



2005



media kit

AMERICAN ACADEMY OF PERIODONTOLOGY



R E A C H I N G A A P M E M B E R S



The American Academy of Periodontology is composed of over 8,000 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. The *Journal* is received by 7,000 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 6-9 for detailed information on advertising in the *Journal of Periodontology*.

JOURNAL OF PERIODONTOLOGY AWARDS

- Winner of 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 *AAP NEWS*

The Academy's newsletter, *AAP News*, is published four times per year and is distributed to all 8,000 Academy members as a membership benefit. One full-page, four-color advertisement is accepted for each issue. 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. See page 12 for further information on advertising in the *AAP News*.



DISPLAY ADVERTISING IN THE *MEMBERSHIP DIRECTORY*

Our members use this directory as their networking and referral phone book. Keep your company in their minds year-round. The *Directory*, published annually, is used by members and more than 400 other professional groups, including dentists, physicians, hygienists, insurance companies, and libraries. See pages 10-11 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.

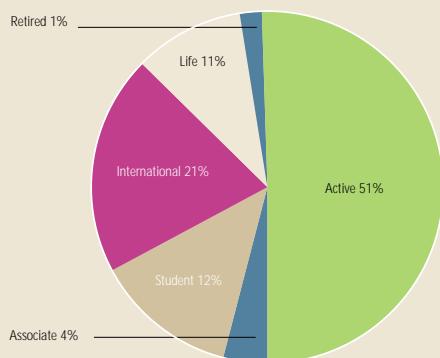
EXHIBITING AT MEETINGS

Each year the Academy's Annual Meeting brings thousands of prospective customers in direct contact with exhibitors and event sponsors. For more information on exhibiting at Academy meetings, contact the Registration and Exhibition Manager, phone: 312/787-5518; E-mail: melodie@perio.org.

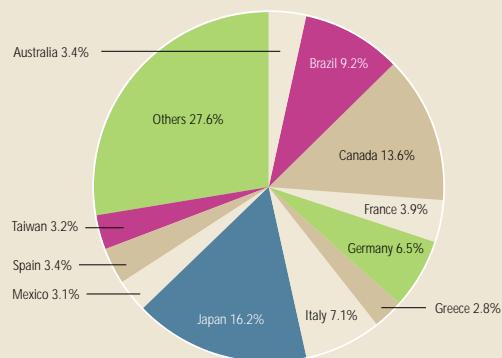
DEMOGRAPHICS



MEMBERSHIP CATEGORIES



NON-U.S. MEMBERSHIP



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 (300): Dentists interested in periodontology
- Student (900): Dentists enrolled in an ADA-approved periodontal program or in practice less than 3 years
- International (1,670): Dentists residing outside of the United States who are interested in periodontology
- Life – Active (690): 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 (160): Those age 65 or older who belonged to any dues paying category continuously for at least 25 years; not practicing
- Retired (100): Members of any dues paying category who completely retire from practice

PRACTICE SIZE

About 40% of respondents to the Academy's most recent Practice Profile Survey 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

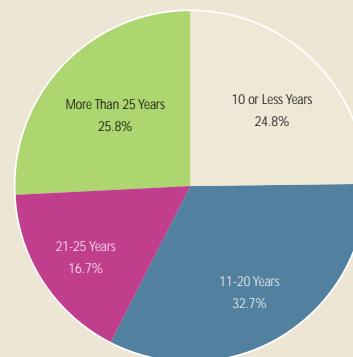
MEMBERSHIP DIRECTORY*

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

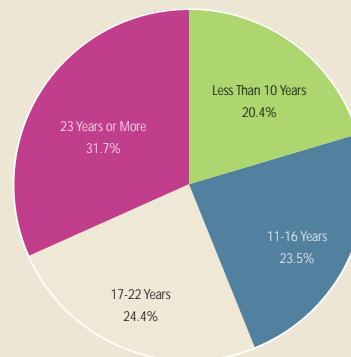
- 86.3% Active
- 80.5% Life Active
- 68.3% International
- 68.5% Associate

*Selected results from the Academy's most recent Practice Profile Survey and Membership Survey.

