

The Voice of the General & Pediatric Orthodontic Practitioner



JAOS

THE JOURNAL OF THE AMERICAN ORTHODONTIC SOCIETY

MEDIA KIT

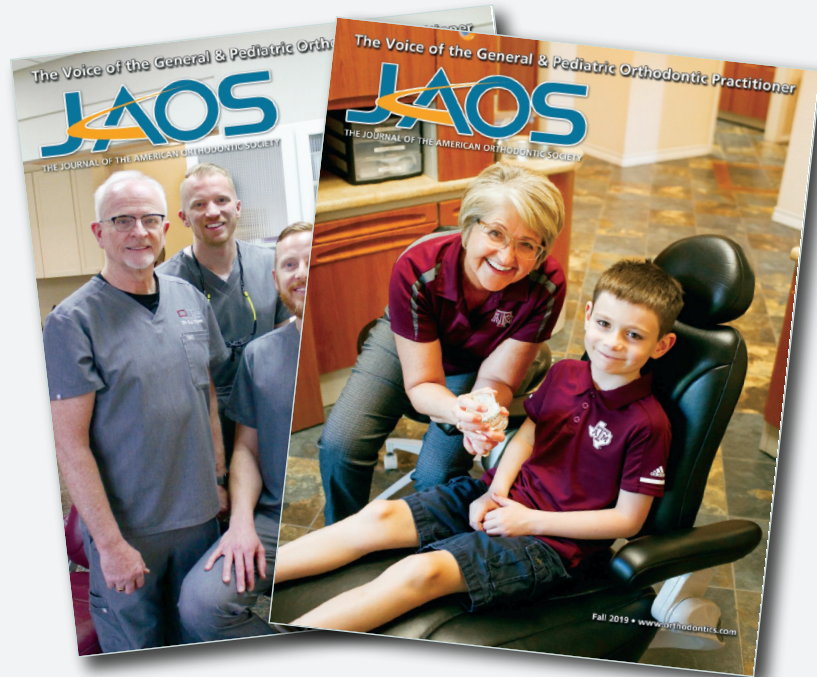
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THE VOICE OF THE GENERAL & PEDIATRIC ORTHODONTIC PRACTITIONER

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, non-profit organizations, 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. Each issue of JAOS will highlight special editorial topics of interest, the latest in new products & services, techniques, technology and practice management for the general and pediatric orthodontic practice, along with the latest in AOS and AGpO association news.

JAOS currently reaches over 2,000 orthodontic practitioners in both print and digital format, and offers bonus distribution at these meetings and conventions: AOS, AGpO, AAPD and AGD.



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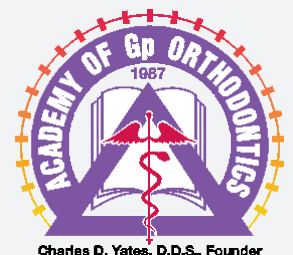
ADVERTISING SALES & QUESTIONS REGARDING MATERIALS TO:

Emily Tarr
(205) 563-9313
E-mail: etarr@orthodontics.com

Contact Emily with inquiries for additional services such as:

- **Inserts**
- **Video Placements**
- **Digital Links**
- **Enhanced Links**

*** Article Reprints** - These are an excellent marketing tool for mailers, exhibit promotions, sales reps in the field and more (call for quote).



2021 EDITORIAL DATES

WINTER

Space Reservations.....November 6, 2020
Materials Deadline.....November 13, 2020
Estimated Mailing DateJanuary 8, 2021
Estimated Digital Release DateJanuary 22, 2021

SPRING

Space ReservationsFebruary 12, 2021
Materials DeadlineFebruary 19, 2021
Estimated Mailing DateApril 2, 2021
Estimated Digital Release DateApril 16, 2021

SUMMER

(Special Edition includes the 12th Annual Buyer's Guide)

Space Reservations.....May 7, 2021
Materials Deadline.....May 14, 2021
Estimated Mailing DateJuly 9, 2021
Estimated Digital Release Date.....July 23, 2021

FALL

Space ReservationsAugust 6, 2021
Materials DeadlineAugust 13, 2021
Estimated Mailing DateSeptember 24, 2021
Estimated Digital Release Date....October 8, 2021

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

2021 ADVERTISING RATES

| Size/Frequency | Cover 2 | Cover 3 | Cover 4 | 2-Page Spread | Full Page | 2/3 Page | 1/2 Page | 1/3 Page | 1/4 Page | 1/6 Page |
|----------------------|---------|---------|---------|---------------|--------------|--------------|-------------|----------|----------|----------|
| 1x Advertiser | | | | \$2365 | \$1735 | \$1400 | \$1215 | \$1130 | \$1080 | |
| 2x Advertiser | | | | \$2285 | \$1700 | \$1265 | \$1190 | \$1105 | \$1050 | \$815 |
| 4x Advertiser | \$1999 | \$1910 | \$2100 | \$2155 | \$1550 | \$1235 | \$1155 | \$1080 | \$1000 | \$790 |
| | Cover 2 | Cover 3 | Cover 4 | | Full Page 4c | Full Page BW | 1/2 Page BW | | | |
| Membership Directory | \$1200 | \$1100 | \$1300 | | \$1000 | \$800 | \$500 | | | |

ADVERTISING SPECS

| AD SIZE | W x H |
|-----------------------|----------------|
| 2-Page Spread | 17.25 x 11.25 |
| Full Page (Bleed) | 8.75 x 11.25 |
| Full Page (No Bleed) | 7.75 x 10.25 |
| 2/3 Page (Vertical) | 4.938 x 10.125 |
| 1/2 Page (Horizontal) | 7.50 x 4.969 |
| 1/2 Page (Vertical) | 4.938 x 6.688 |
| 1/3 Page (Vertical) | 2.375 x 10.125 |
| 1/4 Page (Horizontal) | 4.938 x 3.25 |
| 1/6 Page (Horizontal) | 4.938 x 2.391 |

Inserts and BRC's available. Contact Emily Tarr for pricing. 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.

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.

■ Advertising artwork of 5 MB or less should be submitted in JPEG or PDF to etarr@orthodontics.com.

■ JAOS is published using 175-line halftones on 80# coated text paper with a 4/C process offset press and saddle-stitched binding. U.S. sheetfed coated v2 offset printing standards are employed.

■ *StraighTalk*, the AOS electronic newsletter, goes out monthly to our members. A 650w x 120h pixel static ad may be purchased on a first-come, first-served basis for \$350.

ADVERTISING CONTRACT REGULATIONS

Rates are stated per issue or opportunity. Past or current advertisers in good financial standing with American Orthodontic Society (AOS) will be billed net 10 from date of issue. New advertisers are required to pay in advance in order to establish credit with the AOS. A 10% discount is only offered to out-of-company advertising agencies approved by AOS, provided that payment is received within 10 days of invoice date for Journal advertising only. Accounts over 30 days payable will be suspended along with all current and future advertising reservations and other marketing opportunities such as but not limited to exhibiting at the AOS Annual Meeting. Suspension may be lifted with the fulfillment of the balance due. Future opportunities may be secured with the AOS along with payment in full in advance.

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 by AOS no later than published space reservation deadline 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 "per each" rate 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 and AGpO logos are 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.

QUESTIONS, ADVERTISING SALES AND MATERIAL SUBMISSIONS:

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