

2009 ADVERTISING PROGRAMS

SPECIAL OFFERS FROM THE AGD!

The following advertising programs allow you to create a comprehensive, multi-channel plan that maximizes exposure for your message and stretches your budget. Your customers rely on a variety of sources for information to help them learn about the products and services they need. Program advertising with the AGD allows you to reach the most involved and dedicated general dentists—using the media they trust.

GOLD PROGRAM

Qualify with a minimum advertising program of \$40,000 (gross print and online combined)

	VALUE
• Free, one-time use of 10,000 names from the <i>AGD Impact</i> subscription list	\$1,000
• Four free, quarter-page, four-color "Practice Insider" ads	\$3,600
• One rectangle ad on the AGD Web home page for 90 days (one quarter)	\$2,100
• One four-color, full-page advertisement in Annual Meeting Final Program*	\$1,650
• One four-color, full-page advertisement in <i>AGD Impact</i> (Annual Meeting Issue)**	\$4,570
• One four-color, full-page advertisement in <i>General Dentistry</i>	\$2,365
Total Value	\$15,285

SILVER PROGRAM

Qualify with a minimum advertising program of \$30,000 (gross print and online combined)

	VALUE
• Free, one-time use of 5,000 names from the <i>AGD Impact</i> subscription list	\$500
• Two free, quarter-page, four-color "Practice Insider" ads	\$1,800
• One rectangle ad on the AGD Web home page for two months	\$1,600
• One four-color, full-page advertisement in <i>AGD Impact</i> (Annual Meeting Issue)**	\$4,570
Total Value	\$8,470

BRONZE PROGRAM

Qualify with a minimum advertising program of \$20,000 (gross print and online combined)

	VALUE
• Free, one-time use of 1,500 names from the <i>AGD Impact</i> subscription list	\$150
• One free, quarter-page, four-color "Practice Insider" ad	\$900
• One rectangle ad on the AGD Web home page for one month	\$800
Total Value	\$1,850

*5,000 copies on site at the Annual Meeting; distributed to all meeting attendees

**5,000 copies on site at the Annual Meeting; 50,000 copies mailed

FOR MORE INFORMATION, CONTACT

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BUY NOW, SAVE BIG IN 2009!

Special offers on programs are valid through December 31, 2009.

