



2024 MEDIA KIT

BUILD YOUR BRAND BY CONNECTING WITH AGD'S 40,000 MEMBERS





**BRIGHT IDEAS.
POLISHED PRACTICES.
BETTER CARE.**

CONNECT WITH AGD MEMBERS.

Founded in 1952, the Academy of General Dentistry (AGD) is the only professional association that exclusively represents the needs and interests of general dentists. AGD provides a wide range of print and digital communications dedicated to assisting its members in becoming successful and accomplished practitioners.

AGD's readership surveys consistently show that AGD members are involved with purchasing decisions for their practices.

AGD's communication services are an excellent investment to expand your customer base. Please review the following pages, which detail the advertising options available for your company.

For all advertising inquiries, please contact Bill Spilman, advertising and exhibit sales representative, at exhibits@agd.org or 312.440.4355.



In 2022, over 30,000 AGD members reported taking at least one CE course during the year.

AGD members took courses in the following subjects:

Implants	11,585
Prosthodontics	9,462
Anesthesia	7,023
Periodontics	6,236
Orthodontics	6,075
Endodontics	6,053
Pediatrics	3,544

PRINT PUBLICATIONS

According to a membership survey conducted in 2023, most AGD members believe AGD's publications are some of the industry's top sources for information on the profession.

AGD Impact is AGD's newsmagazine. Published 12 times a year, *AGD Impact* provides readers with forward-thinking perspectives from AGD members and dentistry experts on topics such as practice management, dental products, new technology and current legislative activities. *AGD Impact* features in-depth storytelling to cover what's happening inside the association as well as the latest industry trends.

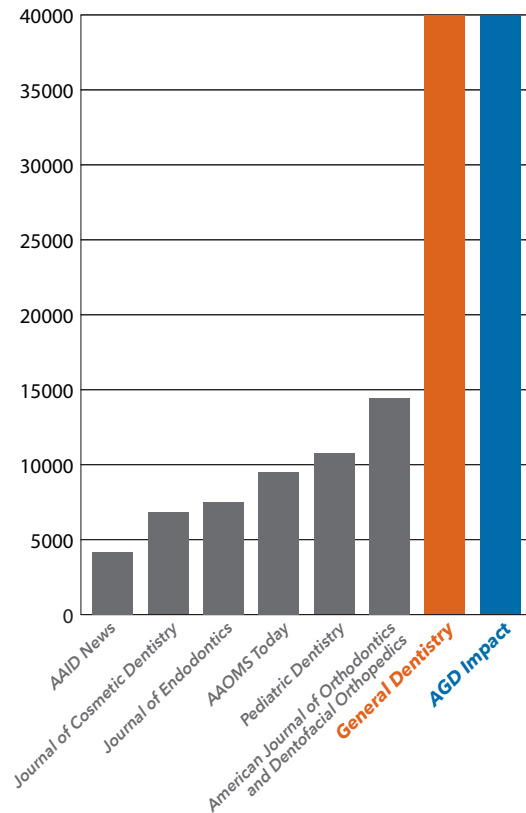
General Dentistry is AGD's peer-reviewed clinical journal. Published six times a year, the journal presents expert research and clinical findings on a range of dental topics, including pharmacology, disease etiology and prevention, dental materials, technology, and more. *General Dentistry* readers rely on this journal to provide them with the most current scientific findings and industry benchmarks to inform their everyday practice.

AGD Impact and *General Dentistry* can accommodate full-page, half-page and quarter-page color ads. Additional advertising opportunities include bellybands, two-page spreads, advertorials and inserts.

***General Dentistry* and *AGD Impact* have been recognized for outstanding content and design excellence. AGD has been awarded the Distinguished Editor Award in 2021 and 2023 from the American Dental Association and American Association of Dental Editors & Journalists.**



Circulation of dental publications based on 2022 and 2023 media kit data.



