



Academy
of General Dentistry™

Media Kit 2011



Academy
of General Dentistry™

Advancing the Value and Excellence of General Dentistry

Serious practitioners in any field are involved with the leading association for their profession. For general dentists, that is the Academy of General Dentistry (AGD)—the only association working to improve the professional skills of general dentists and protect their business interests.

By joining the AGD, more than 35,000 general dentists have shown their commitment to advancing the value and excellence of general dentistry. The AGD is harnessing their power to attract and embrace the entire general dentistry community and to promote greater public awareness of the link between oral health and overall health.

The importance of continuing education (CE) is what drives AGD members, as shown by the fact that they complete 75 hours of approved CE every three years just to maintain membership. This commitment to CE places AGD members on the cutting-edge of advances in dental science and practical applications of new procedures. That makes them prime purchasers of dental equipment, products, and services for the operatory and the business office.

Advertising Opportunities

The best way to influence these prime purchasers is with an integrated program utilizing the media and venues they trust—the AGD's publications, website, and meetings.

The bottom line for AGD publications is quality. Members know and the industry respects the peer-reviewed, non-commercial value of *General Dentistry*, which spotlights the latest advances in the science of dentistry. *AGD Impact* provides a comprehensive look at important news and business issues that general dentists must address to remain successful practitioners.

The AGD's website, www.agd.org, attracts more than 60,000 visitors each month. Our new online editions of our publications give you more opportunity to reach your market.

In addition to print and Web-based advertising, companies have opportunities to advertise to the attendees in the meeting program at the AGD's annual meeting.

Detailed information on print, Web, annual meeting, and other advertising opportunities can be found on the pages that follow. Developing a customized, integrated program that utilizes these various vehicles can be the key to reaching the most influential members of the dental community.

Contact Information

AGD Advertising Representative

M.J. Mrvica Associates
2 West Taunton Ave.
Berlin, NJ 08009
856.768.9360
mjmrvica@mrvica.com

Manager, Production/Design

Tim Henney
888.243.3368, ext. 4327
tim.henney@agd.org

56

Percentage of AGD members who see over 100 patients in a typical week.

28

Percentage of AGD members who complete over 50 hours of continuing education in a year.

27

Percentage of AGD member practices having gross revenues of over \$1 million dollars.

87

Percentage of AGD members who rate the credibility of the organization 4 & 5 on a 5-point scale, with 5 equating excellent.

All member and reader stats are from AGD readership survey and other recent marketing research. Contact us for more specific information regarding AGD members and their practices.

AGD Impact



72

Percentage of readers who have taken action from reading ads or editorial in *AGD Impact*, including 30 percent who visited an advertiser's website.

55

Percentage of AGD members who read half or more of each issue of *AGD Impact*.

39

Average number of minutes an AGD member spends reading *AGD Impact*.

50,000

Number of general dentists who receive *AGD Impact*.

AGD Impact

- Monthly newsmagazine
- Every issue includes:
 - Critical practice management issues, reviews of the latest products, and key developments in the marketplace.

- Practice management and product reviews.
- News and feature articles.
- Columns by dentists and dental team members.

- The online edition of *AGD Impact* includes all of the ads from the print version and features more articles, more interactivity, and more opportunities for advertisers.

AGD Impact 2011 Editorial Calendar

January

Closing Dec. 3, 2010
Materials Dec. 10, 2010
Mail date/Online edition available..... Jan. 4, 2011

International Dentistry

February

Bonus circulation: Chicago Midwinter Meeting
"Practice Insider" section

Closing Jan. 7, 2011
Materials Jan. 14, 2011
Mail date/Online edition available..... Feb. 4, 2011

Advocacy: What We've Done for You Lately

March

Closing Feb. 4, 2011
Materials Feb. 11, 2011
Mail date/Online edition available..... March 4, 2011

Sleep Apnea

April

Closing March 4, 2011
Materials March 11, 2011
Mail date/Online edition available..... April 1, 2011

AGD Annual Meeting

Social Media and Marketing

May

"Practice Insider" section

Closing April 1, 2011
Materials April 15, 2011
Mail date/Online edition available..... May 6, 2011

Legislative Incentives for Dentists

June

Closing May 6, 2011
Materials May 13, 2011
Mail date/Online edition available..... June 3, 2011

Trauma and the General Dentist

July

Special AGD Annual Meeting Preview Issue

Closing June 3, 2011
Materials June 10, 2011
Mail date/Online edition available..... July 1, 2011

Ergonomics

August

AGD Annual Meeting Special Issue

Bonus circulation: AGD Annual Meeting & Exhibits

"Practice Insider" section

Closing July 1, 2011
Materials July 13, 2011
Mail date/Online edition available..... July 22, 2011

Accessing Care

Circulation

AGD members.....	31,826
Nonmember general dentist subscribers.....	8,174
Nonmember general dentists.....	10,000
Nonmember senior year dental students.....	1,815
Total circulation	51,815

