



2025 Media and Sponsorships

Build Your Brand by Connecting with General Dentists in the U.S., Canada and Beyond



Josh Shavel, Sales Executive • josh@ssmediasol.com

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Who is AGD?

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 Josh Shavel, advertising and exhibit sales representative, at josh@ssmediasol.com.org or 215.499.7342.



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

AGD Impact and General Dentistry

According to a membership survey conducted in 2024, 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.

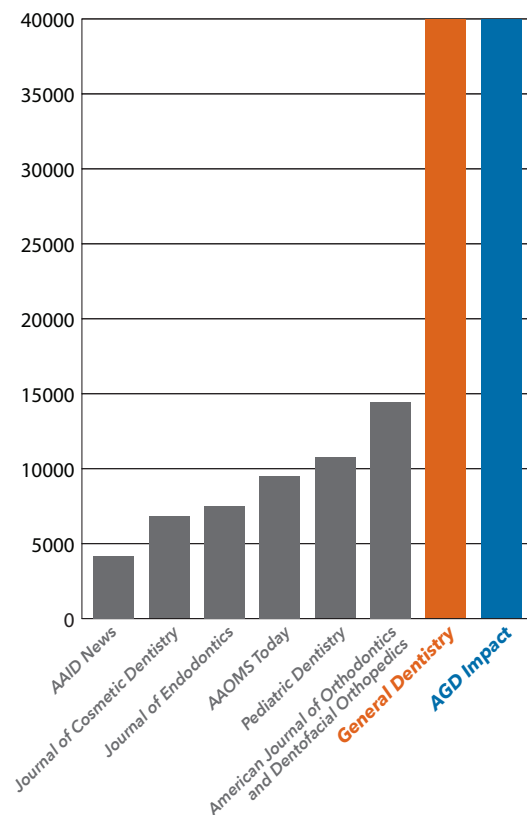
General Dentistry is AGD's peer-reviewed clinical journal. Published six times a year, the journal presents expert research and clinical findings on a range of dental topics, including pharmacology, disease etiology and prevention, dental materials, technology, and more. *General Dentistry* readers rely 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.



Website and Electronic Media Advertising

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, 2023, and June 1, 2024, the AGD website had 3.5 million page views with almost 400,000 visitors.

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.

The screenshot displays the AGD website homepage with several advertising spots highlighted. At the top, a navigation bar includes links for My AGD, Education, Advocacy, Practice, and About AGD. A prominent orange banner reads "JOIN AGD TODAY FOR HALF PRICE". Below this, a large section titled "LEARN VALUABLE STATE-OF-THE-ART, CLINICAL SKILLS" features a portrait of a man and a testimonial. A blue box indicates a "728 x 90" ad size. Further down, a section titled "WHATEVER YOUR PASSION, WE CATER TO YOUR UNIQUE NEEDS" lists various membership roles: Student/Resident, Associate Dentist, Practice Owner, Fellow/Master, and AGD Leader. Below this, a "BlueSkyDent.com" banner promotes free digital kits, free credits, and free guides. A circular diagram titled "EXPLORE YOUR MEMBER BENEFITS" lists various perks like AGD Vantage, AGD Foundation, Exclusive Benefits, Publications, Manage My CE, Advocacy, Annual Scientific Session, CE Directory, and Fellowship and Mastership. A blue box indicates a "728 x 90" ad size. Below this, a section titled "ACCESS AGD EXCLUSIVE BENEFITS" features a portrait of a man and a testimonial. A blue box indicates a "728 x 90" ad size. Further down, a "NEWS FOR GENERAL DENTISTS" section lists recent articles and podcasts. A blue box indicates a "120 x 600" ad size. Below this, an "EVENTS FOR GENERAL DENTISTS" section lists upcoming events. A blue box indicates a "120 x 600" ad size. At the bottom, a "RESOURCES VITAL TO YOUR PRACTICE" section lists various resources like Insurance & Coding, Career, Advocacy Resources, and Practice Tools.

AGD Today Daily Email

Looking to increase your impressions with practicing general dentists consider AGD Today.

AGD Today is sent to 40,000+ at least 25 times per month and has a 40%+ open rate. Based on this, the advertiser can expect more than 600K impressions and anywhere from 250 to 1,250 click-thrus per month.