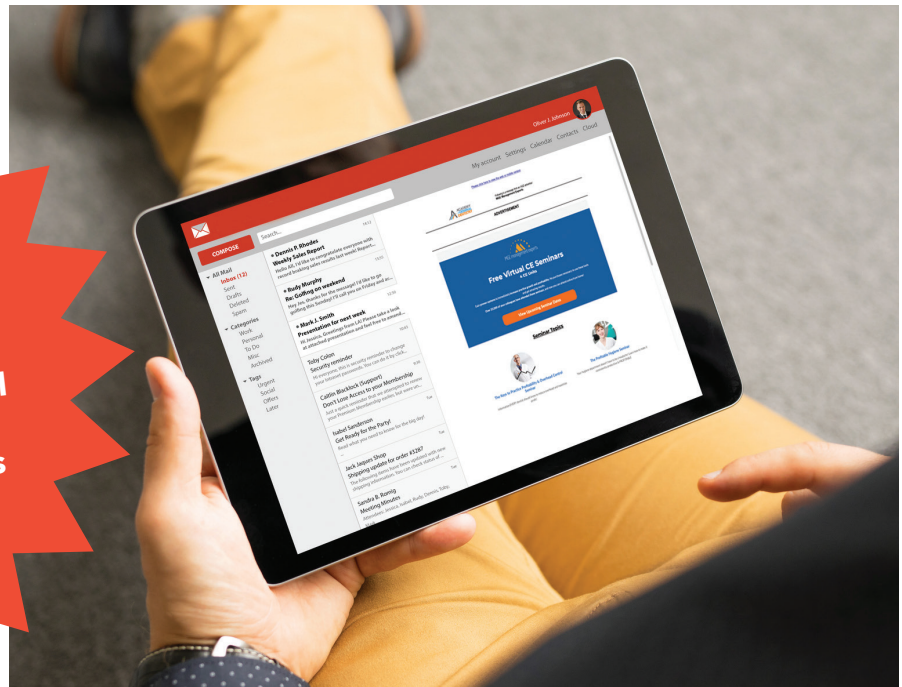
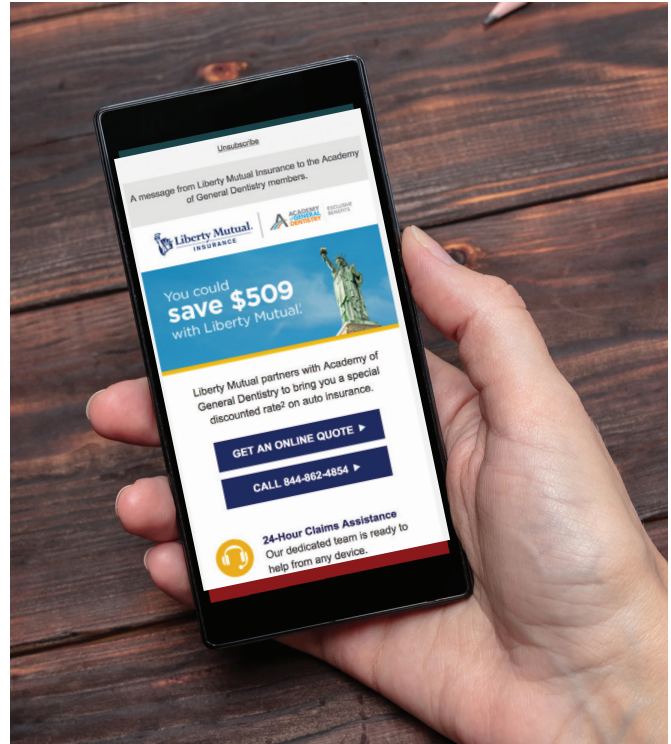
BROADCAST EMAILS

AGD broadcast emails are an excellent method of delivering timely, detailed messages directly to more than 23,000 AGD members' email accounts. Broadcast emails are effective tools to promote new products and services, offer discounts, and share new research findings. The average open rate on broadcast emails sent by AGD on behalf of advertisers is 45%. That translates to more than 11,000 members seeing just one email!

A week after a broadcast email is sent, you will be provided a final count on the number of recipients and the open and click-through rates.

Availability is limited with this popular opportunity. Schedule your AGD broadcast campaign today!

Rate is \$5,300 per broadcast.



New for 2024!
Receive a 20% discount
on an AGD Impact or
General Dentistry print ad
with each broadcast email
purchased. Make sure
to take advantage of this
special bundle!

