

The Voice of the General & Pediatric Orthodontic Practitioner

JOURNAL OF THE AMERICAN ORTHODONTIC SOCIETY



**MEDIA
KIT**

2017



The Journal of the American Orthodontic Society is the official publication of the AOS and the AGpO, reaching orthodontic practitioners worldwide.



JOURNAL of the AMERICAN ORTHODONTIC SOCIETY

The Voice of the General & Pediatric Orthodontic Practitioner

The *Journal of the American Orthodontic Society (JAOS)* offers an educational perspective of collected facts, experience and opinions for our active and loyal membership of general and pediatric dentists that regularly perform orthodontics. We invite you to become part of one of the fastest growing communities in dentistry. We strive for excellence in both our educational courses and in the services

we provide to our members. Readers rely on the Journal as an educational vehicle to learn more about orthodontia. Advertising your products and services in the JAOS will bring consistent awareness, interest and sales to your company and product line.

As educational associations, the AOS and AGpO are committed to keeping members up-to-date on the latest in techniques, technology and products. Serving the dental community as an ADA-CERP accredited provider, we strive for excellence in both our educational courses and in the services we provide to our members. This peer-reviewed publication features clinical and practice enhancement editorial as well as case studies and regular in-depth columns. The Journal editorial will highlight special topics of interest, the latest in new products & services, techniques, technology and practice management for the general and pediatric orthodontic office. Each issue also contains the latest in AOS and AGpO association news. The journal currently reaches over 2,500 orthodontic practitioners and offers bonus circulation at these meetings and conventions: AOS, AGpO, AAPD and AGD.



AOS  **connect**
share. learn. mentor. unite.

AOSconnect is the new online community that will provide education, resources and peer-to-peer networking that our members, the general and pediatric dentist, need to grow their orthodontic practices. This community will empower members to maximize their membership participation and engage in collaboration, mentoring and communicating with each other through relevant features.

DIGITAL MEDIA

Read It Your Way

JAOS, the digital edition

Digital pages feature bonus content and allow advertisers and readers to directly connect with each other. Every print advertiser will have one free website link included in the digital version of their advertisement. Second links or 'enhancements' can be purchased. Instead of asking people to visit your website, view a video or look at your company brochure, JAOS digital versions will allow you to take them there with one click!

BEYOND THE PRINTED PAGE...

- Advertisers may purchase additional links to their website or email within their digital advertisement, press releases, and within editorial when specifically mentioned by an author.
- Enhanced advertisements, such as flash ads, pop ups, audio clips, video clips, PowerPoint presentations, product brochure PDFs, links to special promotions, coupons and more can be purchased.
- Within the digital edition, there are two additional positions not contained in the print version: front page (opposite front cover) and back page (opposite back cover).
- Digital BRC (business reply cards), gatefolds (page opens in middle to unveil two-page spread), bellybands (wraps around cover, but shows partial cover design) or inserts (ad-sponsored supplements) are available. Call for pricing.

PRINT & DIGITAL ADVERTISERS

	CURRENT PRINT ADVERTISERS	NON-PRINT ADVERTISERS
Additional Links	\$150	\$350
Enhanced Ads	\$1000	\$1500
Premium Positions	\$2000	\$3000

For more information on digital media packages, advertisement upgrades or website banner advertising, please contact Kimberly Price.

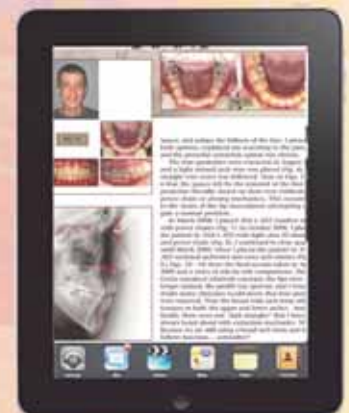
WEBSITE ADVERTISING

The American Orthodontic Society's website, www.orthodontics.com, is a leading online destination for the orthodontic dental community. The site offers advertisers a unique opportunity to reach a highly targeted audience including practitioners and dental assistants. By advertising on orthodontics.com you create the opportunity to establish an ongoing, brand-building relationship with members of the AOS. You will also be supporting the exchange of ideas and educational information offered by the AOS to its members.

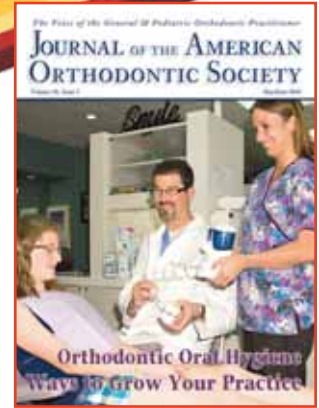
In print delivered to your door + **digital** on your computer or **mobile** device!



