

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.

2009 ANNUAL MEETING & EXHIBITS

balti⁰⁹ Academy of General Dentistry
more
Annual Meeting & Exhibits



SPECIALLY PRICED ADVERTISING PACKAGES FOR EXHIBITORS TO ENHANCE THE SUCCESS OF PARTICIPATION AT AGD2009BALTIMORE

The Academy of General Dentistry's (AGD) Annual Meeting & Exhibits continues to grow; it is recognized as one of the industry's best opportunities for learning. Attendees not only learn about new products and services that can advance the quality of patient care and improve the efficiency of their business management in the Exhibit Hall, they also earn continuing education (CE) credits by attending seminars given by some of the most respected instructors in the dental field.

That is why more than 2,000 general dentists and their dental teams attended the 2008 Annual Meeting & Exhibits in Orlando, and why an even stronger attendance is anticipated in Baltimore in 2009.

Every attendee at AGD2009baltimore will receive a copy of the Final Program with all of the important information about show hours, exhibitors, educational programs, social events, and more. The Final Program is the first information tool that attendees turn to during the meeting.

See the advertising rates below for the Final Program, including covers, tabbed section dividers, and regular full- and half-page advertising!

2009 FINAL PROGRAM RATES

Full Page.....	\$1,650	Inside Front Cover	\$1,950
Half Page	\$990	Inside Back Cover.....	\$1,850
Back Cover.....	\$2,100	Tab Divider.....	\$2,000

CONTACT INFORMATION

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