September

Bonus circulation: California Dental Association Meeting

Closing	Aug. 5, 2011
Materials	Aug. 12, 2011
Mail date/Online edition available.....	Sept. 2, 2011

Dentistry at an Older Age Obsolete Dental Processes

October

Bonus circulation: ADA Annual Session 2011

Closing	Sept. 2, 2011
Materials	Sept. 9, 2011
Mail date/Online edition available.....	Oct. 7, 2011

Bordertown Dentistry Recognizing Orofacial Characteristics

November

Bonus circulation: Greater New York Dental Meeting "Practice Insider" section

Closing	Oct. 7, 2011
Materials	Oct. 14, 2011
Mail dates/Online edition available.....	Nov. 4, 2011

Composites

Veterinary and Zoo Dentistry

December

Military Special Issue

Closing	Nov. 4, 2011
Materials	Nov. 11, 2011
Mail date/Online edition available.....	Dec. 2, 2011

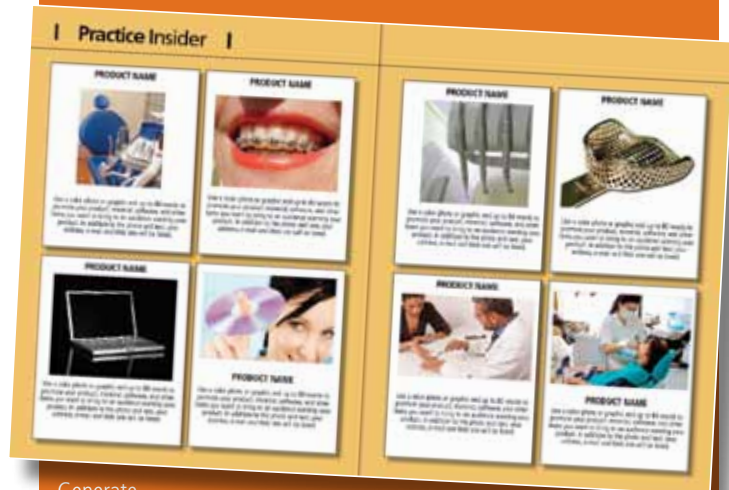
Cone Beam Technology

Dentists Identifying Speech Problems

AGD Impact Practice Insider

Reach the best-educated, most dedicated dentists and dental professionals in the field through *AGD Impact's* "Practice Insider." This special in-magazine section is the perfect place to promote your newest product, service, technical paper, continuing education course, and other items that can help dentists be successful while improving your bottom line.

Four issues of *AGD Impact* will feature the "Practice Insider" special section: February, May, August, and November. The August issue will be seen by more than 50,000 readers, as well as by all attendees at the AGD 2011 Annual Meeting & Exhibits in San Diego.



Generate sales leads and drive your brand awareness in the competitive dental marketplace with *AGD Impact's* "Practice Insider."

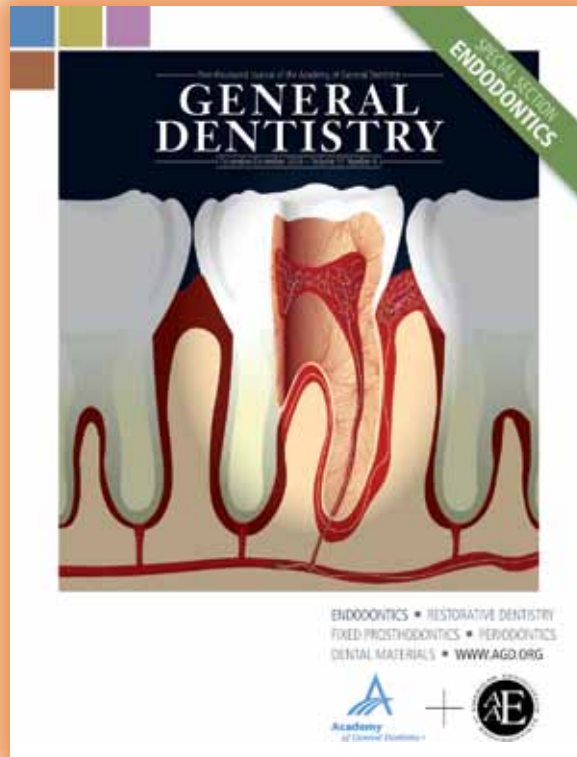
Rates (net per slot, includes four-color)

First quarter page slot \$800

Additional quarter page slots.. \$650

Advertise in two issues of the "Practice Insider" and get the second insertion at half the regular price!

General Dentistry



81

Percentage of readers who have taken action from reading ads or editorial in AGD publications, including 24 percent who visited an advertiser's website.

55

Percentage of AGD members who read half or more of each issue of *General Dentistry*.

47

Average number of minutes an AGD member spends reading *General Dentistry*.

17,000

Hours of continuing education (CE) earned by AGD members using *General Dentistry's* Self-Instruction exercises last year. For advertisers, this shows that AGD members are dedicated to CE and look for education opportunities in each issue.