AGD Today
Daily dental news and updates


in alliance with
DentistHealthcare

Good Morning

August 21, 2024

Top News




LEARN MORE

Dentist Highlights The Value Of Clinical Audits For Dental Practices

[Becker's Dental Review](#) (8/19, Portalatin) reported on an interview with Dr. Barry Lyon, DDS, chief dental officer for the division of orthodontics and pediatric dentistry for Dental Care Alliance, on how clinical audits "can play a critical role in ensuring the success of a dental practice." Lyon emphasizes that while conducting "clinical audits for a dental practice can be tedious and time consuming...the effort is clearly worthwhile." Lyon highlights that the audits "tell a practice owner what is working well clinically and what is not. It helps demonstrate ethical practices and can provide a sound defense in the event the dentist is asked to handover charts to an insurance company or a regulatory agency."

AGD In The News



CLICK FOR A FREE SAMPLE

August 26 Lecture: Everyday Occlusion

The [Academy of General Dentistry](#) (8/19) shares on its website that on August 26, the lecture "Everyday Occlusion" will take place. The lecture is worth 1 credit and will feature "Michael J. Whyte, DDS, an internationally acclaimed speaker, clinician and practice owner, as he explores the essentials of diagnosing and treating malocclusion. In this comprehensive webinar, Whyte will share his practical approach to managing occlusal disease, offering strategies to enhance patient outcomes and drive practice success. Whether you're looking to refine your diagnostic skills or improve your patient communication, this session will provide you with the tools and confidence needed to excel in the realm of occlusion."

Click [here](#) to register now.

From the Academy of General Dentistry

Models Unveiled: We Need Your Input! AGD members have been working on a change to our current governance model, which was designed in the 70s, and we need your input. Take some time to review the proposed new governance models, and help us assess the advantages and disadvantages of each model. (Look for an email on Friday to complete survey or watch for reminder emails.) [Learn more about Project Governance, and provide feedback now!](#)

Health & Safety

Dentist Offers Tips For Fighting Bad Breath

[Woman's Day](#) (8/19) reported on tips from dentist Dr. Lauren Becker on how to address and stop bad breath. Some tips shared include not rinsing out toothpaste after brushing, replacing your toothbrush, and using a tongue scraper among others.



REQUEST YOUR FREE SAMPLE!

Contributor Examines Ways Energy Drinks Are Bad For Patient Dental Health

In a column for [DentistryIQ](#) (8/19), contributor Sarah Butkovic, MA, writes about how energy drinks are bad for patients' oral health. Butkovic explains that due to energy drinks having a "low pH and high sugar content," they "can be detrimental to teeth and gums." They point to one [study](#) which found "regular consumption can cause a roughly 2.4-fold increase in dental erosion-and may also lead to cervical dentin hypersensitivity by removing the smear layer of the teeth." Butkovic adds that "it's important to counsel your younger patients of the dangerous side effects of energy drinks-especially with how easy they are to access."

