



# 2025 AAID Media Kit

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AAID stands for excellence in educations, scientific development and patient care. Members who demonstrate the highest standards in implantology find the AAID to be the organization which supports their clinical and research interests, as well as recognition for their achievements. Founded in 1951, the Academy is the first professional organization in the world dedicated to implant dentistry. Its membership includes general dentists, oral and maxillofacial surgeons, periodontists, prosthodontists and others interested in the field of implant dentistry. As a membership organization, we currently represent over 4,000 dentist worldwide. The Academy's mission is simple: To advance science and practice of implant dentistry through education, research support and implant dentistry for the benefit of mankind.

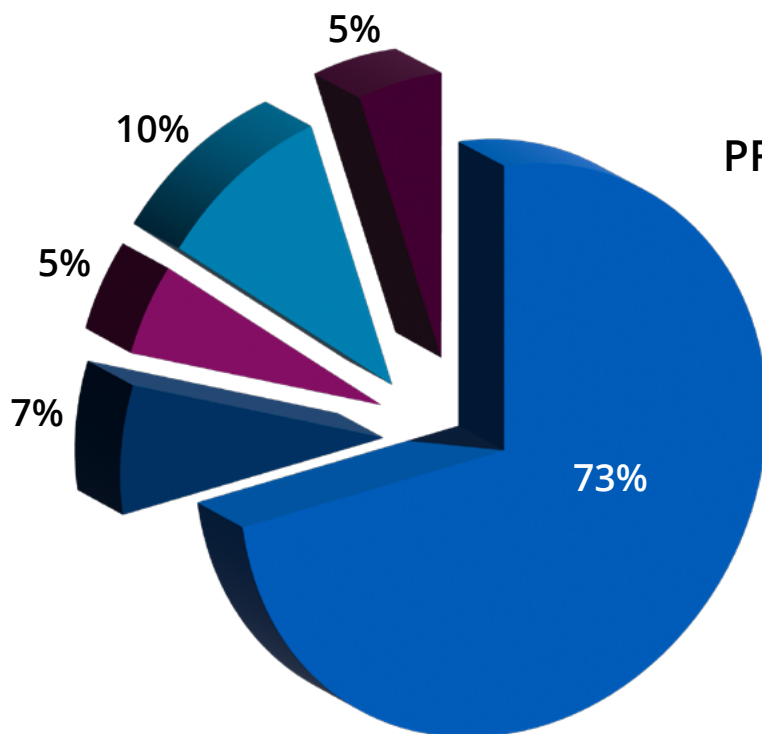
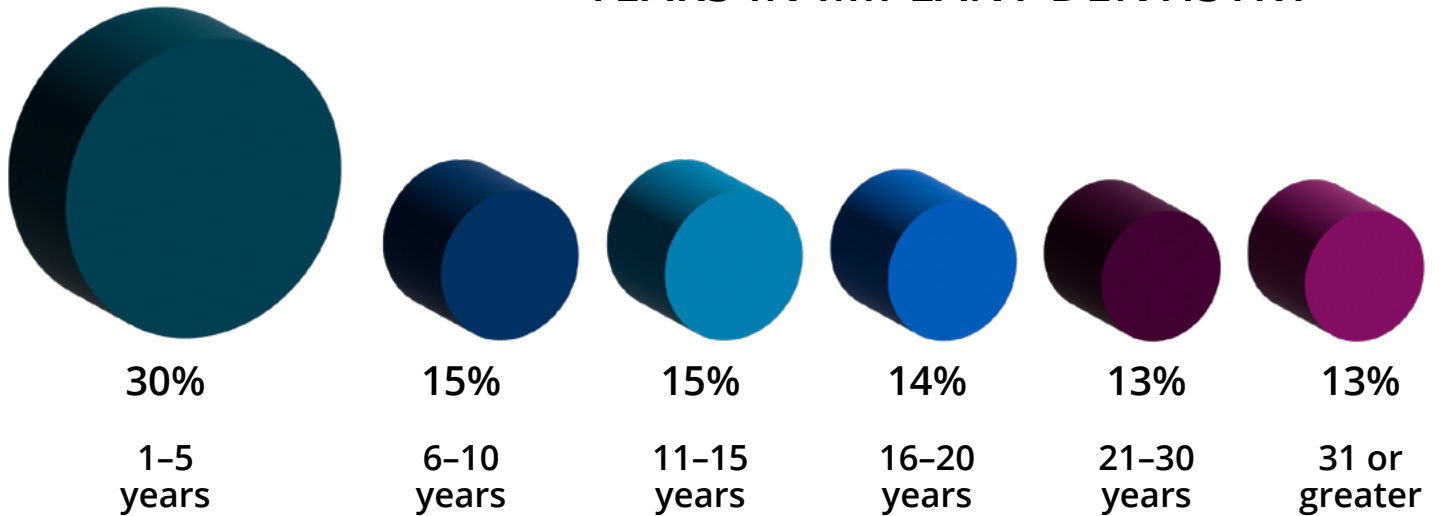
## MISSION

