



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.

Audience	Members of the AADSM and other dentists and individuals involved in dental sleep medicine.
Established	2014
Delivery	Digital
Issuance	Quarterly (January, April, July and October)
Visitors	Approximately 3,500 members per issue, including almost 10,000 page views/issue
ISSN	Online: 2333-9756

2024 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.

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

Rates: <ul style="list-style-type: none"> • 1 Issue \$650 • 2 Issues \$600 (each) • 3 Issues \$550 (each) • 4 Issues \$500 (each) 	Specs: <ul style="list-style-type: none"> • Creative size: 250 x 250 pixels • Maximum file size: 50KB
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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.

<p style="text-align: center;">Advertising Insertion Order Form</p> <p>To reserve your advertising space in JDSM, please submit a completed Advertising Insertion Order Form to rprince@aadsm.org or fax to (630) 686-9876.</p>

AADSM Annual Meeting

Advertising Opportunities for Exhibitors

The 2024 AADSM Annual Meeting will be held in-person from May 17-19 in New Orleans, LA. 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 the final program.

The final program is printed and provided to all meeting attendees on-site. It 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 4, 2024

Advertising Specifications for 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. To learn more about these opportunities, visit the [AADSM website](#).

Advertising Insertion Order Form

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

Sponsored Email

Send emails to approximately 3,500 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. Email copy cannot exceed 600 words per email.

Frequency

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

Fee: \$2,000 (per email)

2024 Schedule

	Email Send Date	Application Deadline	Ad Materials Due
Quarter 1	January 25	January 8	January 15
	February 29	February 12	February 19
	March 28	March 11	March 18
Quarter 2	April 25	April 8	April 15
	May 30	May 13	May 20
	June 27	June 10	June 17
Quarter 3	July 25	July 8	July 15
	August 29	August 12	August 19
	September 26	September 9	September 16
Quarter 4	October 31	October 14	October 21
	November 21	November 4	November 11
	December 19	December 2	December 9

Submission of Email Ads

Send ad content in an attached Word document to rprince@aadsm.org. Companies will be provided with a test email 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 or fax to (630) 686-9876.

Sponsored Webinar

Host a one-hour virtual presentation for the AADSM's approximately 3,500 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 or fax to (630) 686-9876.

OAT Awareness Sponsorship Program

Join the AADSM in spreading the word about oral appliance therapy through the new, OAT Awareness Sponsorship Program.

Beginning in 2021, the AADSM and American Board of Dental Sleep Medicine implemented a public relations and marketing campaign directed at physicians and patients to increase awareness of oral appliance therapy and qualified dentists. In 2021, we reached more than 1.1 million physicians with our target audience seeing AADSM ads approximately 4 times.

In 2023, we focused our efforts on public awareness. Following are results from these efforts:

- 96 million people have seen articles, podcasts and TV segments featuring AADSM members or oral appliance therapy.
- 524,000 people have been reached on Facebook, LinkedIn, and Instagram.
- 1.52 million people have viewed digital ads about oral appliance therapy and AADSM Qualified Dentists.

Your support will help us continue our efforts to further advance awareness of the benefits of oral appliance therapy provided by qualified dentists. All proceeds will be allocated for the AADSM's public relations and marketing campaign.

Sponsored Webinars

- Average registration: 130 attendees

Sponsored Emails

-Average 57% open rate, 3% CTR

JDSM Issue Engagement

January 2023: 59% opens, 8% clicks

April 2023: 60% opens, 9% clicks

July 2023: 60% opens, 8% clicks

Annual Fee: \$10,000

**This fee is non-refundable.*

Participating companies will be recognized for their support in the following ways:

- AADSM NewsFlash email to AADSM members
- Social media posts
- AADSM website, including AADSM Find-A-Dentist online directory for patients
- Signage and verbal recognition at the 2024 AADSM Annual Meeting

[Download Application](#)

Send a completed application to rprince@aadsm.org or fax to (630) 686-9876.