



# 2022 AADSM Advertising Opportunities

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The *Journal of Dental Sleep Medicine (JDSM)* is the official quarterly online publication of the American Academy of Dental Sleep Medicine (AADSM).

The *Journal of Dental Sleep Medicine* is "open access," so all may be able to read about the exciting developments and growth in this field of medicine.

<b>Audience</b>	Members of the AADSM and other dentists and individuals involved in dental sleep medicine.
<b>Established</b>	2014
<b>Delivery</b>	Digital
<b>Issuance</b>	Quarterly (January, April, July and October)
<b>Visitors</b>	Approximately 3,200 members per issue, including almost 10,000 page views/issue
<b>ISSN</b>	Online: 2333-9756
<b>Continuing Education</b>	CE credits are available in each issue.

#### **2022 Publication Schedule:**

- *JDSM* is published on the 10th of January, April, July and October.
- Ad space closes on the 15th of the month preceding the issue's publication date. To reserve ad space, an advertising insertion order, payment and artwork are due by the issue's close date.
- All cancellations must be received by the publisher in writing, via email or fax by the ad space closing deadline.
- Dates subject to change, without notice.

#### **Agency Information:**

An agency discount of 15% of gross billing will be allowed for recognized agencies, provided invoice is paid by the deadline. Advertisers agree to accept "dual responsibility" for payment to the Publisher if the Advertiser's agency does not remit payment by the advertising deadline.

# Advertising Specifications for JDSM

## Table of Contents Email Ads

With each new issue of *JDSM*, an email is sent to all members and subscribers informing them that the new issue is available and listing the table of contents (TOC). This year we are offering three banner ads (with hyperlinks) in each email. These ads are sold on a first-come, first-served basis.

<b>Rates:</b> <ul style="list-style-type: none"><li>• 1 Issue \$650</li><li>• 2 Issues \$600 (each)</li><li>• 3 Issues \$550 (each)</li><li>• 4 Issues \$500 (each)</li></ul>	<b>Specs:</b> <ul style="list-style-type: none"><li>• Creative size: 728 x 90 pixels</li><li>• Maximum file size: 50KB</li></ul>
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## Display Ads

Display ads are available in each issue. They rotate at random and can be linked to URLs. The advertiser has no ability to choose which webpages display their ads.

<b>Rates:</b> <ul style="list-style-type: none"><li>• 1 Issue \$650</li><li>• 2 Issues \$600 (each)</li><li>• 3 Issues \$550 (each)</li><li>• 4 Issues \$500 (each)</li></ul>	<b>Specs:</b> <ul style="list-style-type: none"><li>• Creative size: 250 x 250 pixels</li><li>• Maximum file size: 50KB</li></ul>
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## Requirements for All Digital Ads

- **Resolution:** Minimum 72 pixels/inch; Maximum 96 pixels/inch
- **Rotation:** At random
- **Formats:** .jpg; .gif; .png
- **Animation:** Not allowed
- **Alternate Text:** Must be provided
- **Target URL:** Required, one per advertisement
- **3rd party serving:** Not allowed
- **Rich Media:** Not available

Tracking for impressions and clicks will be in place for all digital ads.

## Advertising Insertion Order Form

To reserve your advertising space in *JDSM*, please submit a completed [Advertising Insertion Order Form](#) to [rprince@aadsm.org](mailto:rprince@aadsm.org) or fax to (630) 686-9876.

# 2022 AADSM Annual Meeting Advertising Opportunities for Exhibitors

The 2022 AADSM Annual Meeting will be held in-person from May 13-15. The meeting will feature an exhibit hall. This event is the premier trade show for dentists and dental professionals involved in the practice of dental sleep medicine, providing exhibitors the opportunity to showcase their latest products and services to their target market. Exhibiting companies are invited to place ads in either the preliminary or final programs.

## Preliminary Program

The preliminary program is mailed to more than 3,000 dental sleep medicine professionals inviting them to register for the AADSM Annual Meeting. Space is limited and reserved on a first-come, first-served basis, so place your request for a color, run-of-book ad as soon as possible.

- **Full-page:** \$1,000
- **Half-page:** \$750
- **Quarter-page:** \$500
- **Ad Materials and Payment Due:** January 14, 2022

## Final Program

The final program is given to all meeting attendees and contains complete details about the meeting. Space is limited and reserved on a first-come, first-served basis, so place your request for a color, run-of-book ad as soon as possible.