To advance science and practice of implant dentistry through education, research support and implant dentistry for the benefit of mankind.



## Demographics and Experience

### YEARS IN IMPLANT DENTISTRY



### PRACTICE TYPES

- 73% General Dentists
- 7% Exclusively Implant Dentistry
- 5% Prosthodontists
- 5% Oral/Maxillofacial Surgery
- 10% Other

# JOURNAL OF ORAL IMPLANTOLOGY

PRINT

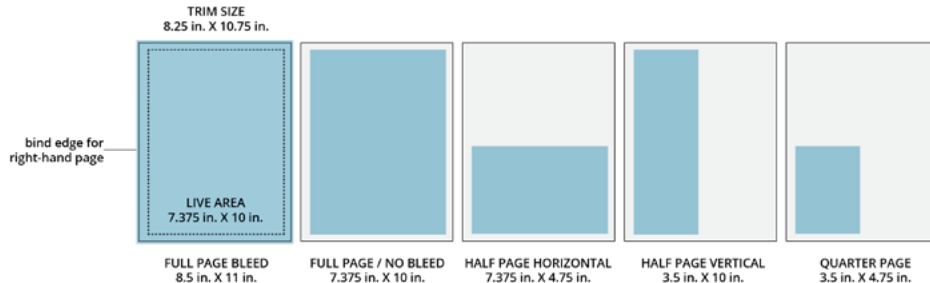


The *Journal of Oral Implantology* is the official publication of the American Academy of Implant Dentistry and is one of the premier peer-reviewed implant journals of North America. *JOI* covers research and techniques for Dentists, Oral and Maxillofacial Surgeons, Periodontists and Prosthodontists. *JOI* is an invaluable source for the latest developments in implants, prosthetics, implantology research, surgery and advanced implant procedures. *JOI* includes original research opinions and case letters as well as new product information and book reviews. *JOI* earned an Impact factor of 1.779 and is the #1 member benefit according to AAID members. Circulation: 4,200.

Volume/Issue	Reservation	Materials Due	Mail Date
51/1	12/16/2024	1/13/2025	2/10/2025
51/2	2/21/2025	3/14/2025	4/14/2025
51/3	4/25/2025	5/9/2025	6/9/2025
51/4	6/16/2025	7/11/2025	8/11/2025
51/5	8/22/2025	9/12/2025	10/13/2025
51/6	10/24/2025	11/7/2025	12/8/2025

## DISPLAY AD SIZES / DIMENSIONS ARE WIDTH × HEIGHT IN INCHES.

Trim Size: 8.25 × 10.75" JOI trims 0.125" off top, bottom and outside edge. Live area should be a minimum of 0.375" inside trimmed edges, a minimum of 0.5" should be allowed for the bind edge.



