



2023 MEDIA KIT

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



Bill Spilman • Advertising Rep. • 312-440-4355 • exhibits@agd.org



**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.

An extensive readership survey completed in late 2020 reported that more than 89% of AGD members are involved with purchasing decisions for their practice.

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.

The 2021, 35,967 individual AGD members reported taking at least one CE course during the year.

AGD members took courses in the following subjects:

Implants	13,119 dentists
Prosthodontics	9,538 dentists
Anesthesia	8,444 dentists
Periodontics.....	7,928 dentists
Orthodontics	7,017 dentists
Endodontics	6,903 dentists
Pediatric	4,188 dentists



PRINT PUBLICATIONS

Based on a 2020 readership survey, AGD learned its 40,000 members heavily relied on its two print publications for information on products, technology and services. This study indicated that more than 90% of members read both *General Dentistry* and *AGD Impact* either in print or online.

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.

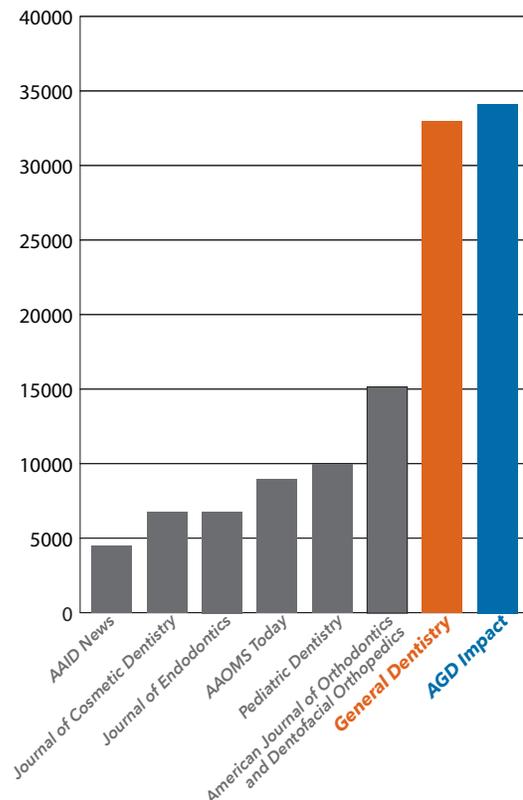
General Dentistry is AGD's peer-reviewed clinical journal. Published six times a year, the journal presents expert research and clinical findings on a range of dental topics including pharmacology, disease etiology and prevention, dental materials, technology and more. *General Dentistry* readers rely 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. You are also able to share your corporate research with an *AGD Impact* sponsored article. Maximum of 700 words.

***General Dentistry* and *AGD Impact* have been recognized for outstanding content and design excellence. *General Dentistry* has been recognized in the Feature Article (2018) and Design Excellence (2018 and 2019) categories by Association Media & Publishing, and both publications have been recognized with the APEX Award for Publishing Excellence and the International College of Dentists' Golden Pen Award.**