General Dentistry

- Bimonthly, peer-reviewed publication
- Primary educational and reference tool used by AGD members
- Every issue includes:
 - o Columns on pharmacology, restorative dentistry, prosthodontics, and dental materials.
 - o Self-Instruction exercises that allow readers to earn up to six continuing education (CE) credits.
- The online edition of *General Dentistry* includes all of the ads from the print version and features more articles, more interactivity, and more opportunities for advertisers.

Circulation

AGD members	31,826
Paid subscribers	1,504
(general dentists, medical/dental libraries)	
Total circulation	33,330

General Dentistry 2011 Editorial Calendar

January/February

Bonus circulation: Chicago Midwinter Meeting

Closing Dec. 3, 2010

Materials Dec. 10, 2010

Mail date/Online edition available..... Jan. 4, 2011

Dental materials: Effect of delayed placement of composite and double application of one-bottle adhesives on microleakage of composite restorations

Dentinal hypersensitivity and treatment: Influence of various dentin hypersensitivity treatments including a dentin desensitizing agent and ozone treatment on the shear bond strength of a composite material to dentin

March/April

Closing Feb. 4, 2011

Materials Feb. 11, 2011

Mail date/Online edition available..... March 4, 2011

Dental materials: Gradual surface degradation of restorative materials by acidic agents

Endodontics: Effect of fiber posts with different emerging diameter on the fracture strength

May/June

Closing April 1, 2011

Materials April 15, 2011

Mail date/Online edition available..... May 6, 2011

Oral and maxillofacial surgery: Alveolar ridge augmentation—A case series

Oral diagnosis: Burning mouth syndrome: A challenge for health practitioners and patients

July/August

Bonus circulation: AGD Annual Meeting & Exhibits

Closing June 3, 2011

Materials June 10, 2011

Mail date/Online edition available..... July 1, 2011

Fixed/removable prosthodontics: Implant-retained dentures for full-arch rehabilitation: A case report comparing fixed and removable restorations

Restorative dentistry: Influence of cement thickness and mechanical cycling on the push-out bond strength between post and root dentin

3+1

ADVERTISE IN THREE ISSUES AND RECEIVE A FOURTH AD OF EQUAL SIZE IN THE THIRD ISSUE!

Advertise in three issues of *General Dentistry* and receive a fourth ad in the third issue—FREE!

September/October

Bonus circulation: California Dental Association Meeting

Closing Aug. 5, 2011

Materials Aug. 12, 2011

Mail date/Online edition available..... Sept. 2, 2011

Dental materials: color stability of composite resin cements

Diagnosis & treatment planning: Diagnosis and treatment of dry mouth

November/December

Special section on cosmetic dentistry

Bonus circulation: Greater New York Dental Meeting and American Academy of Cosmetic Dentistry members

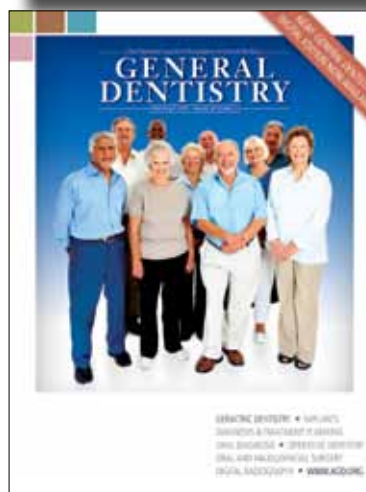
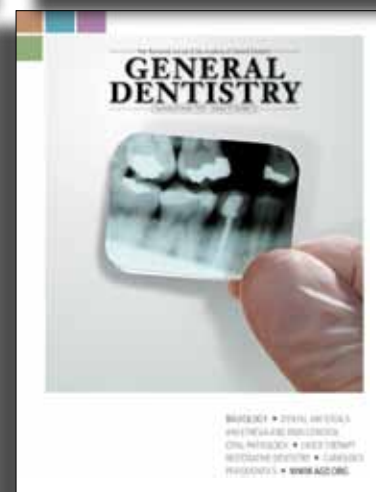
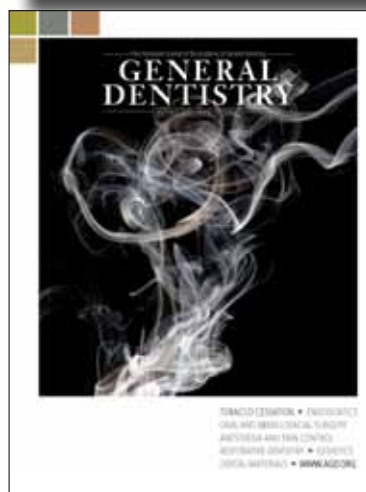
Closing Oct. 7, 2011

Materials Oct. 14, 2011

Mail date/Online edition available..... Nov. 4, 2011

Dental materials: Comparison of flexural properties and surface roughness of nanohybrid and microhybrid dental composites

