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**2024 MEDIA KIT** AMERICAN ACADEMY OF IMPLANT DENTISTRY



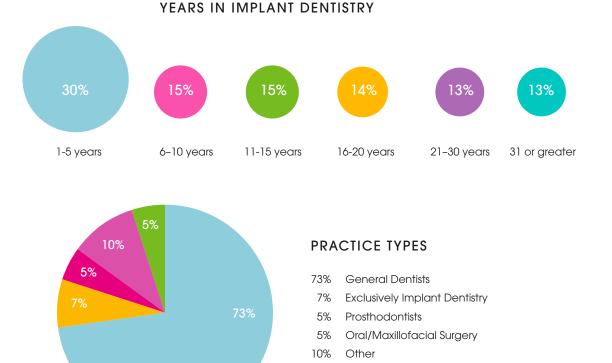
## DEMOGRAPHICS

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To advance science and practice of implant dentistry through education, research support and implant dentistry for the benefit of mankind. 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 5,000 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.



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The Journal of Oral Implantology is the official publication of the American Academy of Implant Dentistry and is one of the premier peerreviewed 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. **Circulation: 4,200**.

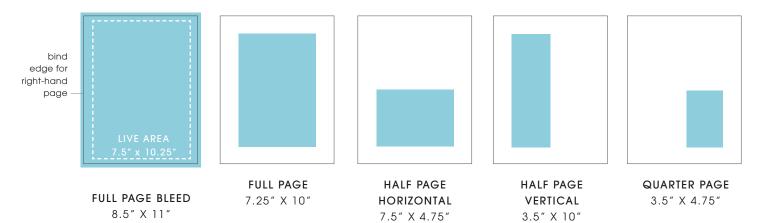
#### **ISSUANCE BI-MONTHLY**

VOL./ISSUE	RESERVATION	MATERIAL DUE	MAIL DATE*
50/1	12/15/23	1/16/24	2/9/24
50/2	2/21/24	3/19/24	4/12/24
50/3	4/23/24	5/20/24	6/14/24
50/4	6/14/24	7/16/24	8/9/24
50/5	8/20/24	9/17/24	10/11/24
50/6	10/21/24	11/15/24	12/13/24

\*Actual mail dates may vary slightly.

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

Trim Size:  $8.25 \times 10.75^{"}$  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.



# JOI PRINT MEDIA



#### For More Information Contact

Onkar Sandal Advertising Sales Executive

onkar.sandal@kwglobal.com (785) 289-2612

#### 2024 ADVERTISING RATES / PER INSERTION

BLACK/WHITE	l×	3×	б×
Full Page	\$1,577	\$1,394	\$1,305
Half Page*	\$1,088	\$1,044	\$1,010
Quarter Page*	\$649	\$596	\$541

\*Half and Quarter page ads subject to availability.

#### COLOR / IN ADDITION TO B/W RATE

4 COLOR		
Full Page	\$1,039	
Half Page	\$679	
Quarter Page	\$382	

#### COVER / PREFERRED POSITION RATE

PREMIUM OVER EARNED B/W PAGE RATE		
Inside Front Cover (C2)	30%	
Inside Back Cover (C3)	25%	
Outside Back Cover (C4)	50%	
Opposite Table of Contents	25%	
Other Preferred Positions	10%	

#### INSERTS

1 LOOSE INSERT PER ISSUE		
2-page Insert 3× B/W earned rate		
4-page Insert 5× B/W earned rate		
BIND-IN & TIP-IN		
Additional charge-non-commissionable		

A wide variety of insert styles and sizes are available, as well as a number of bind-in, tip-on options. Please contact Onkar Sandal 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 Onkar Sandal at onkar.sandal@kwglobal.com

#### JOI 2024 SPECIAL THEMED ISSUE

The Journal of Oral Implantology will publish a themed Special Issue in September 2024 covering a trending topic within dental implantology. The theme for the Special Issue will be selected by Editor-in-Chief Dr. James Rutkowski and feature previously published articles from JOI. The Special Issue will have a print circulation of 4,200 and also be available online through an interactive flipbook.

4

## WWW.JOIONLINE.ORG

17,000 MONTHLY SESSIONS (2023 Averages) 22,000 MONTHLY PAGE VIEWS (2023 Averages)

Top Leade	erboard / 728 × 90 pixels and 32	20 x 50 pixels	/ \$844	Tile 1 / 300 × 250 pixels	/ \$419
Bottom Le	aderboard / 728 × 90 pixels an	nd 320 x 50 pi	kels / \$525	Tile 2 / 300 × 250 pixels	/ \$419
				Tile 3 / 300 × 250 pixels	/ \$313
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	View This Issue			ts, prosthodontists, and others interested in the field of	
	Editor Jamas L. Rutkowski, DND, PhD				
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# JOI DIGITAL MEDIA