Circulation of dental publications based on 2020 and 2021 media kit data



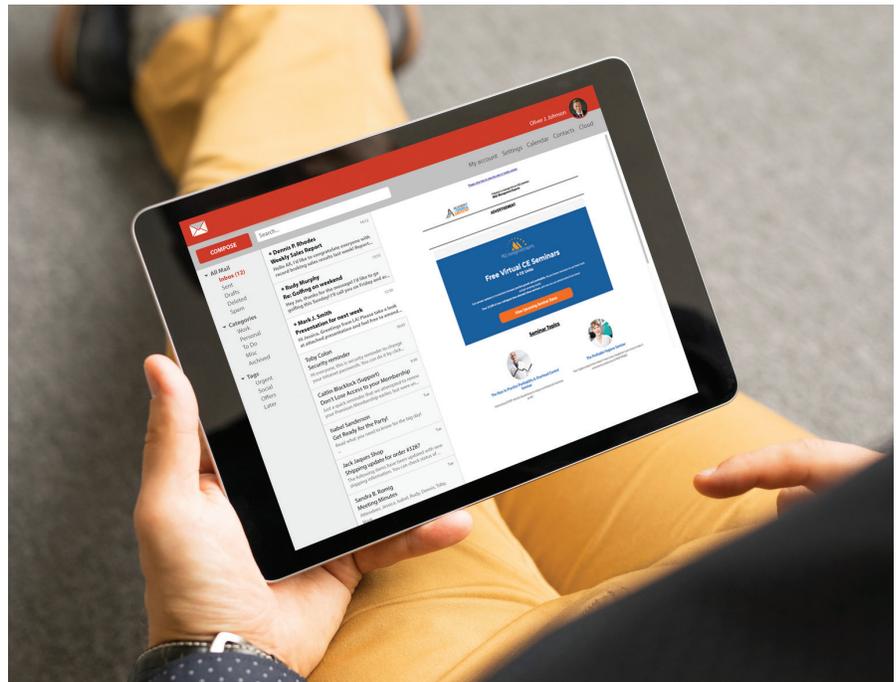
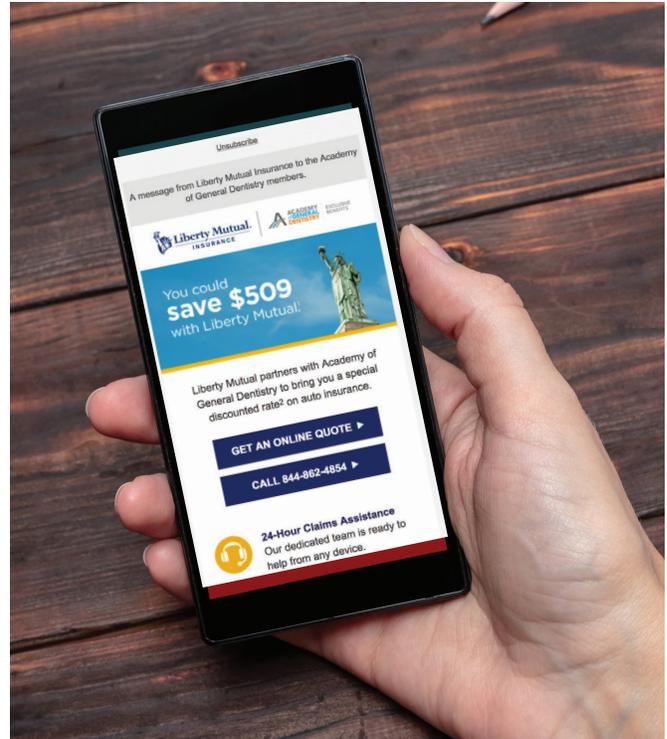
BROADCAST EMAILS

AGD broadcast emails are an excellent method of delivering timely, detailed messages directly to 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 40%. That translates to nearly 10,000 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.



WEBSITE ADVERTISING OPPORTUNITIES

The AGD website was redesigned to enhance user experience through its appearance and ease of navigation.

The site 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, 2021, and July 1, 2022, the AGD website had a total of nearly 7,345,000 page views. Of that total, 12% were home page views.

AGD.org received the Associations Standards of Excellence Award from the Web Marketing Association as part of its 2018 WebAwards Program. AGD.org also received the 2017 Platinum eHealthcare Leadership Award for Best Overall Internet Site in the Healthcare Association/ Professional Society category and was recognized as a top five finalist for the Sitefinity Website of the Year Award in the Associations category.

LEARN VALUABLE, STATE-OF-THE-ART CLINICAL SKILLS

728 x 90

WHATEVER YOUR PASSION, WE CATER TO YOUR UNIQUE NEEDS

Continuing Education

EXPLORE YOUR MEMBER BENEFITS

NEWS FOR GENERAL DENTISTS

728 x 90

EVENTS FOR GENERAL DENTISTS

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. "This Week at AGD" was launched in January 2020.