## COVER / PREFERRED POSITION RATE PREMIUM OVER ABOVE PAGE RATE

Inside Front Cover	30%
Inside Back Cover	25%
Outside Back Cover	50%
Opposite Table of Contents	25%
Other Preferred Positions	10%

## JOI – 2025 ADVERTISING RATES / PER 4-COLOR INSERTION

	1x	3x	6x
Full Page	\$3,030	\$2,820	\$2,710
Half Page	\$2,050	\$2,000	\$1,960
Cover	\$1,200	\$1,140	\$1,080

A wide variety of insert styles and sizes are available, as well as a number of bind-in, tip-on options. Please contact Wendi Howard for more information.

## COMMERCIAL REPRINTS

Individual article reprints are available in quantities of 200 or more. ePrints are available in quantities of 500 or more. Useful for marketing and sales, commercial reprints may include your ads, QR codes and other custom branding. For more information please contact Wendi Howard at wendi@aaid.com.

# JOURNAL OF ORAL IMPLANTOLOGY

## DIGITAL

### Top Leaderboard

728 × 90 pixels and 320 x 50 pixels  
\$980/month

### Bottom Leaderboard

728 × 90 pixels and 320 x 50 pixels  
\$610/month

Tile 1 / 300 × 250 pixels / \$490/month

Tile 2 / 300 × 250 pixels / \$490/month

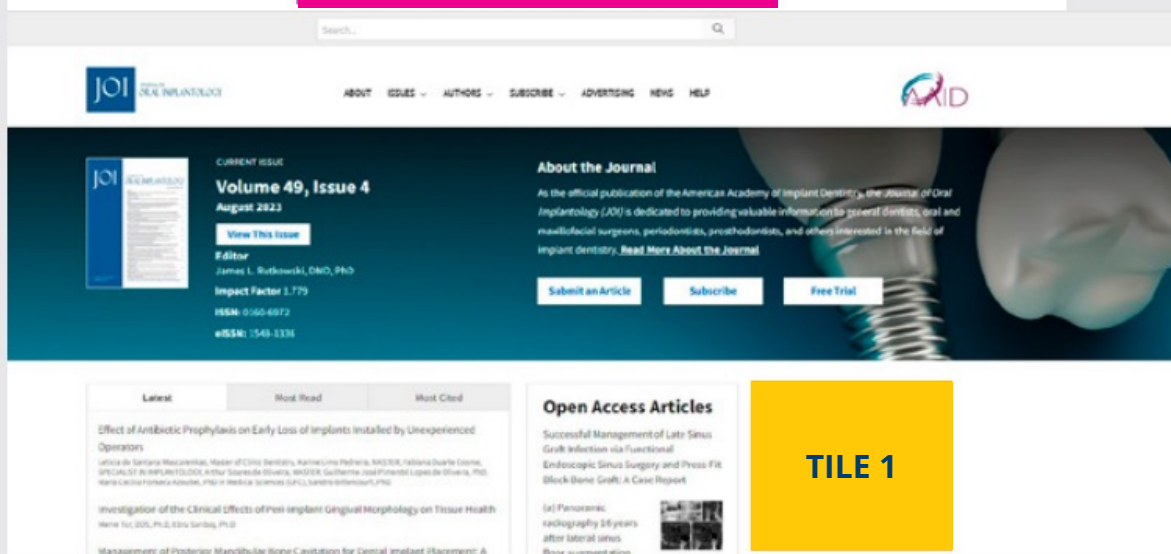
Tile 3 / 300 × 250 pixels / \$360/month

Advertising on the *Journal of Oral Implantology* website ([www.JOIOnline.org](http://www.JOIOnline.org)) and Table of Contents emails provides a highly effective way to reach a targeted and engaged audience of dental professionals who are specifically interested in the latest developments in oral implantology. The website serves as a central hub for cutting-edge research, clinical insights, and educational content, ensuring that advertisements are viewed by practitioners and researchers who are actively seeking new products, technologies, and solutions to enhance their practice. With digital ads, advertisers benefit from enhanced visibility through strategically placed banners, sponsored content, or promotions that directly appeal to a niche audience. Additionally, the digital platform allows for real-time engagement and measurable results, offering advertisers the ability to track interactions and optimize campaigns for maximum impact. Whether promoting implant devices, surgical instruments, continuing education programs, or software solutions, the *Journal of Oral Implantology* website provides an ideal space to connect with key decision-makers in the dental industry.