This Week at AGD Advertising

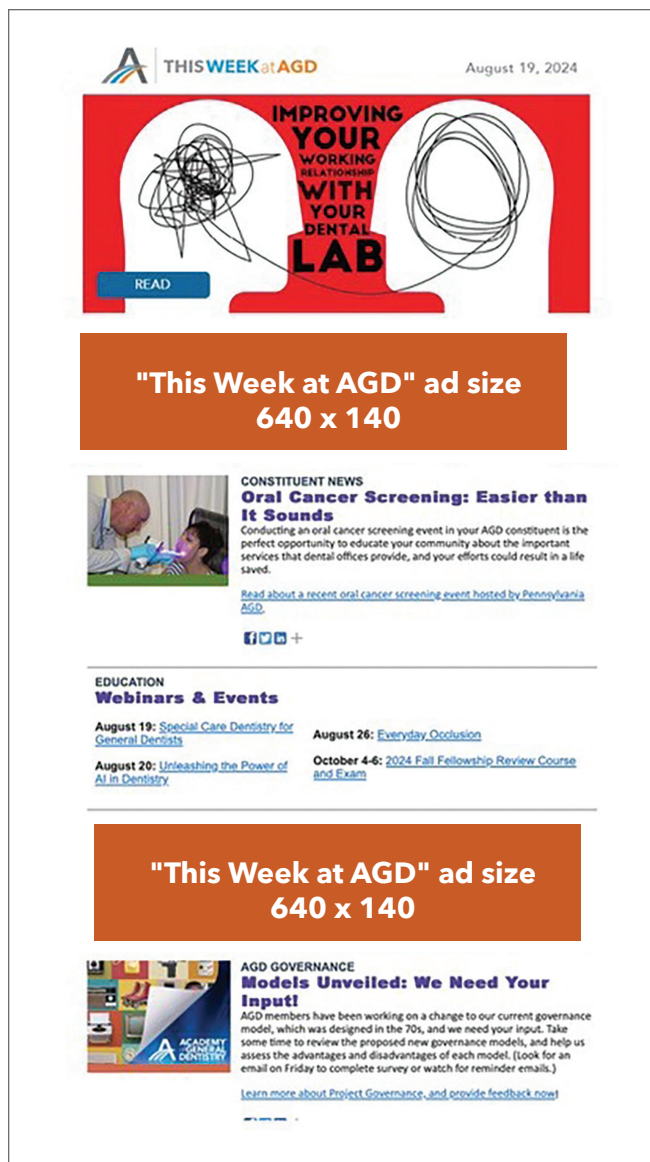
"This Week at AGD" is a weekly email designed to keep members apprised of information and activities related to general dentistry. The newsletter is distributed every Monday morning to keep members updated on AGD events, news in the world of general dentistry and information critical to their practice.

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 × 140 pixels

Limit: Three banner positions are available in each email.

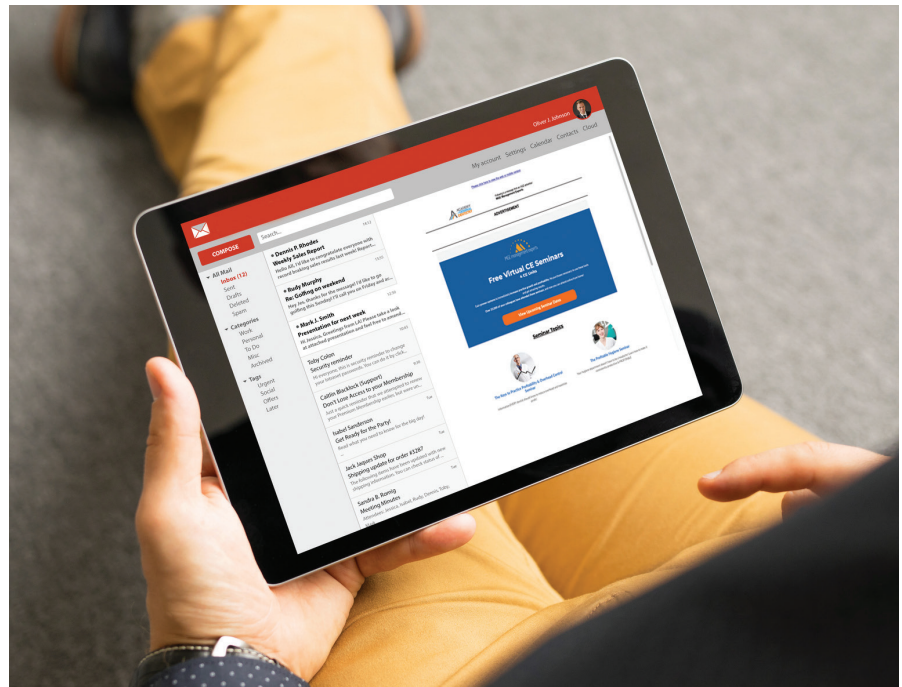
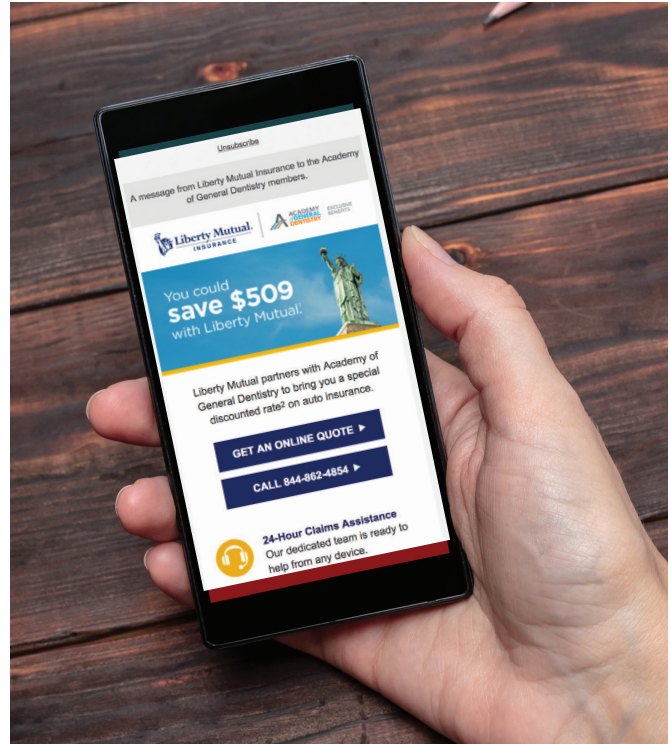