Restorative dentistry: A comparison of dentists' treatment choices with the volume of multi-surface restorations in posterior teeth



2011 Print Advertising Rates

AGD Impact

Black & White Rate	1x	3x	6x	12x	18x	24x	36x
Full Page	\$4,570	\$4,250	\$3,885	\$3,660	\$3,425	\$3,200	\$3,085
Half Island	\$3,885	\$3,610	\$3,300	\$3,105	\$2,910	\$2,720	\$2,620
1/2 Vert or Horz	\$3,200	\$2,980	\$2,720	\$2,560	\$2,400	\$2,240	\$2,160
1/3 Vert or Square	\$2,740	\$2,550	\$2,330	\$2,195	\$2,055	\$1,920	\$1,850
1/4 Standard	\$1,830	\$1,700	\$1,555	\$1,460	\$1,370	\$1,280	\$1,240
1/6 Vert or Horz	\$1,370	\$1,270	\$1,165	\$1,095	\$1,020	\$960	\$925

Covers

Back Cover.....	\$7,420
Inside Front.....	\$7,110
Inside Back	\$6,800

Color

Standard four color, add	\$1,340
Standard second color, add.....	\$875

General Dentistry

Black & White Rate	1x	3x	6x	12x
Full Page	\$2,365	\$2,130	\$1,890	\$1,660
Half Island	\$1,950	\$1,760	\$1,560	\$1,370
1/2 Vert or Horz	\$1,520	\$1,370	\$1,215	\$1,070
1/3 Vert or Horz	\$1,270	\$1,145	\$1,015	\$885
1/4 Standard	\$1,075	\$970	\$860	\$760
1/6 Vert or Horz	\$901	\$815	\$720	\$630

Covers

Back Cover.....	\$5,975
Inside Front.....	\$5,360
Inside Back	\$4,945

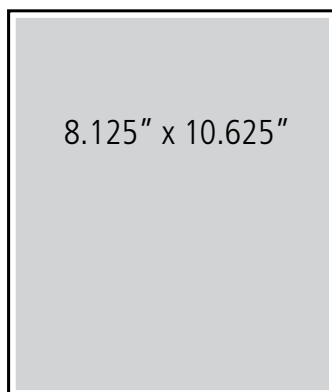
Color

Standard four color, add	\$1,135
Standard second color, add.....	\$775

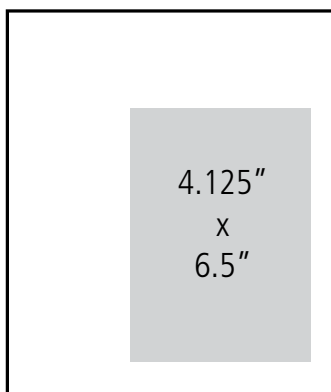
Online Edition

Custom URL, add	\$450
Interactive ad query, add	\$450
Video	\$450

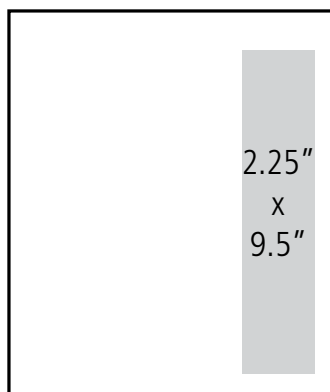
AGD Impact & General Dentistry Print Advertising Specifications