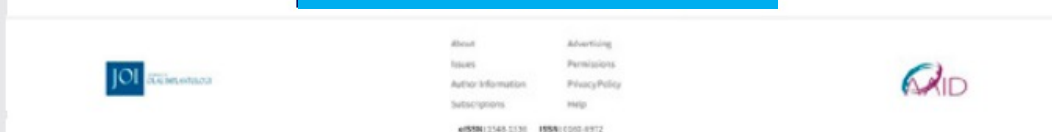
17,000 MONTHLY SESSIONS  
(2023 Averages)

22,000 MONTHLY PAGE VIEWS  
(2023 Averages)

## TOP LEADERBOARD



## BOTTOM LEADERBOARD



## TABLE OF CONTENTS [TOC]

### EMAIL ALERT

Over 1,600 recipients receive a Table of Contents (TOC) email alert when a new issue is posted. Advertisers will receive a metrics report that includes exactly who clicked on your ad.

Banner / 728 × 90 pixels \$980


Tower / 160 × 600 pixels \$1,220

**BANNER**

**Volume 48, Issue 6** *Journal of Oral Implantology*

AAID and *Journal of Oral Implantology* are dedicated to publishing high-quality research and clinical articles while maintaining a sustainable access model for users. That's why we offer authors an affordable way to publish their articles Open Access. **Open access articles are freely available to read, download, and share.**

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Volume 48, Issue 6  
(December 2022)




**EDITORIAL**  
**Marijuana – Clinical Concerns for Implant Dentistry – Part 1**  
James L. Rutkowski, DMD, PhD  
[Full Text](#)

**CASE REPORT**  
**Rehabilitation of Severely Atrophic Mandible: A 3-Year Follow-Up Protocol**  
Ricardo A. Landázuri Del Barrio, DDS, MSc, PhD; Edelcio Rendohl de Souza, DDS, MSc; Alia Oka Al Houch, DDS; Heloisa F. Marão, DDS, MSc, PhD  
[Full Text](#)

**Implant Placement in the Esthetic Zone: More Efficiency in Guided Surgery**  
Vasilios Alevizakos, DDS; Gergo Mitov, DDS; Constantin von See, DDS  
[Full Text](#)

**SYSTEMATIC REVIEW**  
**Dental Implants Survival After Nasal Floor Elevation: A Systematic Review**  
Eduardo Anitua, MD, DDS, PhD; Beatriz Anitua, DDS; Mohammad Hamdan Alkhraisat, DDS, PhD; Laura Pitas, DDS, PhD; Aintzane Torre, MD, DDS, PhD; Asier Eguia, DDS, PhD  
[Full Text](#)

**TOWER**

 [www.aid.com](http://www.aid.com)  785-843-1234  [orim@allenpress.com](mailto:orim@allenpress.com)

## AAID NEWS

### PRINT



**AAID News: The Voice of the American Academy of Implant Dentistry**  
 AAID News is the voice of the AAID. This member-focused publication serves as an resource highlighting dental professionals who specialize in implantology. The magazine is published quarterly and features a diverse array of content tailored to the interests and needs of its readers.

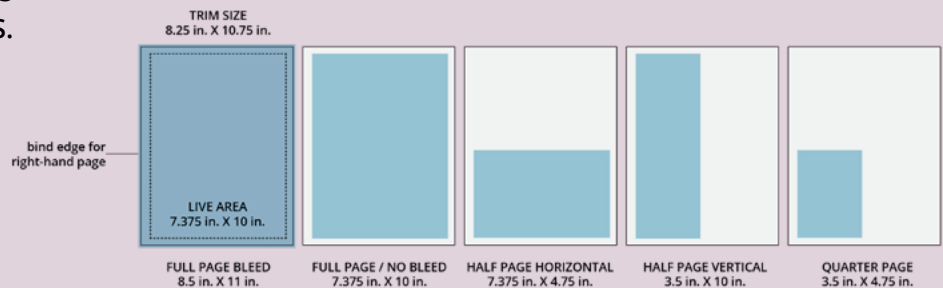
AAID News features interviews with leading experts in the field, sharing their experiences and perspectives on the evolving landscape of implant dentistry. AAID News also keeps members informed about the Academy's activities, including updates on educational events, workshops, and conferences. The magazine features profiles of notable members, celebrating their achievements and contributions to the field. Furthermore, it includes legislative and regulatory updates, helping members stay abreast of important policy changes that may impact their practice.