Share articles.
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Connect more.
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2011 EDITORIAL CALENDAR



IN EVERY ISSUE:
Orthobites, Member Interview
Industry News

JANUARY/FEBRUARY

- Orthodontic Photography
- Oral Cancer Screening
- Indirect Bonding

Space Reservations: November 2, 2010
Materials Due: November 16, 2010
Approx. Mailing Date: January 15, 2011

MARCH/APRIL

- Pediatric Patient Fun:
Brackets, Bands & Customized Appliances
- In-Office Entertainment
- Sleep Apnea & Airway Management for
Adults & Children
- Professional and Social Networking

Space Reservations: January 17, 2011
Materials Due: January 24, 2011
Approx. Mailing Date: March 15, 2011

2011 AOS MEMBERSHIP DIRECTORY

You'll reach over 2,000 of the finest and most committed orthodontic practitioners combined in one place. Now you have the opportunity to reach them ALL.

Space Reservations: February 11, 2011
Materials Due: February 25, 2011
Approx. Mailing Date: March 15, 2011

MAY/JUNE

- Bracket Bonding Agents
- Communication with Orthodontic Laboratories
- The "Green" Orthodontic Practice
- The Importance of Orthodontic Continuing Education
for GPs and Pediatric Dentists

Space Reservations: March 14, 2011
Materials Due: March 21, 2011
Approx. Mailing Date: May 16, 2011

JULY/AUGUST

Special Issue: Second Annual Buyer's Guide

- All Things Digital: Radiography, Cone Beam
and 3D Models
- New Innovations
- Orthodontic Instruments

Space Reservations: May 16, 2011
Materials Due: May 23, 2011
Approx. Mailing Date: July 15, 2011

SEPTEMBER/OCTOBER

- Functional Appliances, Splints, Nightguards
& Mouthguards
- Orthodontic Homecare and the Importance of
Promoting to Your Patients: Oral Irrigation, Power
Brushes, Flossing & Brushing, Flourides, etc;
- Impression Materials
- Short Term Orthodontic Options

Space Reservations: July 18, 2011
Materials Due: July 25, 2011
Approx. Mailing Date: September 15, 2011

NOVEMBER/DECEMBER

- Caries Detection & Reduction During
Orthodontic Treatment
- The Importance of Expansion
- Clear Aligners vs. Clear Braces

Space Reservations: September 19, 2011
Materials Due: September 26, 2011
Approx. Mailing Date: November 15, 2011

For editorial questions, please contact editor
Greg Cannizzo, DDS, at editor@orthodontics.com.

Read it online at
www.orthodontics.com

ADVERTISING

RATES & SPECIFICATIONS

	SIZE W x H	1X	3X	4X	6X
2-Page Spread	17.25 x 11.25	\$2150	\$2075	\$2025	\$1950
Full Page (bleed)	8.75 x 11.25	\$1550	\$1515	\$1500	\$1375
Full Page (no bleed)	7.75 x 10.25	\$1550	\$1515	\$1500	\$1375
2/3 Page (vertical)	4.938 x 10.125	\$1175	\$1105	\$1100	\$1075
1/2 Page (horizontal)	7.50 x 4.969	\$1055	\$1030	\$1025	\$1000
1/2 Page (vertical)	4.938 x 6.688	\$1055	\$1030	\$1025	\$1000
1/3 Page (vertical)	2.375 x 10.125	\$975	\$950	\$945	\$925
1/4 Page (horizontal)	4.938 x 3.25	\$925	\$900	\$875	\$850
MARKETPLACE (3x minimum)					
1/6 Page (horizontal)	4.938 x 2.391		\$650	\$640	\$625
PREMIUM POSITIONS (6x only)					
Inside Front Cover (bleed)	8.75 x 11.25				\$2755
Inside Back Cover (bleed)	8.75 x 11.25				\$2675
Back Cover (bleed)	8.75 x 11.25				\$2830

A 10% discount is allowed to those out-of-company agencies submitting an insertion order on behalf of the advertising company. Final publication trim size is 8.5 x 11. All prices are quoted in 4/C.