Broadcast Emails

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!



AGD Podcast Series

Reach the heart of the dental profession by sponsoring episodes of the Academy of General Dentistry's (AGD) Podcast Series, hosted by Dr. George Schmidt, DMD, FAGD. This highly engaging podcast provides your brand the opportunity to connect with thousands of dentists across the nation, delivering valuable insights from industry leaders, educators, and influencers on cutting-edge topics in dentistry.

As a sponsor, you will enjoy:

- Prominent brand exposure within podcast episodes featuring discussions on diverse topics, including patient care, practice management, and innovations in dentistry.
- Customized messaging opportunities where you can share a pre-recorded message or offer an endorsement during a podcast.
- Direct audience engagement with AGD's podcast listeners who tune in for expert knowledge and to stay at the forefront of dental education.

AGD Podcast Series Sponsorship Levels:

1. Single Episode Sponsorship

- o Brand mention in the episode intro and outro.
- o Logo placement on the AGD website and podcast episode page.
- o 30-second sponsor message included in the podcast.

2. 3-Episode Package

- o All benefits from the single episode sponsorship, extended across three episodes.
- o Sponsor spotlight feature in AGD's e-newsletter.

3. Series Sponsor (10 Episodes):

- o Exclusive sponsor mention for a 10-episode run.
- o Co-branding on podcast graphics and promotional materials.
- o 60-second sponsor message in each episode.
- o Featured article in AGD's online publication highlighting your organization's support for general dentistry.

Take advantage of this unique opportunity to showcase your support for the dental profession and engage with a dedicated audience of dental professionals. Secure your sponsorship today!



Listeners of the AGD Podcast Series since 2022

2022	2023
3589	9616

Brand Retargeting

Elevate your brand’s visibility with AGD ad retargeting! Reach a highly engaged audience through targeted display ads designed to follow your prospects across the web, keeping your brand top-of-mind. Our ad retargeting options include universal ad sizes that ensure wide compatibility, as well as optional IAB Rising Stars formats that deliver an impactful visual experience. With formats accepted across most platforms, you can expect seamless ad delivery and high-quality engagement. Start your campaign today and connect with dental professionals when they’re most ready to engage!

Ready to begin? Choose the campaign that aligns with your goals and reach out to Josh Shavel, our Advertising Representative, for more details and to kick-start your campaign.

Choose Your Campaign

Get started by choosing one of our four campaign packages

1.



2.



3.



4.

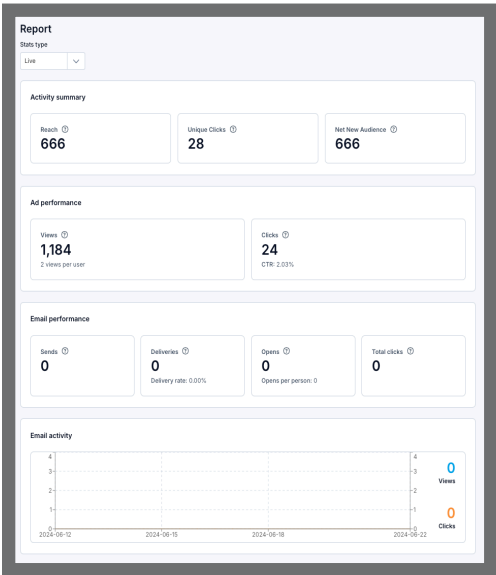


Reporting

Track results in real-time Live, shareable report tracks campaign results including:

Number of impression | Clicks | Geographical Location

Optimize your spend: A/B test different ad designs, messages, and calls to action. Pause under-performing ads to allocate more impressions to your top-performing ads.