With its focus on community and professional development, AAID News fosters a sense of connection among its readers. The magazine encourages member engagement by featuring letters to the editor, opinion pieces, and a section dedicated to member news, where readers can share their accomplishments and milestones. Circulation: +4,000.

Volume/Issue	Reservation	Materials Due	Mail Date
1	1/17/2025	2/7/2025	3/6/2025
2	4/17/2025	5/8/2025	6/6/2025
3	7/7/2025	7/28/2025	8/25/2025
4	10/15/2025	11/6/2025	12/5/2025

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### AAID NEWS – 2025 ADVERTISING RATES

	Proposed Full Color		
	1x	2x	4x
Full Page	\$1,840	\$1,640	\$1,520
Half Page	\$1,010	\$950	\$890
Cover	\$760	\$710	\$630
Inside Front Cover	\$2,400	\$2,140	\$1,980
Inside Back Cover	\$2,300	\$2,050	\$1,890
Outside Back Cover	\$2,770	\$2,460	\$2,270

### Whitepaper/Advertorial

Vendor supplies content and it will be printed in the magazine. On top of each page will be a header saying Vendor Supplied.

	1x
1 Page	\$2,720
2 Page	\$5,100

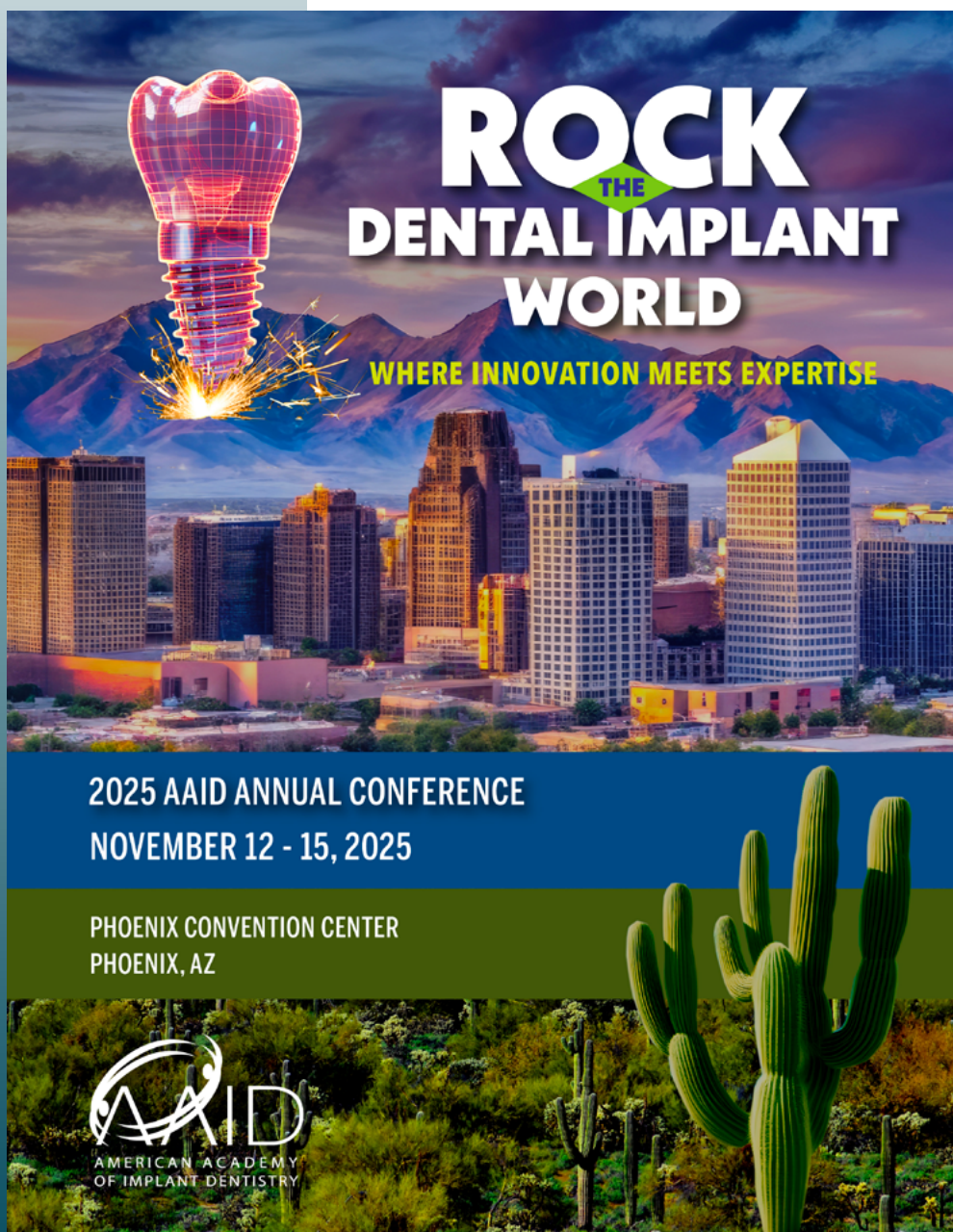
## AAID ANNUAL CONFERENCE

### PRINTED PRE-PROGRAM BOOKS

The AAID Annual Conference Program book is printed and distributed twice. First it is printed and poly-bagged with AAID News. Circulation +4,000.

Second, it is printed and distributed to all attendees +1,000. The ideal place to directly influence attendees to visit your booth.

	Cost
Full Page	\$2,700
Inside Front Cover	\$3,500
Inside Back Cover	\$3,240
Outside Back Cover	\$3,770
Opposite Table of Contents	\$2,960



