

## 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](mailto:orders@perio.org)