Sponsor the AGD National Advocacy Conference and Hill Day

Show your support for the dental profession by sponsoring the AGD National Advocacy Conference (NAC) and Hill Day. Reach up to 1,000 dentists and demonstrate your commitment to advancing oral healthcare.

Sponsorship Benefits:

- Prominent logo exposure throughout the event
- Two free registrations to both the NAC and Hill Day
- An opportunity to record a message for the NAC audience
- A chance to speak live at Hill Day, connecting with dental professionals and policymakers
- Logo exposure in all marketing collateral

The Virtual Advocacy Conference will take place on December 20-21, 2024, and will provide general dentists with essential insights into the current legislative and regulatory landscape, helping them navigate changes that may affect their practices.

Join us in supporting dentistry, and ensure your organization is recognized as a key advocate for oral healthcare. Hill Day, an in-person event in Washington, DC, is a unique opportunity to meet directly with lawmakers and influence the future of dental policy.

By sponsoring this event, you'll be a part of the conversations that shape the future of the profession and healthcare policy.

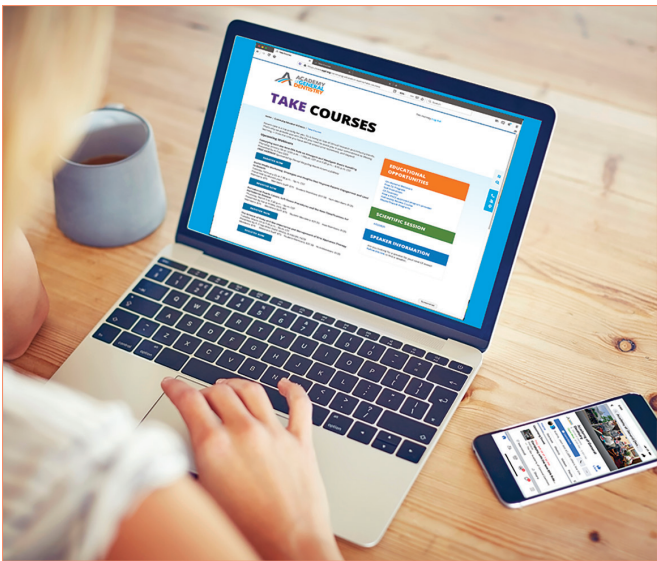


Sponsored Webinars

AGD hosts webinars throughout the year on topics pertinent to general dentists. These webinars, typically hosted at 7:30 pm CT, 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	\$3,000	\$7,000

AGD2025 Scientific Session Sponsorship



AGD2025 Supporter Levels

Expand your reach at AGD2025. Companies who sponsor receive special recognition through our new tiered program. As you explore opportunities, keep these in mind to expand your brand.

	\$25,000 and above	\$17,000- \$24,999	\$10,000- \$16,999	\$3,000- \$9,999
	Platinum	Gold	Silver	Bronze
Logo Recognition in This Week at AGD	✓			
Listing of Company's Event on Meeting Website	✓			
Floor Cling Recognition at Booth	✓	✓		
Verbal and Logo Recognition During President Remarks	✓	✓		
Logo Recognition on Event Website	✓	✓	✓	
Homepage with hyperlink to sponsor website				
Sponsor Level Badge on Online Company Description	✓	✓	✓	
Logo Recognition in Attendee Know Before You Go Communication	✓	✓	✓	✓
Logo Recognition on Walk-in Slides	✓	✓	✓	✓
Logo Recognition on Onsite Signage	✓	✓	✓	✓
Logo Recognition on Event Website Homepage	✓	✓	✓	✓

*Excludes exhibit booth fees.

AGD2025 Sponsorship Opportunities

Digital

Mobile App Banner

One rotating banner on the mobile app; limited to 3 sponsors
\$2,500 each | Non-exclusive

Convention Center Wi-Fi

Includes sponsor information on wi-fi landing page
\$15,000 | Exclusive

AGD2025 Digital Signage

Please contact exhibits@agd.org for options and pricing.