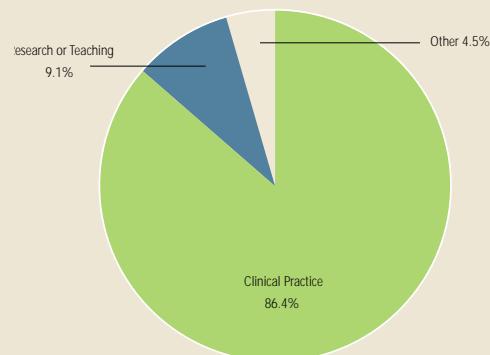
YEARS AS A PERIODONTIST



YEARS IN PRACTICE



PRIMARY PROFESSIONAL ACTIVITY



A D V E R T I S I N G S T A N D A R D S

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.

ADVERTISING REVIEW REQUIREMENT

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. 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.





A D V E R T I S I N G D E T A I L S

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 cancelable 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 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: 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

JOURNAL SPECIFICATIONS



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 near the 15th of each month. Total circulation is 9,000, comprised of 7,000 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.

2005 DISPLAY ADVERTISING RATES

| | ▶ Black and White | | | ▶ Color | |
|--------------|-------------------|---------|---------|-----------------------|---------------|
| Earned Rate* | 1 x | 6 x | 12 x | 3 or 4 Color | \$1,640 extra |
| Full Page | \$1,930 | \$1,800 | \$1,660 | 2 Color (Process) | \$925 extra |
| Half Page | \$1,160 | \$1,040 | \$910 | PMS Color (Per Color) | \$1,100 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.

Journal of Periodontology

PREMIUM POSITIONS*

| ► Position | ► Earned Rate Plus |
|----------------------------|--------------------|
| Cover 4 | 35% |
| Covers 2 and 3 | 25% |
| Opposite Table of Contents | 25% |
| Opposite Masthead | 25% |
| Opposite First Editorial | 25% |
| Guaranteed Right Hand Page | 15% |

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

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" |

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

PRODUCTION SERVICES

- Typeset Text \$300
- Typeset Tagline \$100

SHIPMENT OF MATERIALS

► *Journal of Periodontology*

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

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.

JOURNAL SPECIFICATIONS



DIGITAL REQUIREMENTS

- Macintosh or Windows: 95/98; NT/2000
- QuarkXpress ■ InDesign ■ FreeHand ■ Photoshop Microsoft Word (B/W only)
- PageMaker ■ FrameMaker ■ Illustrator ■ Corel Draw
- 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.
- Include color proof with materials.

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.

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.

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.

Journal of Periodontology

- 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 |

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.

DIRECTORY SPECIFICATIONS



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. Our members and their staff use this directory as their networking and referral phone book. Keep your company in their mind year-round!



CLOSING DATES

| | |
|---------------------|-------------------|
| Ad copy for review* | September 5, 2005 |
| Insertion orders | October 10, 2005 |
| Materials | October 31, 2005 |

* 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.

2006 DISPLAY ADVERTISING RATES

| ► Position* | ► Black and White | ► 4-Color |
|----------------------------|-----------------------|-----------------------|
| Cover 2 | \$3,000 | \$5,250 |
| Cover 3 | \$3,000 | \$5,250 |
| Cover 4 | \$5,500 | \$7,900 |
| Interior Tab | N/A | \$3,900 |
| Opposite Table of Contents | \$2,000 | \$4,200 |
| Opposite Board of Trustees | Insert Only – \$3,900 | Insert Only – \$3,900 |
| 1/2 Page | \$1,000 | \$1,900 |
| Run of Book | \$1,600 | \$3,000 |
| 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.

Membership Directory

- Advertiser must supply 11% over press run. If an inadequate quantity is supplied, issues will run without insert.
- Include color proof with materials.

INSERT RATES

2-page \$3,200

4-page \$6,400

- Minimum 60 pound paper

SPECIFICATIONS

| 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.
- Binding: Perfect
- Body: Minimum 60 pound coated
- Cover: 80 pound coated

PRODUCTION SERVICES

- Typeset Text: \$300
- Typeset Tagline: \$100

DIGITAL REQUIREMENTS

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

- 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.
- Include color proof with materials.

SHIPMENT OF MATERIALS

► *Membership Directory*

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

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