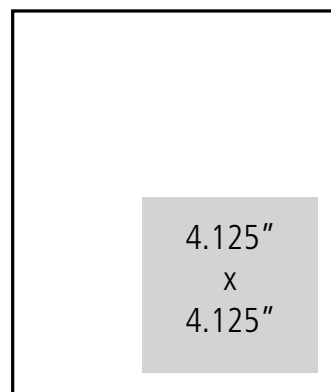
Full Page



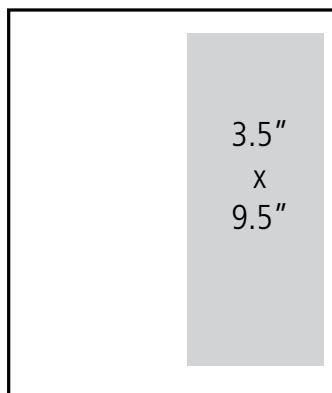
1/2 Island



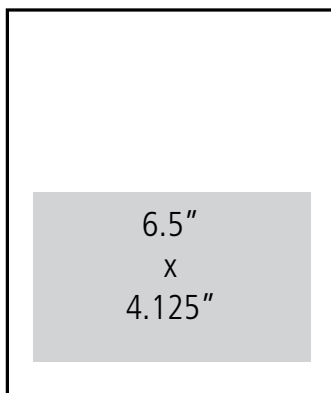
1/3 Vertical



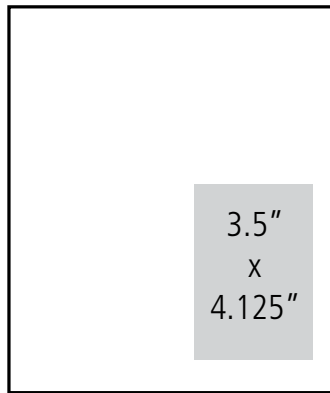
1/3 Square



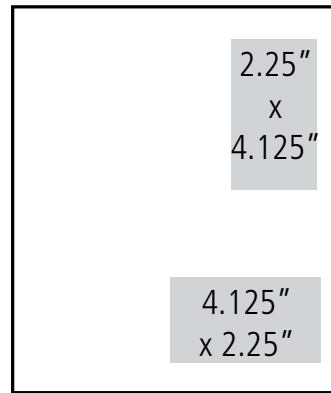
1/2 Vertical



1/2 Horizontal



1/4 Standard



1/6 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.

Contact Information

AGD Advertising Representative

M.J. Mrvica Associates
2 West Taunton Ave.
Berlin, NJ 08009
856.768.9360
mjmrvica@mrvica.com

Manager, Production/Design

Tim Henney
888.243.3368, ext. 4327
tim.henney@agd.org

Ad upload: <http://www.agd.org/files/dept/PUB>
Login: gonow

Online Edition Opportunities & Rates

All *General Dentistry* and *AGD Impact* print display ads are included in the online versions at no charge. The online version mirrors the content of the print version and is offered as a member and subscriber benefit. In addition, they feature more articles, more interactivity, and more opportunities for advertisers.

Print advertisers can enhance their online opportunities by taking advantage of the following:

- **Custom URL:** Your ad will link to a special URL, showing you how many readers are interested in your products or services. **Rate: \$450**
- **Interactive ad query:** Readers can send you an e-mail by clicking on a comment or question link, overlaid on your ad. You get direct feedback from readers and prospects, an inexpensive way to collect research data on specific data. **Rate: \$450**
- **Video:** Add a flash video overlay to your ad and capture reader attention and interest. Customize your message and drive readers to your website. Provide native video in WMV or AVI formats (3 minutes or less play time). Best quality is 24 frames per second or higher, 640 x 480 pixels or higher (no less than 300). **Rate: \$450**

There are other options for advertisers who, in addition to print ads, want a presense in the online editions. A list of options is below:

- **Opposite cover page:** This premium page precedes the cover page. This full-page display ad runs through the life of the online publication. Same size as full magazine page. **Rate: \$5,800**
- **E-mail alert:** Members and subscribers are sent an e-mail message letting them know the online edition is available for viewing. Each alert message contains a 468 x 60 pixel ad. **Rate: \$800**
- **Log-in page:** All online edition readers must log-in to view the publication. This page contains a 468 x 60 pixel ad and guarantees visibility from all visitors. **Rate: \$1,200**



1,230

Average page views per visitor to *General Dentistry's* online editions.

8:34

Average duration in minutes members spent reading the online version of *General Dentistry*.



10:18

Average duration in minutes members spent reading the online version of *AGD Impact*.

Opposite cover page position



E-mail alert positions



Sample video and ad query position



www.agd.org



60,422

Average monthly unique visitors to *www.agd.org*.

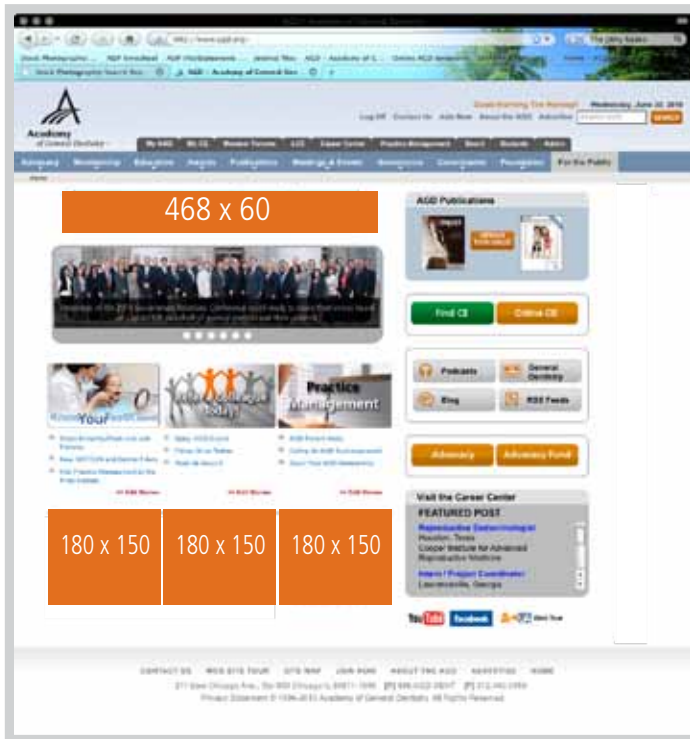
4.45

Average page views per visitor to *www.agd.org*.