Scientific Session Daily Ad

Clickable digital ad in one of the daily registration newsletter emails
Up to 4 leaderboards available
\$3,000 | Non-exclusive
Up to 12 squares available
\$500- \$2,000 | Non-exclusive, depending on selection

Exhibit Hall

Attendee Lounge + Graffiti Wall

Host the relaxation lounge and engagement wall
\$10,000 | Exclusive

Charging Stations

Never miss a thing at @ AGD2025
\$12,000 | Exclusive

AGD Coffee Bar

Keep attendees alert with coffee and espresso drinks
Up to 3 opportunities available
\$5,000 | Non-exclusive
\$12,000 | Exclusive

Consider sponsorship opportunities to gain exposure before, during and after the conference!

- Broaden exposure of your company's products and services to an exclusive audience
- Generate new business
- Build and strengthen relationships
- Enhance your company's profile and showcase your involvement within general dentistry
- Enhance your social media presence

Scoops & Scores Dessert Happy Hour

Help drive traffic to your booth with an ice cream or topping station
Up to 7 available
\$1,500 | Non-exclusive

President's Reception

Mix and mingle during the Thursday's evening networking event
Up to 3 available
\$6,000 | Non-exclusive

Exhibitor Game Card Square

Ensure participants stop by your booth by getting a space on the exhibitor game card.
Up to 17 available
\$1,000 | Non-exclusive

Student/ New Dentist Reception

Mix and mingle with the field's up and coming leaders
Up to 3 available
\$3,000 | Non-exclusive
\$8,000 | Exclusive

Student/New Dentist Service Project

Make an impact on the community today and show your support to the attendees volunteering
Up to 3 available
\$1,500 | Non-exclusive
\$4,000 | Exclusive

Meeting Hotel

Key Cards

Be in everyone's hand at AGD2025
Available at official AGD2025 hotels
\$25,000 | Exclusive

Welcome Hotel Door Drop

Make a first impression on AGD2025 attendees
Available at official AGD2025 hotels
\$15,000 | Exclusive
Sponsor provides item to be shared

AGD2025 Sponsorship Opportunities

Thought Leadership

Learning Lab

Showcase your thought leaders in the Learning Lab

Up to 6 courses available

\$4,000 | Non-exclusive

Plus speaker costs

New Dentist Lounge Course

Gain exposure to the next generation of dentists

Up to 7 courses available

\$4,000 each | Non-exclusive

Hands-On Participation Course

Help perfect general gain practice with the latest technologies and techniques

Up to 12 available

\$4,000 each | Non-exclusive

Take the Floor Series

Micro-education opportunities are snapshots of information on some of the field's hottest topics

Up to 4 courses available

\$2,000 each | Non-exclusive

Wellness Series

Make an impact on a dentists' personal mental health and well-being

Up to 6 courses available

\$2,500 each | Non-exclusive

Coffee & Conversations

Get questions answered from the field's experts in these small group conversations

Up to 4 available

\$2,500 | Non-exclusive

\$8,000 | Exclusive

Registration

Registration Bags

This reusable tote bag is available to all registrants

Up to 3 available

\$6,000 | Non-exclusive

Water Bottles & Water Stations

Hydration is key! Help everyone stay hydrated during AGD2025

\$12,000 | Exclusive

Lanyards

\$10,000 | Exclusive

Meeting Highlights

e-Poster Research Awards

Recognize solutions of tomorrow

\$5,000 | Exclusive

Speaker Headquarters

Join the conversation with AGD2025 speakers

\$3,000 | Non-exclusive

Convocation Ceremony

Recognize AGD's new Fellowship, Mastership and Life-Long Service Recognition awardees