On average, a minimum of 30,000 members receive "This Week at AGD," and open rates vary from 20% to 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 can range from 250-300 words and the subject matter is up to you! Content must be education oriented.


June 20, 2022

Forecasting the Dental Office of the Future

The Impact of the COVID-19 Pandemic, New Technology and More

[READ](#)





GENERAL DENTISTRY

Evaluating Dentifrices for Coffee-Stained Ceramic Brackets

Ceramic brackets are often used for orthodontic treatment in adults, as they maintain mechanical strength and color stability over time. However, they may be susceptible to staining. A new study in *General Dentistry* evaluates the influence of brushing with regular or whitening dentifrices on coffee-stained brackets.

[Learn more in the May/June issue.](#)

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

EDUCATION

Webinars & Events

July 12: [Overcoming Challenges to Building Trust with Patients](#)

July 27-30, 2022: [AGD2022 in Orlando, Florida](#)

July 14: [Our Chamfered Psyche: The Mental Dental Connection](#)

JOIN US AT

DENTSPLY SIRONA WORLD 2022

THE ULTIMATE DENTAL EXPERIENCE

SEPTEMBER 15 - 17, 2022 | CAESARS FORUM, LAS VEGAS

[REGISTER NOW](#)





AGD2022 e-Posters

AGD2022 e-Poster Submissions Due Next Week

Attention dental students, residents and recent graduates! Your last chance to submit an abstract proposal for consideration in the AGD2022 Scientific e-Poster Session is June 30 at 11:59 p.m. EDT. Showcase your research (and possibly win prizes) at the premier meeting for general dentistry.

[Submit your abstract today!](#)

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



ACADEMY OF GENERAL DENTISTRY

DENTAL PRACTICE

Consumer Credit Reporting Agencies Announce Changes to Reporting of Medical Collection Debt

Dentists who send overdue patient accounts to collection agencies in the hope of recovering monies due for treatment should be aware that the nation's three consumer credit reporting agencies have announced that, beginning July 1, 2022, paid medical collection debt will no longer be included on consumer credit reports.

[Learn more.](#)

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



AGD AWARDS

Attend the AGD2022 Fellowship Review Course Virtually

Can't attend AGD2022 in person? Register now to attend the [Virtual Fellowship Review Course](#), which will be livestreamed directly from Orlando, July 27-28, 7:30 a.m. to 4:30 p.m. EDT each day. Registrants will receive a complimentary electronic copy of the AGD Fellowship Exam Study Guide, as well as other downloadable course materials.

[Register now.](#)

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



ACADEMY OF GENERAL DENTISTRY

EXCLUSIVE BENEFITS FOR YOU

Summertime Savings for New Dentists

You've graduated. Now what? Whether you're a new dentist who needs to tackle student debt or you just want to treat yourself to some relaxation and entertainment, AGD's Exclusive Benefits program has members-only discounts for you.

[Start cashing in on savings.](#)

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

Completely Take the Guesswork Out of Accelerating Your Practice Growth

[CLICK FOR YOUR FREE COPY \(we'll even cover shipping!\)](#)



SPONSORED WEBINARS

AGD hosts webinars throughout the year on topics pertinent to general dentists. These webinars offer dentists valuable training opportunities in addition to continuing education 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 20-word sponsor message in webinar attendee follow-up email	Yes	Yes
Provide Q&A answers in webinar attendee follow-up email	No	Yes
Rate	\$2,500	\$5,000

2023 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.