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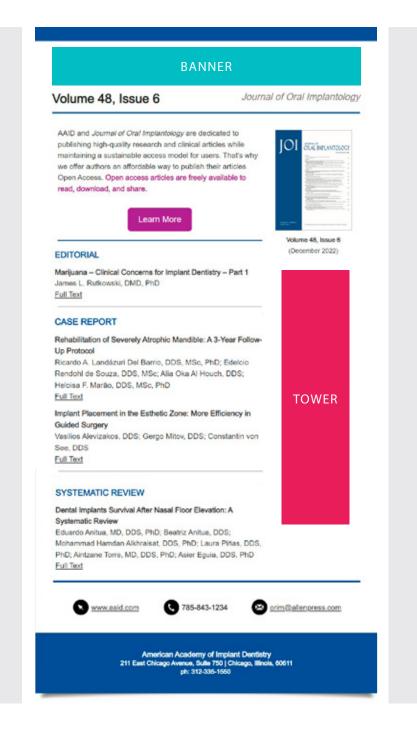
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#### TABLE OF CONTENTS (TOC) ALERT

Over 1,600 recipients receive a Table of Contents (TOC) email alert when a new issue is posted.

Banner / 728 × 90 pixels	\$844	
Tower / 160 × 600 pixels	\$1,056	



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AAID NEWS contains clinical, legal and business articles, as well as updates on available Continuing Education options. Includes reports on Academy news and events, member activities and more. All to promote the art and science of implant dentistry.

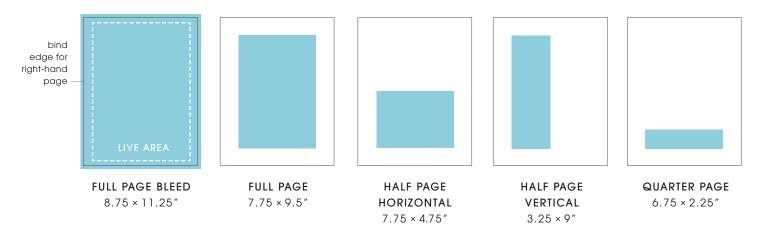
Advertisers are invited to submit editorial content for each issue's Industry News section, at no cost. Contact the Advertising Office for details. **Circulation: 4,000 AAID Members**.

VOL./ISSUE	RESERVATION	MATERIAL DUE	MAIL DATE
1	1/18/24	2/8/24	3/7/24
2	4/18/24	5/9/24	6/7/24
3	7/18/24	8/8/24	9/6/24
4	10/16/24	11/6/24	12/6/24

#### **ISSUANCE QUARTERLY**

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

Trim Size:  $8.5 \times 11^{"}$  AAID NEWS 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.





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#### 2024 ADVERTISING RATES / PER INSERTION

COLOR	1×	2×	4×
Full Page	\$1,586	\$1,415	\$1,306
Half Page	\$869	\$813	\$759
Quarter Page	\$650	\$602	\$541
Inside Front Cover (C2)	\$1,961	\$1,852	\$1,743
Inside Back Cover (C3)	\$1,634	\$1,524	\$1,415
Outside Back Cover (C4)	\$2,071	\$1,961	\$1,852

## 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.

l page: \$2,467 2 pages: \$4,630

## CLASSIFIED ADVERTISEMENTS

The classified ad must be succinct and include appropriate contact information. The AAID has the right to refuse any ad if it contains inappropriate content and reserves the right to edit and/or abbreviate words in the classified ad for publication layout purposes.

RATE: \$105 per placement.

# AAID ANNUAL MEETING PRINT MEDIA



#### AAID MEETING PROGRAM GUIDE / FULL PAGE ONLY

Distributed to all attendees. The ideal place to directly influence attendees to visit your booth.

#### CLOSING DATE: September 20 / MATERIALS DUE: October 4

RATES	
Full Page	\$2,122
Inside Front Cover (C2)	\$2,758
Inside Back Cover (C3)	\$2,546
Outside Back Cover (C4)	\$2,971
Opposite TOC	\$2,334



## AAID ANNUAL MEETING DIGITAL MEDIA

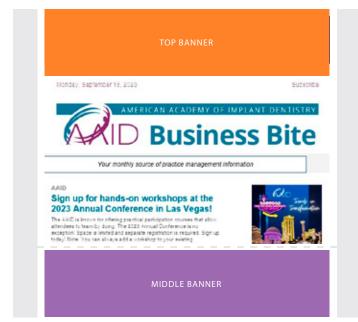
Smart Phone app available for attendees coming to the AAID Annual Meeting. Features rotating banners and push messages before and during the meeting.