Up to 3 available

\$5,000 Non-exclusive

\$12,000 | Exclusive

AGD Podcast Recording Station

Host Dr. George Schmidt Interviews leading experts onsite at AGD2025

Up to 2 available

\$3,000 | Non-exclusive

Welcome Foyer Floor Clings

Be the first to welcome attendees to AGD2025

Up to 4 available

\$5,000 | Non-exclusive

Entrance Escalator

Guide the way to AGD2025

\$10,000 | Exclusive

Registration Desk

Be at the center of everything

\$10,000 | Exclusive

CE Level Wall Signage

Guide the way to gaining CE

Up to 6 available

\$2,500 | Non-exclusive

Free Standing Sign or Column Wrap

Gain exposure and direct attendees to your booth

Up to 6 available

\$4,000 | Non-exclusive

Become an AGD Corporate Sponsor

Becoming a corporate sponsor with the Academy of General Dentistry (AGD) offers a unique opportunity to align your brand with a trusted and respected organization in the dental community. By partnering with AGD, sponsors can directly engage with over 40,000 general dentists who are dedicated to continuing education and improving patient care. This collaboration not only enhances your company's visibility and reputation within the dental industry

but also supports initiatives that promote high standards of oral healthcare. Sponsorship provides a platform for meaningful interaction, networking, and demonstrating your commitment to advancing dental practice and innovation.

Any new organization wishing to be a corporate sponsor with AGD needs to be approved by the AGD Board of Directors.

AGD Corporate Sponsors



BlueSkyBio



AGD Corporate Sponsor Opportunities

Sponsorship Tier	\$150,000+ (Platinum)	\$100,000- \$149,999 (Gold)	\$50,000- \$99,999 (Silver)	\$50,000 (Bronze)
Exclusive Dinner with AGD Executive Committee	✓	✓		
Opportunity to Meet with AGD Board	✓	✓	✓	✓
Participation in Annual Corporate Survey	✓ 4-questions	✓ 3-questions	✓ 2- questions	✓ 1-question
Table at AGD House of Delegates	✓	✓	✓	✓
Tickets to the President's Reception	8 Tickets	6 Tickets	4 Tickets	2 Tickets
Invitation to Annual Sponsorship Meeting	✓	✓	✓	✓
Special Email Template to AGD Members	✓	✓	✓	✓
Year-round Logo Recognition on AGD Website	✓	✓	✓	✓
AGD Mobile App Banner Ad	✓	✓		
AGD Web Retargeting	✓	✓		
Annual Scientific Session Sponsor Recognition	✓	✓	✓	✓
AGD Fellowship Award Sponsorship	✓	✓		
Free AGD meeting space at AGD headquarters	✓	✓		
Named Sponsor of Conference Room at AGD headquarters	✓			
Free 10x10 exhibit space at annual scientific session	✓	✓		
Ability to include flyer in registration bag	✓	✓		
Banner ads in AGD Connect	✓	✓	✓	✓
Elevator clings at AGD Offices and HOD	✓			

2025 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

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	\$4,700	\$4,100
Inside front cover	\$5,200	\$4,900	\$3,900
Inside back cover	\$5,000	\$4,500	\$3,750

*Print rates are per insertion.

AGD Podcast Series Sponsorship Levels and Pricing

1. Single Episode Sponsorship: \$1,500

- o Brand mention in the episode intro and outro.
- o Logo placement on the AGD website and podcast episode page.
- o 30-second sponsor message included in the podcast.

2. 3-Episode Package: \$4,000

- o All benefits from the single episode sponsorship, extended across three episodes.
- o Sponsor spotlight feature in AGD's e-newsletter.

3. Series Sponsor (10 Episodes): \$12,000

- o Exclusive sponsor mention for a 10-episode run.
- o Co-branding on podcast graphics and promotional materials.
- o 60-second sponsor message in each episode.
- o Featured article in AGD's online publication highlighting your organization's support for general dentistry.

2025 Direct Marketing Rates

Broadcast Email

	Per email
Entire AGD membership (minimum of 23,000 email addresses)	\$5,500

agd.org Banner Ads

	Quarterly	Annual
Homepage only, leaderboard	\$6,000	\$20,000
Homepage only, skyscraper	\$6,000	\$20,000
Homepage only, banner ad	\$5,000	\$15,000
High-profile internal pages, skyscraper	\$5,000	\$15,000
High-profile internal pages, banner ad	\$3,000	\$9,000

"AGD Today" Banner Ads

	Quarterly	Annual
Banner ad	\$4,500	\$19,000

AGD Today is a daily enewsletter. Your ad will appear in each issue during the specific timeframe. Maximum of three ads per issue.

"This Week at AGD" Banner Ads

	Quarterly	Annual
Banner ad	\$5,800	\$19,000

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.