- **Full-page:** \$1,000
- **Half-page:** \$750
- **Quarter-page:** \$500
- **Ad Materials and Payment Due:** March 25, 2022

## Advertising Specifications for Preliminary or Final Program Ads

	Non-Bleed (W x D)	Bleed (W x D)
Full-page	7.50" x 10"	8.75" x 11.25"
Half-page	7.50" x 4.75"	N/A
Quarter-page	3.625" x 4.75"	N/A

## Requirements for All Print Ads

- **Resolution:** Minimum 300 dpi
- **Format:** .jpg, .pdf or .tif files

## Exhibiting

To learn more about exhibiting, visit the [AADSM website](#).

## Sponsorships

Increase your company's visibility to the dental sleep medicine community before during, and after the annual meeting by taking advantage of a sponsorship opportunity. Sponsorships are available at all budget. To learn more about these opportunities, visit the [AADSM website](#).

## Advertising Insertion Order Form

To reserve your advertising space in either the preliminary or final programs, please submit a completed [Advertising Insertion Order Form](#) to [rprince@aadsm.org](mailto:rprince@aadsm.org) or fax to (630) 686-9876.

## Sponsored Email

Send emails to approximately 3,200 AADSM members. Emails will be sent directly from the AADSM; members' contact information will not be shared.

This opportunity is available on a first-come first-serve basis. Advertisements must comply with the advertising terms and conditions and are subject to review and approval by the AADSM.

### Frequency

One email will be sent per month; each company is limited to one email per quarter.

**Fee:** \$2,000 (per email)

### 2022 Schedule

	Email Send Date	Application Deadline (for sponsors)	Application Deadline (for non-sponsors)	Ad Materials Due
Quarter 1	January 27	January 3	January 10	January 17
	February 24	January 31	February 7	February 14
	March 24	February 28	March 7	March 14
Quarter 2	April 28	April 4	April 11	April 18
	May 26	May 2	May 9	May 16
	June 23	May 30	June 6	June 13
Quarter 3	July 28	July 5	July 11	July 18
	August 25	August 1	August 8	August 15
	September 22	August 29	September 5	September 12
Quarter 4	October 27	October 3	October 10	October 17
	November 17	October 24	October 31	November 7
	December 22	November 28	December 5	December 12

### Submission of Email Ads

Send ad content in an attached Word document to [rprince@aadsm.org](mailto:rprince@aadsm.org). Companies will be provided with a test for approval before it is sent.

## Advertising Insertion Order Form

To reserve your email advertisement, please submit a completed [Advertising Insertion Order Form](#) and [Sponsorship Terms and Conditions](#) to [rprince@aadsm.org](mailto:rprince@aadsm.org) or fax to (630) 686-9876.

## Sponsored Webinar New for 2022

The AADSM is now offering companies the opportunity to host a one-hour virtual presentation for its approximately 3,200 members.

### Frequency

Up to one webinar will be hosted per quarter; each company is limited to one webinar per year.

**Fee:** \$2,000 (per webinar)

### Scheduling

Webinars will be held on a Monday at 7:00 PM Eastern Time. The exact date will be determined once an application is approved by the AADSM. To allow sufficient time to open registration and promote the webinar, applications must be submitted at least 5 weeks in advance of the month in which the webinar will be held.

### General Information

Registration will be handled through the AADSM and will be free to all AADSM members. Continuing education credit is not provided by the AADSM for sponsored webinars. Companies may not offer continuing education credit for their presentations.

The sponsorship fee is due with submission of the application and includes: a one-hour webinar for presentation and Q&A, if applicable, and webinar information on the AADSM website and through regular email communication. Contact information for those who register and permit the AADSM to share it will be provided to the sponsor.

This opportunity is available on a first-come first-serve basis. AADSM sponsors will be given priority. The AADSM does not guarantee a minimum number of registrations. The AADSM reserves the sole right to accept or reject any application, as well as to schedule the webinars. Companies must comply with the AADSM sponsorship terms

and conditions. Notification of acceptance and assigned date/time will be provided in writing within seven (7) business days from the receipt of the application.

### **Promotion**

AADSM requires that any and all promotion of sponsored webinars receive AADSM approval. Organizers should allow seven (7) business days for the approval process. Please keep the approval process in mind when planning promotional materials so as not to strain timelines.

### **Use of the AADSM Name and Logo**

The AADSM name, acronym, logo, and any reference to the AADSM are proprietary and may not be used in advertisements or promotions without consent and approval by the AADSM. This guideline applies before, during, and after the webinar.

### **Advertising Insertion Order Form**

To reserve your sponsored webinar, please submit a completed [Advertising Insertion Order Form](#) and [Sponsorship Terms and Conditions](#) to [rprince@aadsm.org](mailto:rprince@aadsm.org) or fax to (630) 686-9876.