## AAID ENEWSLETTERS


### BUSINESS BITE

AAID Business Bite is a monthly newsletter sent to all members and prospects. Content focuses on what members can do to improve their business practices with topics like HR, marketing, mental health, etc.

Circulation: +14,000

Open Rate: 35%

FREQUENCY	1×	3×	6×	12×
Top Banner 650 × 150 pixels	\$1,520	\$1,400	\$1,280	\$1,170
Middle Banner 650 × 150 pixels	\$1,220	\$1,160	\$1,100	\$1,040



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AMERICAN ACADEMY OF IMPLANT DENTISTRY

# Business Bite


*Your monthly source of practice management information*

AAID

## Don't Miss the Annual Conference Keynote!

Register for the 2024 AAID Annual Conference Nov. 13-16 at the Hyatt Regency Atlanta and be inspired by Jim Morris on Thurs. November 14th at 5:15 PM. His popular story in "Dream Makers: Surround Yourself With the Best to Be Your Best" will motivate you to reach new heights!


[Read More](#)



Dental Economics

## Dental practice budgeting basics: How to create and stick to your budget

A well-planned budget is essential for financial stability and growth. Learn how to ensure that your practice not only meets its financial goals but also continues to provide excellent patient care.



## AAID ENEWSLETTERS

### eGRAM

The AAID News eGram is a monthly enewsletter sent to all AAID members. Content focuses on upcoming AAID events and conferences, AAID members in the news, updates on legal measures, and much more.

Circulation: +4,000

Open Rate: +50%

FREQUENCY	1×	3×	6×	12×
Banner 1 650 × 150 pixels	\$730	\$700	\$680	\$610
Banner 2 650 × 150 pixels	\$610	\$580	\$550	\$490
Tile 227 × 179 pixels	\$360	\$340	\$310	\$280



### ADVERTISEMENT



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