2023 PRINT ADVERTISING RATES*

AGD IMPACT

	1-4X Rate	5-8X Rate	9-12X Rate
Full page	\$4,500	\$4,000	\$3,400
Half page vertical or horizontal	\$3,200	\$2,800	\$2,400
Quarter page vertical	\$2,300	\$2,100	\$1,700
Back cover	\$5,800	\$5,200	\$4,400
Inside front cover	\$5,400	\$4,900	\$4,100
Inside back cover	\$5,000	\$4,500	\$3,800
Sponsored article (per article)	\$5,000		

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

GENERAL DENTISTRY

	1-2X Rate	3-4X Rate	5-6X Rate
Full page	\$3,500	\$3,100	\$2,700
Half page vertical or horizontal	\$2,600	\$2,300	\$2,000
Quarter page vertical	\$1,900	\$1,700	\$1,500
Back cover	\$4,700	\$4,200	\$3,700
Inside front cover	\$4,000	\$3,600	\$3,200
Inside back cover	\$3,900	\$3,500	\$3,100

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

*Print rates are per insertion.

2023 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"/>											
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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
Home page 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"/>
Home page 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"/>
Home page 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 enewsletter. 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"/>											
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(Maximum three issues per year, per organization)

2023 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"/>											

SPACE RESERVATION AND ARTWORK DEADLINES

AGD Impact

Issue	Space reservation	Materials due
Jan.	Nov. 15	Nov. 30
Feb.	Dec. 15	Dec. 30
March	Jan. 14	Jan. 28
April	Feb. 15	Feb. 25
May	March 11	March 31
June	April 15	April 29
July	May 15	May 27
Aug.	June 15	July 1
Sept.	July 15	July 29
Oct.	Aug. 15	Aug. 31
Nov.	Sept. 15	Sept. 30
Dec.	Oct. 14	Oct. 28

Issues mail the first week of the month of publication.

Note: For AGD Impact sponsored articles, please use the materials due date that is one issue earlier than the reserved issue date.

General Dentistry

Issue	Space reservation	Materials due
Jan./Feb.	Nov. 11	Nov. 27
March/April	Jan. 14	Jan. 28
May/June	March 18	April 1
July/Aug.	May 20	June 3
Sept./Oct.	July 15	July 29
Nov./Dec.	Sept. 16	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.

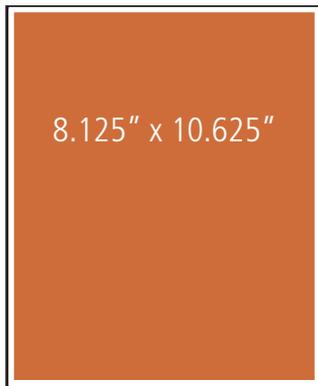
"This Week at AGD"

"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.

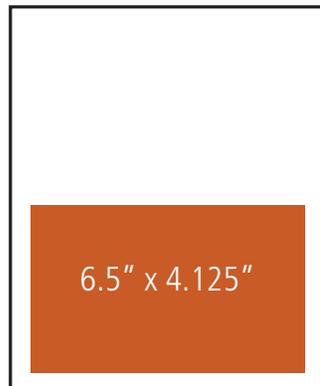
AGD broadcast emails

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

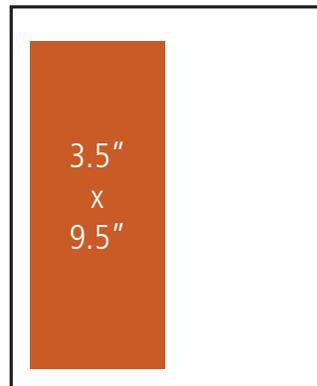
AGD IMPACT & GENERAL DENTISTRY PRINT AND DIGITAL ADVERTISING SPECIFICATIONS



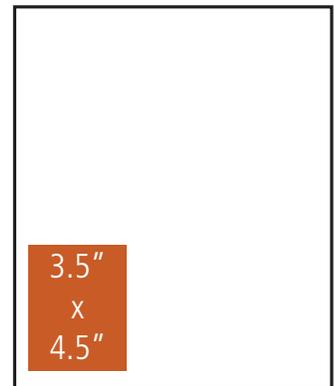
Full Page



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 for *General Dentistry*; 45# coated web offset for *AGD Impact*; 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
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 Chicago, IL 60661-6600
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