WEBSITE ADVERTISING OPPORTUNITIES

The AGD website provides a wide range of content and a more intuitive user design to enable members to efficiently obtain the information and resources they need, such as membership benefits, learning opportunities, advocacy efforts and upcoming events.

Advertising on the AGD website is a great opportunity to maximize exposure not only to AGD members but also to the public at large.

The following advertising options are available:

Leaderboard: 728 x 90 pixels (only one per page)

Skyscraper: 120 x 600 pixels (only one per page)

Banner: 728 x 90 pixels (only one per page)

The ads can run on high-profile pages of the website, including the homepage.

Based on Google Analytics data, between July 1, 2022, and June 1, 2023, the AGD website had 65 million page views. Of that total, 12% were homepage views.

AGD.org has been recognized by the Associations Standards of Excellence Award from the Web Marketing Association, the eHealthcare Leadership Award for Best Overall Internet Site and a Sitefinity Website of the Year Award in the Association category.

E-NEWSLETTER ADVERTISING AND SPONSORED ARTICLES

"This Week at AGD" is a weekly email designed to keep members apprised of information and activities related to general dentistry. The newsletter is distributed every Monday morning to keep members updated on AGD events, news in the world of general dentistry and information critical to their practice.

On average, a minimum of 30,000 members receive "This Week at AGD," with an average open rate of 40%.

The following advertising option is available:

Banner: 640 x 140 pixels

Rate: \$5,500 per quarter, \$16,500 annual

Limit: Three banner positions are available in each email

Sponsored Articles

Sponsored articles in "This Week at AGD" are a new opportunity for organizations seeking to provide content to AGD members. Articles ranging from 250-300 words should be educational in nature. Work with the AGD editorial team to craft informative content that connects with AGD members.


THISWEEKatAGD



Improving Intraoffice Communication

[LEARN MORE](#)



AGD RECOGNITION
Did You Miss Your Chance to Take the Fellowship Exam at AGD2023?
 AGD is hosting the 2023 Fall Fellowship Review Course and Exam in Washington, D.C., Oct. 6-8. Earn 16 hours of CE in the review course Oct. 6-7, then take the Fellowship Exam the following day. Premium Plus members enjoy a 20% discount on the review course.
[Learn more.](#)

[f](#)
[t](#)
[in](#)
[+](#)

EDUCATION

Webinars & Events

August 15: Cone-Beam Computed Tomography — Standard of Care?

September 7: Working Together: Effective Ways to Build Successful Teams

August 17: Second Molar Headaches: Managing Success and Mitigating Failures

September 12: The Oral Health-Systemic Health Connection: What's the Evidence? Part 1

August 29: The Good Leasing Guidelines for Dental Offices

October 6-8: 2023 Fall Fellowship Review Course and Exam



MEMBERSHIP
Reap the Benefits of Recruitment Promotion
 Help your colleagues discover the incredible benefits of AGD membership and earn \$50 in Referral Rewards for each new member you recruit. By joining before Sept. 30, your colleagues pay only half of 2023 AGD dues. Spread the word, and watch your rewards multiply!
[Submit unlimited referrals.](#)

[f](#)
[t](#)
[in](#)
[+](#)

"This Week at AGD" ad size

728 x 90



COMMUNICATIONS
Planning the Morning Huddle
 A productive morning huddle can help improve communication, increase transparency, and foster a sense of teamwork and accountability. By following these tips, you can help create a positive and productive environment that benefits both patients and the dental team.
[Read the full article.](#)

[f](#)
[t](#)
[in](#)
[+](#)



ADVOCACY
Capitol Connections
 AGD is working to address the most pressing issues faced by our members as we advocate to government entities for general dentists.

- Dental Organizations Urge NCOIL to Support MLR Legislation for Dental Plans
- Congressional Outlook for August and September 2023
- MATE Act Discussions

Read more in the latest issue of [Capitol Connections](#).

[f](#)
[t](#)
[in](#)
[+](#)

"This Week at AGD" ad size

728 x 90

We would love to hear from you. Please tell us what would help you plan your week and stay connected to AGD. Email your story ideas or feedback to news@agd.org.







The AGD has a strict policy that email addresses will not be sold, rented or shared with any company or organization, including AGD sponsors, without your permission.