MATERIALS DUE: Banners: September 10 / Push Messages: October 22

RATES	
Banner (3 available)	\$1,056
Push message before meeting (Limit 230 characters)	\$105
Push message during meeting (Limit 230 characters)	\$317

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# AAID DIGITAL MEDIA

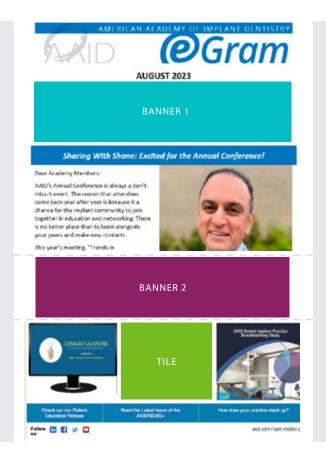


# 17,000 CIRCULATION

Business Bite is delivered mid-month.

#### **BUSINESS BITE / MONTHLY NEWSLETTER\***

FREQUENCY	]×	3×	6×	12×
■ Top Banner 650 × 150 pixels	\$1,374	\$1,268	\$1,162	\$1,056
Middle Banner 650 × 150 pixels	\$1,056	\$1,008	\$955	\$902



# 4,000 CIRCULATION

EGram is delivered in first week of month.

## AAID EGRAM / MONTHLY NEWSLETTER

FREQUENCY	1×	3×	6×	12×
Banner 1 650 × 150 pixels	\$631	\$608	\$584	\$525
Banner 2 650 × 150 pixels	\$525	\$504	\$478	\$419
Tile 227 × 179 pixels	\$313	\$291	\$266	\$239

# AAID DIGITAL MEDIA



Your custom-designed content is delivered to the full AAID list of 17,000.

Multiple dates are open each month.

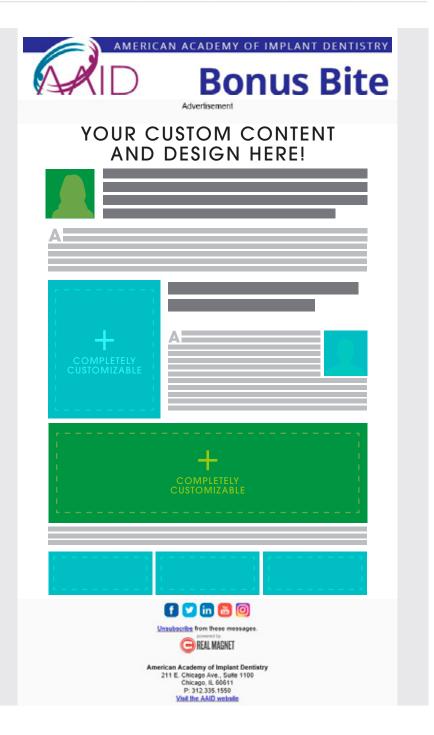
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## BONUS BITE / VENDOR EXCLUSIVE EMAIL MESSAGES

FREQUENCY	1×	3×	6×	12×
	\$4,950	\$4,800	\$4,650	\$4,490



# TECHNICAL SPECIFICATIONS



#### PRINT ADS

- Print-ready high-resolution PDF files.
- Resolution for ads should be 300 dpi or higher with fonts embedded.
- Color mode CMYK, no RGB, Pantone, or indexed color mode graphics.
- Ads must be supplied suitable to print as-is. AAID and JOI are not responsible for any errors in content.
- Necessary alterations are the responsibility of, and at the expense of the advertiser.

### DIGITAL ADS

• Recommended file formats: jpeg, bmp, wbm, svg, swf/flash , png, gif, and animated gif

Note: some mobile devices do not render flash.

## AGENCY COMMISSION

There is a standard 15% commission to recognized agencies. Color and position fees are commissionable.

#### TERMS AND CONDITIONS

It is the policy of the American Academy of Implant Dentistry that all potential advertisements submitted by any person or entity for publication in any AAID media must be deemed consistent with the goals and objectives of the AAID and/or ABOID/ID, within the sole and unbridled discretion of the AAID and/or ABOI/ID. Any potential advertisement deemed to be inconsistent with the goals and/or objectives of the AAID shall be rejected. The AAID also reserves the right to require publication prepayment. JOI and AAID do not accept advertising for credit cards/debit cards, insurance, or travel. AAID cannot accept advertisements promoting events or conferences that take place 30 days before or after the AAID Annual Conference. AAID cannot accept advertisements promoting events or conferences that take place 30 days before or after the AAID Regional Conferences, unless that event takes place more than 700 square miles away. Please note that the term `maxi-course' is copyrighted by AAID and may not be used in third party advertisements. The advertiser agrees to assume all liability for content of ads printed and must be fully authorized for use of the ads content, including, but not limited to, names, pictures, testimonials, and any copyrighted or trademarked material. In consideration of the publication of advertisements, the advertiser will indemnify and hold the publisher harmless from any loss or expense arising from advertisement.

All claims for errors in advertisements must be made in writing and received within ten days of publication and will be considered only for the first insertion of the advertisement containing the error. An error, which does not materially affect the value or content of an advertisement, will not qualify for a credit, nor will any credit be allowed if the customer has seen and approved a proof, or a proof was not supplied.

#### **CREATIVE SERVICES**

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