AGD Sponsored Webinars

	Per Webinar
AGD-Designated Speaker	\$2,500
Your Choice of Speaker	\$5,000

AGD Virtual Advocacy Conference and Hill Day

Exclusive Sponsor	\$12,000
Co-Sponsor- <i>Limit three</i>	\$6,000

2025 Space Reservation and Artwork Deadlines

AGD Impact

Issue	Space reservation	Materials due
Jan.	Nov. 15	Nov. 29
Feb.	Dec. 13	Dec. 20
March	Jan. 17	Jan. 31
April	Feb. 14	Feb. 28
May	March 14	March 29
June	April 11	April 25
July	May 16	May 30
Aug.	June 13	June 27
Sept.	July 11	July 25
Oct.	Aug. 15	Aug. 29
Nov.	Sept. 12	Sept. 26
Dec.	Oct. 10	Oct. 24

Issues mail the first week of the month of publication.

General Dentistry

Issue	Space reservation	Materials due
Jan./Feb.	Nov. 15	Nov. 29
March/April	Jan. 17	Jan. 31
May/June	March 14	March 29
July/Aug.	May 16	May 30
Sept./Oct.	July 11	July 25
Nov./Dec.	Sept. 12	Sept. 26

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"

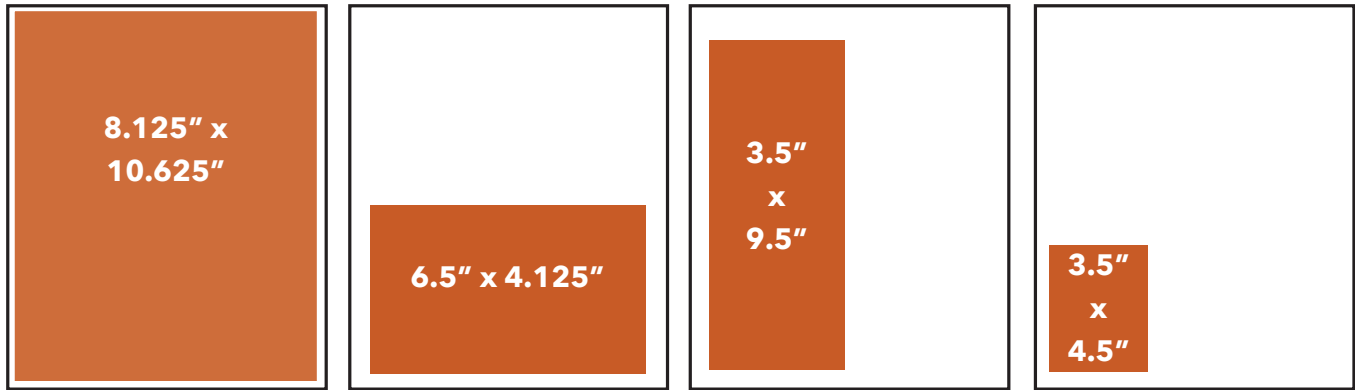
"This Week at AGD" is sent every Monday morning. Space reservation and ad materials are due two weeks prior to run dates. Sponsored content is due one month prior to publication.

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" × 10.625"

Single page bleed: 8.375" × 10.875"

Spread bleed: 16.75" × 10.875"

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

Trim size: 8.125" × 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.

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

All artwork files should be submitted to Josh Shavel, Advertising Representative:
josh@ssmediasol.com
 215.499.7342

Get Started Today!

Contact the AGD team for more information on any of the offerings and/or to create custom exhibit and marketing packages to align with your business goals.

Josh Shavel
Advertising Representative
(215) 499-7342
josh@ssmediasol.com

Lauren Spencer, CMP
Director, Meetings & Exhibits
(312) 440-4977
lauren.spencer@agd.org

Interested in becoming an AGD Corporate Sponsor?

Matthew Kremke
Associate Executive Director, Revenue & Business Operations
(312) 440-4305
matthew.kremke@agd.org

Future Scientific Session Meeting Dates

AGD2026
Las Vegas
June
Caesars Palace



AGD2027
Chicago
July 7-10
Hyatt Regency Chicago



AGD2028
Orlando
July 12-15
Rosen Shingle Creek