560 W. Lake Street, Chicago, IL 60661-6600

thisweekatagd.org | [Contact Us](#) | [Subscribe](#)

Click [here](#) to unsubscribe.

560 W. Lake Street, Chicago, IL 60661-6600

SPONSORED WEBINARS

AGD hosts webinars throughout the year on topics pertinent to general dentists. These webinars offer dentists valuable training opportunities in addition to CE credits. Align yourself with our innovative, rigorous online educational sessions by sponsoring one or more webinars. These 60-minute webinars will also be archived and available for up to three

years of on-demand viewing after the original airing.

The following sponsorship options are available:

1. Sponsor a webinar led by an AGD-designated speaker.
2. Sponsor a webinar with your choice of speaker.

The following are the features included with each option:

Features	AGD-Designated Speaker	Sponsor's Choice of Speaker
Sponsor provides own speaker and educational content	No	Yes
Free for webinar attendees	No	Yes
Sponsor logo on emails promoting the webinar	Yes	Yes
Logo on the AGD website's webinar registration page	Yes	Yes
Sponsor acknowledgement by the webinar host	Yes	Yes
Sponsor opportunity to moderate Q&A after webinar	Yes	Yes
Content needed prior to webinar	60 days	90 days
Up to 100-character sponsor message in webinar attendee follow-up email	Yes	Yes
Rate	\$2,500	\$5,000

2024 AGD ADVERTISING INSERTION ORDER FORM

Company Name

Key Contact

Title

Address

City

State/province

ZIP/postal code

Email

Phone number

Payment Information

(If you are a first-time advertiser, you must submit payment in advance for first ad placement. Otherwise, we can send you an invoice following an ad run.)

Submit insertion order to:

Bill Spilman, Advertising Representative
Academy of General Dentistry
560 West Lake Street, Sixth Floor
Chicago, IL 60661-6600
exhibits@agd.org
312.440.4355

We will call you upon receipt of the form to obtain your credit card billing information.

I agree to all the terms and conditions set forth by the Academy of General Dentistry, including the cancellation and artwork deadlines and payment terms as set forth in this media kit.

Signature

Date

TERMS AND CONDITIONS

- Advertisements will not be processed without a signed insertion order form.
- All advertisements are subject to review.
- Advertisements must not be deceptive or misleading.
- Advertisements will not be accepted if they conflict with AGD's mission and values.
- AGD reserves the right to reject, discontinue or edit any electronic advertisement.
- Advertisements are not an endorsement or approval of either the advertisement or product. Names, images and logos of AGD print and digital publications are proprietary marks of AGD. No use – including reproduction or manipulation – of the names, images and logos is permitted without prior approval of AGD.
- Advertisers and their agencies assume any liability for content of their advertisements in AGD print and digital communications and any claim arising therefrom.

CANCELLATION POLICY

All cancellations must be submitted to AGD in writing prior to the contracted issue's space deadline. Cancellations received after this deadline will not be accepted, and the advertiser will be liable for the cost. If the artwork is not received by the specified due date, the advertisement is subject to cancellation, and the advertiser will be liable for the cost.

ARTWORK REQUIREMENTS

All artwork should be submitted via the specifications enclosed in the media kit. All artwork files should be submitted to exhibits@agd.org.

While every attempt will be made to accommodate position requests, the publisher cannot guarantee placement.

PAYMENT TERMS AND RATES

Payments are due 30 days after each advertisement's publication date. Any advertiser with an account that is more than 90 days past due will not be permitted to advertise until the account is paid in full.

Advertisers must submit full payment with their insertion order for their first advertisement. All contracts are guaranteed at the rates in effect at the time of the contract.

2024 PRINT ADVERTISING RATES*

AGD IMPACT

	1-4X Rate	5-8X Rate	9-12X Rate
Full page	\$4,000	\$3,600	\$3,000
Half page vertical or horizontal	\$2,400	\$2,200	\$1,800
Quarter page vertical	\$2,000	\$1,800	\$1,500
Back cover	\$5,400	\$4,900	\$4,100
Inside front cover	\$5,200	\$4,700	\$3,900
Inside back cover	\$5,000	\$4,500	\$3,750

Select your preferred month(s):	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Full page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Half page vertical or horizontal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quarter page vertical	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Back cover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside front cover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