AOS MEMBERSHIP DIRECTORY ADVERTISING RATES

SELECTION SIZE	COLOR	POSITION	PRICE
Full Page	4/C	Inside Front Cover	\$1200
Full Page	4/C	Inside Back Cover	\$1100
Full Page	4/C	Outside Back Cover	\$1300
Full Page	4/C	Run of Book	\$1000
Full Page	B/W	Run of Book	\$800
1/2 Page	B/W	Run of Book	\$500

ADVERTISING SPECIFICATIONS

Publication trim size 8.5 x 11
 Full Page (no bleed) 8 x 10
 Full Page (full bleed) 8.75 x 11.25
 1/2 Page (no bleed) 8 x 5



ADVERTISING REQUIREMENTS

- JAOS utilizes a computer-to-plate workflow. Acceptable computer file formats are high resolution EPS, TIFF, JPEG or press-optimized PDF. Color image files should be submitted in a CMYK color space with an output resolution of at least 300 DPI at 100 percent scale.
- Advertisements may be submitted on CD or DVD media, formatted for Macintosh or PC. Advertising artwork may also be submitted by email if the attachment is 5 MB or less. E-mail to zack@wrightgrp.com with a copy to kprice@orthodontics.com. If you would like to submit via FTP, please go to www.wrightgrp.com/ftp/index.html and follow upload instructions. The password is "jaosupload." Any problems, call (727) 343-5600.
- JAOS is printed using 175-line halftones on 80# coated text paper with a 4/C process offset press and saddle-stitched binding. Maximum color density on ads should not exceed 280%. US sheetfed coated v2 offset printing standards are employed.

FOR ADVERTISING & SPONSORSHIP INFORMATION, PLEASE CONTACT:

Integrity
Media Group

Kimberly Price

Integrity Media Group

10706 Preserve Lake Drive, Suite 6-110
Tampa, FL 33626

Direct: (813) 749-0012

Office: (972) 234-4000 x5

Fax: (813) 864-4454

E-mail: kprice@orthodontics.com

E-mail: kimberly@integritymediagroup.net

www.orthodontics.com

ADVERTISING CONTRACT REGULATIONS

Neither advertiser, advertising agency, nor its agents may cancel or change an advertisement(s) after an issue's closing date. Orders for covers and inserts may not be cancelled less than thirty (30) days preceding the closing date. The American Orthodontic Society (AOS) and/or its publisher reserve the right to determine the eligibility of a company or their product or service for inclusion in AOS publications and reserve the right to restrict advertisements that are deemed questionable or objectionable by AOS.

If by the closing date the publisher has not received advertising materials that publisher, in its sole discretion, deems acceptable for publication, publisher may either repeat the advertiser's most recent advertisement that the Journal has published or publish nothing, charging the advertiser and/or advertising agency for any space reserved by them. CANCELLATIONS MUST BE RECEIVED IN WRITING received by AOS no later than the closing date of said issue(s) as it is stated in the published media kit. AOS assumes no liability for advertising that fails to be published as scheduled. In the event that advertiser, advertising agency, and/or its agent(s) cancels a multi-issue advertising contract after advertisements have been placed but before the full contractual obligations have been met, AOS reserves the right to charge advertiser the full, non-discounted the per each advertisement printed as stated in the published rate card.

Advertiser, advertising agency, and/or its agents assume responsibility for claims and/or testimonials made in advertisements as well as permission to utilize names, places and/or photos within the advertisement. AOS assumes no such responsibility. Any advertisement that, in the opinion of AOS and/or publisher, may be confused with the editorial pages must be clearly marked Advertisement at the top of the advertising copy.



Advertiser, advertising agency, or its agents shall, jointly and severally, indemnify and protect AOS and/or publisher from any loss or expense, including and without limitation, reasonable attorney's fees, resulting from claims or suits based upon the content or subject matter of such advertisements, including and without limitation, claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, and false advertising.

Performance pursuant to these contract regulations by either party is subject to acts of God, war, government regulation, disaster, strike, civil disorder, or other emergency making it inadvisable, illegal, or impossible to provide the advertiser/agency with the publication of contracted advertising space. It is provided that the AOS contract for advertising may be terminated without liability for any one or more of such reasons by written notice from one party to the other.

Use of the AOS logo is strictly prohibited.

The contract regulations set forth herein are final and binding except that AOS reserves the right to change or modify the policies, terms, and rates set forth herein without further notice.

ADVERTISING AND SPONSORSHIP SALES:

Kimberly Price

Integrity Media Group

10706 Preserve Lake Drive, Suite 6-110
Tampa, FL 33626

Direct: (813) 749-0012

Office: (972) 234-4000 x5

Fax: (813) 864-4454

E-mail: kprice@orthodontics.com

E-mail: kimberly@integritymediagroup.net

SUBMIT ADVERTISING MATERIALS TO:

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Wright Publishing Group, Inc.

726 Pasadena Avenue South
St. Petersburg, FL 33707

Phone: (727) 343-5600

E-mail: zack@wrightgrp.com

FTP link: www.wrightgrp.com/ftp/index.html

FTP password: jaosupload