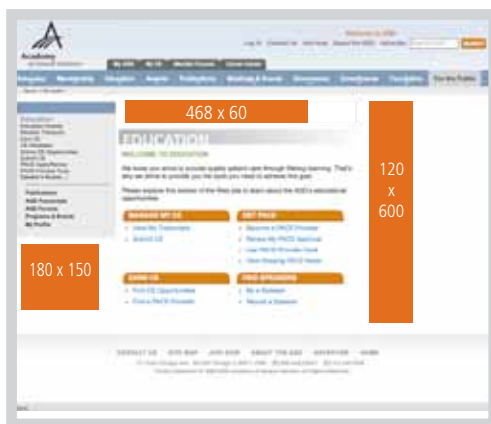
3:53

Average duration in minutes spent viewing *www.agd.org*.

AGD Website Opportunities & Rates



www.agd.org home page



www.agd.org "run of site"

www.agd.org

- Online audience you reach:
 - o Members of the AGD
 - o Non-AGD general dentists looking for information about a wide range of topics
- Information you receive:
 - o Latest peer-reviewed articles, advocacy actions, updates about the AGD annual meeting schedule, information on tracking continuing education for state licensure filing, and much more!

Stats

Average monthly unique visitors 60,422
 Average page views per visitor 4.45
 Duration of visit 00:3:53

Online Ad Sizes

Banner 468 x 60 pixels
 Rectangle 180 x 150 pixels
 Skyscraper 120 x 600 pixels

Rates

www.agd.org	Monthly	Quarterly
Home Page Rectangle	\$800	\$2,100
Home Page Banner Top	\$1,200	\$3,200
Skyscraper "run of site"	\$700	\$1,800
Banner Top "run of site"	\$600	\$1,500
Rectangle "run of site"	\$400	\$900

Deadlines:

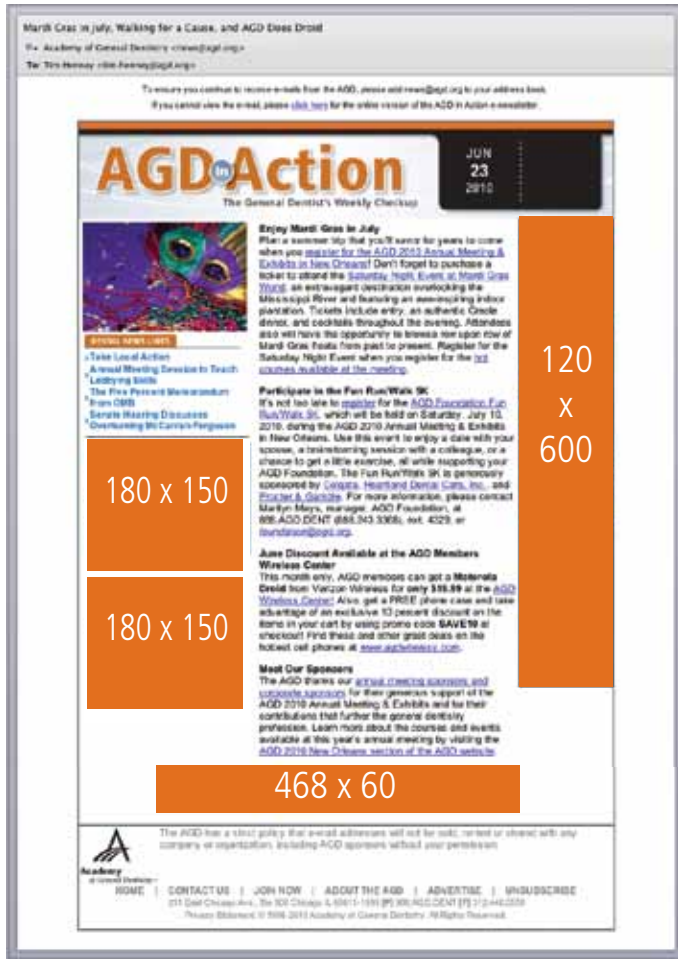
Space reservation and ad materials are due the 20th of the month prior to insertion dates.

Advertising on the AGD home page rotate.

60,422

Number of visitors viewing www.agd.org monthly.

AGD E-newsletter Opportunities & Rates



AGD in Action

- AGD audience you reach:
 - o 25,000 readers weekly
- Effective way to reach target audiences.
- Information you receive:
 - o News about trends, products, government regulatory actions, publication and public relations updates, and more.
 - o Highlights AGD news, industry news, AGD advocacy, and more.

E-newsletter Ad Sizes

- Banner 468 x 60 pixels
 Rectangle 180 x 150 pixels
 Skyscraper 120 x 600 pixels

Rates

<i>AGD in Action</i>	Weekly	Monthly	Quarterly
Skyscraper	\$500	\$2,000	\$5,700
Banner Bottom	\$375	\$1,500	\$4,200
Rectangle	\$300	\$1,200	\$3,800

Deadlines:

AGD in Action is sent out every Wednesday afternoon. Space reservation and ad materials are due the Friday before issue date.