GENERAL DENTISTRY

	1-2X Rate	3-4X Rate	5-6X Rate
Full page	\$4,000	\$3,600	\$3,000
Half page vertical or horizontal	\$2,400	\$2,200	\$1,800
Quarter page vertical	\$2,000	\$1,800	\$1,500
Back cover	\$5,400	\$4,900	\$4,100
Inside front cover	\$5,200	\$4,700	\$3,900
Inside back cover	\$5,000	\$4,500	\$3,750

Select your preferred insertion:	Jan./Feb.	March/April	May/June	July/Aug.	Sept./Oct.	Nov./Dec.
Full page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Half page vertical or horizontal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quarter page vertical	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Back cover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside front cover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside back cover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Print rates are per insertion.

AGD2024 exhibitors receive a 25% discount on one 2024 AGD Impact or General Dentistry print ad with purchase of an AGD2024 enhanced exhibitor package. Broadcast email advertisers receive a 20% discount on one 2024 AGD Impact or General Dentistry ad per broadcast email purchased.

2024 DIRECT MARKETING OPPORTUNITIES

BROADCAST EMAIL

	Per email
Entire AGD membership (minimum of 23,000 email addresses)	\$5,300

Select your preferred month(s): Jan. Feb. March April May June July Aug. Sept. Oct. Nov. Dec.

Entire AGD membership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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(Maximum three emails per year per organization)

AGD.ORG BANNER ADS

	Q1 (Jan.-March)	Q2 (April-June)	Q3 (July-Sept.)	Q4 (Oct.-Dec.)	Annual
Homepage only, leaderboard	\$6,000 <input type="checkbox"/>	\$6,000 <input type="checkbox"/>	\$6,000 <input type="checkbox"/>	\$6,000 <input type="checkbox"/>	\$20,000 <input type="checkbox"/>
Homepage only, skyscraper	\$6,000 <input type="checkbox"/>	\$6,000 <input type="checkbox"/>	\$6,000 <input type="checkbox"/>	\$6,000 <input type="checkbox"/>	\$20,000 <input type="checkbox"/>
Homepage only, banner ad	\$5,000 <input type="checkbox"/>	\$5,000 <input type="checkbox"/>	\$5,000 <input type="checkbox"/>	\$5,000 <input type="checkbox"/>	\$15,000 <input type="checkbox"/>
High-profile internal pages, skyscraper	\$5,000 <input type="checkbox"/>	\$5,000 <input type="checkbox"/>	\$5,000 <input type="checkbox"/>	\$5,000 <input type="checkbox"/>	\$15,000 <input type="checkbox"/>
High-profile internal pages, banner ad	\$3,000 <input type="checkbox"/>	\$3,000 <input type="checkbox"/>	\$3,000 <input type="checkbox"/>	\$3,000 <input type="checkbox"/>	\$9,000 <input type="checkbox"/>

"THIS WEEK AT AGD" BANNER ADS

	Q1 (Jan.-March)	Q2 (April-June)	Q3 (July-Sept.)	Q4 (Oct.-Dec.)	Annual
Banner ad	\$5,500 <input type="checkbox"/>	\$5,500 <input type="checkbox"/>	\$5,500 <input type="checkbox"/>	\$5,500 <input type="checkbox"/>	\$16,500 <input type="checkbox"/>

This Week at AGD is a weekly e-newsletter. Your ad will appear in each issue during the specific timeframe. Maximum of three ads per issue.

"THIS WEEK AT AGD" SPONSORED CONTENT

	Per week
Entire AGD membership (minimum of 25,000 email addresses)	\$1,500

Select your preferred month(s): Jan. Feb. March April May June July Aug. Sept. Oct. Nov. Dec.

Entire AGD membership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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(Maximum three issues per year, per organization)

2024 DIRECT MARKETING OPPORTUNITIES

AGD SPONSORED WEBINARS

	Per Webinar											
AGD-Designated Speaker	\$2,500											
Your Choice of Speaker	\$5,000											
Select your preferred month(s):	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SPACE RESERVATION AND ARTWORK DEADLINES

AGD Impact

Issue	Space reservation	Materials due
Jan.	Nov. 15	Nov. 30
Feb.	Dec. 15	Dec. 30
March	Jan. 15	Jan. 31
April	Feb. 15	Feb. 29
May	March 15	March 29
June	April 15	April 30
July	May 15	May 31
Aug.	June 14	June 28
Sept.	July 15	July 31
Oct.	Aug. 15	Aug. 31
Nov.	Sept. 15	Sept. 30
Dec.	Oct. 15	Oct. 31

Issues mail the first week of the month of publication.

