed license agreement form (on reverse side), and payment to:

The American Academy of Periodontology ■ Attention: Kara Divito
 737 N. Michigan Avenue ■ Suite 800 ■ Chicago, IL 60611-2690 ■ Phone: 312/573-3218
 Fax: 312/573-3225 ■ E-mail: kara@perio.org

**AAP Mailing List
License Agreement**

This agreement is made by and between the American Academy of Periodontology (the Academy) and (Licensee) for the licensing by the Academy to Licensee of the right to a one-time use of the Academy's mailing list subject to the following licensing conditions:

1. All persons submitting this form are required to submit a sample of the proposed mailing to the Academy for approval.
2. The mailing list must not be used to distribute any mailing other than the one approved by the Academy. A mailing that deviates in any way from the approved sample will be considered in violation of this agreement. Licensee must obtain Academy approval in writing for any changes made after a sample is approved.
3. The Academy has the right to deny approval of a mailing using its mailing list for any reason.
4. The mailing list is to be used by the Licensee only. Neither mailing labels nor electronic files may be duplicated, transferred, or sold to a third party.
5. Licensee may use the Academy mailing list for one mailing only.
6. Licensee shall not distribute any materials that include the Academy's name or logo or that state or imply Academy endorsement of Licensee or its products or services.
7. Payment must be received with Licensee's order prior to processing.

Violation of any of these conditions constitutes a breach of this agreement. For a violation of Condition 2, Licensee shall pay the Academy three (3) times the agreed-upon licensing fee. For a violation of Condition 4, Licensee shall pay the Academy \$1,000 for each duplication or use of mailing labels or electronic files by a third party. For a violation of Condition 5, Licensee shall pay the Academy \$2,500 for each use beyond the first. For a violation of Condition 6, Licensee shall pay the Academy \$100,000 for each use of its name or logo or stated or implied endorsement by the Academy. Further, Licensee shall promptly notify each recipient that the Academy does not endorse any products or services, including those of Licensee. For any violation, Licensee may be disqualified from licensing the Academy mailing list in the future.

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