Banner positions for *AGD in Action* are to bottom of page. Ads in *AGD in Action* are static.

25,000

Number of AGD members reached with *AGD in Action* every week.

AGD Annual Meeting & Exhibits

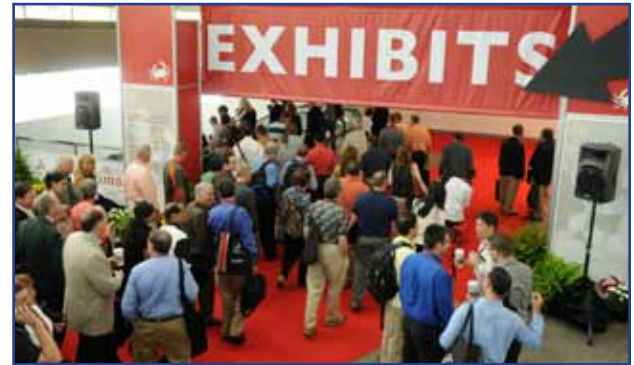




AGD *Final Program* Opportunities & Rates

The Academy of General Dentistry (AGD) 2011 Annual Meeting & Exhibits 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, they also earn continuing education (CE) credits by attending seminars given by some of the most respected instructors in the dental field.

Every attendee at the AGD 2011 Annual Meeting & Exhibits in San Diego will receive a copy of the *Final Program* with all of the important information about meeting hours, exhibitors, educational programs, social events, and more. The *Final Program* is the information tool that attendees turn to during the meeting.



Rates

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

Closing June 3, 2011
Materials June 13, 2011

Specifications

Full Page: 8.5" x 11"
Half page: 7" x 4.5"

High resolution PDF artwork

Sponsorship Opportunities

Network with AGD members and leaders by sponsoring an event or continuing education course at the AGD Annual Meeting & Exhibits. The AGD creates integrated sponsorship opportunities to both provide value for members and deliver benefits to the sponsor. Contact sponsorship@agd.org for more information.

Contact Information

AGD Advertising Representative

M.J. Mrvica Associates
2 West Taunton Ave.
Berlin, NJ 08009
856.768.9360
mjmrvica@mrvica.com

Manager, Production/Design

Tim Henney
888.243.3368, ext. 4327
tim.henney@agd.org

Ad upload: <http://www.agd.org/files/dept/PUB>
Login: gonow



AGD 2011 San DieGO!

Annual Meeting & Exhibits

***Get ready!
Get set!
GO!***

Mark your calendar for the AGD's 59th
Annual Meeting & Exhibits in San Diego!

July 28 to 31, 2011

For more information, visit
www.agd.org/sandiego!



The Fine Print

Advertising Terms and Conditions

The Academy of General Dentistry (AGD) accepts advertising of equipment, products, and services of interest to general dentistry practitioners from responsible advertisers, and reserves the right to accept or reject any advertisement considered unsuitable according to AGD policy for its print journals, special publications, and website. Advertisers and their agencies assume any liability for the content of their advertisements in AGD publications or website and any claims arising therefrom.

The names, images, and logos identifying *AGD Impact* and *General Dentistry* are proprietary marks of the AGD. No use, including reproduction or manipulation, of the names, images, and logos is permitted without prior approval from the AGD.

Payment terms are net 30 days. Rates, position availability, and production charges are subject to change without notice.

AGD Advertising Policy and Copy Protective Clause

Advertisers and their agencies assume any liability for the content of their advertisements in AGD publications, including any claims arising therefrom. The AGD reserves the right to reject any advertisement considered unsuitable according to AGD policy.

Payments, Short Rates, and Rebates

Terms are net 30 days. Recognized advertising agencies are allowed 15 percent of gross billing on space, color, and special position. Agency commission only to those agencies that pay within 30 days of invoice date. First-time advertisers/agencies will be required to submit credit references. Commission is not allowed on such charges as artwork, reprints, and classified advertising. A 1.5 percent monthly finance charge will be added to all open balances over 30 days old. Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the number of insertions upon which their billings have been based. Advertisers will be rebated if, within a 12-month period from the date of first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

Format

Any deliberate attempt to simulate the publications' format is not permitted, and the publisher reserves the right to place the word "advertisement" or similar wording at the top of copy which, in the publisher's opinion, resembles editorial matter.

Errors

Publisher is not liable for errors in reader response listings, or the Ad Index.

Cancellation Policy

Written notice must be received no later than one week prior to closing date. Cover positions are non-cancellable.

Publication Specs

Trim size 8.125" x 10.625", web offset printing, perfect binding. Inside paper stock is 45# coated web offset;

cover is 80# coated offset.

Specifications for bleed: width depth

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. Spreads should allow .375" in center for the gutter.