General Dentistry

Issue	Space reservation	Materials due
Jan./Feb.	Nov. 15	Nov. 30
March/April	Jan. 15	Jan. 31
May/June	March 15	March 29
July/Aug.	May 15	May 31
Sept./Oct.	July 15	July 31
Nov./Dec.	Sept. 15	Sept. 30

Issues mail the first week of the month of publication.

AGD.org

Space reservation and ad materials are due the 15th of the month prior to run dates.

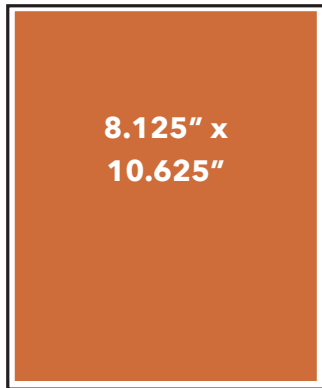
"This Week at AGD"

"This Week at AGD" is sent every Monday morning. Space reservation and ad materials are due two weeks prior to run dates. Sponsored content is due one month prior to publication.

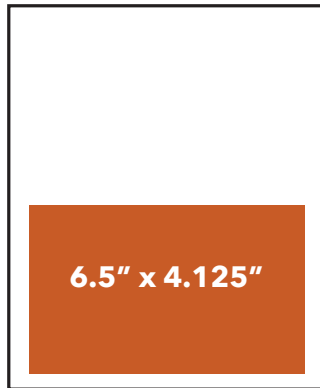
AGD broadcast emails

Space reservation and ad materials are due a minimum of 14 days prior to run dates.

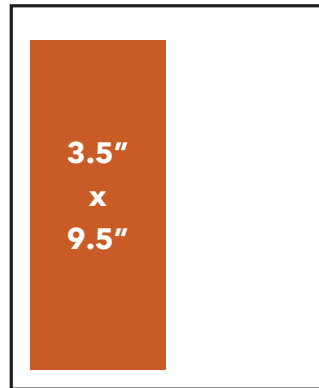
AGD IMPACT & GENERAL DENTISTRY PRINT AND DIGITAL ADVERTISING SPECIFICATIONS



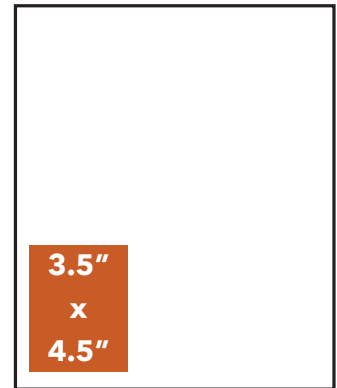
Full Page



Half page horizontal



Half page vertical



Quarter page vertical

Print Advertising Specifications

Single page trim size: 8.125" x 10.625"
Single page bleed: 8.375" x 10.875"
Spread bleed: 16.75" x 10.875"

Vital advertising matter should be kept at least 0.5" away from trim edge.

Trim size: 8.125" x 10.625" web offset printing, perfect binding.

Inside paper stock is 45# coated web offset and cover is 80# coated offset for both publications.

High-resolution (300 DPI) PDF files are the preferred format for ads.

Fonts must be embedded or subset within the file.

Eblast Artwork Requirements

Provide an HTML file of the eblast (including all hyperlinks within the content and ads), and include an email subject line.

Our template table width is 650 pixels, so please provide image size smaller than 650 pixels.

Banner Ad Artwork Requirements

Provide as a GIF or JPG file format.
50-character text limit.
Include hyperlink where ad should be directed.
Static banner ads only.

All artwork files should be submitted to exhibits@agd.org.

While every attempt will be made to accommodate position requests, the publisher cannot guarantee placement.

Bill Spilman, Advertising Representative
Academy of General Dentistry
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exhibits@agd.org
312.440.4355