Inserts

Bound, tipped, and magna-stripped inserts must meet United States Postal Service specifications for second-class entry. Maximum acceptable stock weight is 80# coated. Provide inserts flat. Consult production manager for insert specifications, shipping instructions, and quantity required.

Digital Ad Submission

Delivery of materials: Digital material may be submitted by e-mail. E-mails should be addressed to the production manager and under six megabytes in size. Digital ad files more than six megabytes should be posted to the AGD's Web file server <http://www.agd.org/files/dept/PUB>. Login is "gonow."

Electronic Reproduction Material Requirements:

Macintosh Adobe In-Design®, Adobe Illustrator®, Adobe Photoshop®, QuarkXPress®, and PDF files are preferred. Provide native files, all Postscript® fonts used, and all digital artwork associated with the file, PDF, and/or EPS of the file with fonts converted to outlines. All images, photos, and colors must be CMYK and 300 dpi (dots per inch). Any alterations or corrections will be charged at a rate of \$100 per hour.

Applications: PDF files are the preferred format for receiving digital ads. Fonts must be embedded or subset within the file. PDF files using the PDF-X1a standard are acceptable. Native files are accepted in the following programs on Macintosh platforms: QuarkX-Press®, Adobe InDesign®, Adobe Illustrator®, and Adobe Photoshop®.

We cannot accept AutoCAD(drw) native files. Native files must have all graphic artwork and fonts included.

Fonts: Postscript® fonts are preferred. Both printer and screen fonts must be included. True Type® fonts should not be used or should be converted to paths/outlines in a drawing program.

Graphics: The resolution for photographs is 300 dpi in a TIF format. Line art should be saved in a drawing application. If line art is created in Photoshop, resolution needs to be 1200 dpi in a TIF or EPS format. Do not compress graphics by saving as JPG or checking LZW compression. All graphics should be cropped and saved at the size used within the application.

Color: All full color graphics must be saved as CMYK files. Spot color (PMS) is used only if you are paying for additional PMS color cost. Graphics never should be saved as RGB.

If an advertiser fails to submit a contract-quality proof, the ad will be run as it was created in their file to SWOP standards, and the publisher will not be responsible for color output.

Production Charges

All art, drawings, photographs, and other work provided by the publisher will be charged to the advertiser at cost.

Website Banner Ad Specs

- Artwork is due the 20th of the month prior to the reserved month
- Must be .gif, animated .gif, .jpg or .fla format
- Must provide URL (<http://>) to which banner links
- Unlimited looping allowed
- 50 character alt text limit
- Must not include any rapid or "strobing" animation of any graphic, copy or background elements

Flash Requirements

- Must include a clickTAG action for banner tracking
- Flash banners must include the following code (exactly as shown) as an action on a layered, transparent button that covers the entire graphic. You can also download the code at www.iabcanada.com/clicktag/UniversalClickTAG-V1.0.txt

```
on (release)
{
    function cFcTg(t) {
        return (t.substr(0, 7) == 'http://' || t.substr(0, 8) == 'https://');
    }

    var fcTg = ''; var fcTt = '_blank';
    var cTgM = 'clicktag'; var cTtM = 'clicktarget';

    for (prop in this) {
        var p = prop.toLowerCase();
        if (p == cTgM && cFcTg(this[prop])) fcTg = this[prop]; if (p == cTtM)
fcTt = this[prop];
    }
    if(fcTg == '' || fcTt == '_blank')
        for (prop in _root) {
            var p = prop.toLowerCase();
            if (p == cTgM && cFcTg(_root[prop]) && fcTg == '') fcTg =
_root[prop];
            if (p == cTtM && fcTt == '_blank') fcTt = _root[prop];
        }
    if(fcTg == '' || fcTt == '_blank')
        for (prop in _level0) {
            var p = prop.toLowerCase();
            if (p == cTgM && cFcTg(_level0[prop]) && fcTg == '') fcTg
= _level0[prop];
            if (p == cTtM && fcTt == '_blank') fcTt = _level0[prop];
        }
    if (cFcTg(fcTg)) getURL(fcTg, fcTt);
    else getURL("http://noclicktagfound", fcTt);
}
```

- In the Publish Settings window, under Local Playback options, verify that you have selected the Access Network Only option.
- For additional information, please refer to: http://www.adobe.com/resources/richmedia/tracking/designers_guide/

Ad Sizes and Size Limits

- Banner: 468 x 60 pixels, must be no larger than 30KB
- Rectangle: 180 x 150 pixels, must be no larger than 20KB
- Skyscraper: 120 x 600 pixels, must be no larger than 30KB
- Flash panel ads should not exceed 50KB. Provide URL (<http://>) to which panel links

If submitting a .swf:

- Must be a CS4 compatible file
- Include original .fla and any fonts used in a separate .zip file
- Run-time not to exceed 12 seconds
- Include a backup .jpg or .gif to be used if there are problems embedding the .swf file

Contact Information

AGD Advertising Representative

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Ad upload: <http://www.agd.org/files/dept/PUB>
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