



# 2018 AADSM RATE CARD

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**JDSM**  
JOURNAL OF DENTAL SLEEP MEDICINE

**AADSM**  
2018 ANNUAL MEETING BALTIMORE

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**JDSM**  
Journal of Dental Sleep Medicine  
OFFICIAL PUBLICATION OF THE AMERICAN  
ACADEMY OF DENTAL SLEEP MEDICINE



Volume: 01 Number: 03 10/10/2014

EDITORIALS

Oral Appliance Awareness and Beyond

**JDSM**  
JOURNAL OF DENTAL SLEEP MEDICINE

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

*JDSM* keeps dentists informed on scientific developments that are important to their patients by presenting the best research and key information on dental sleep medicine and the broader domain of sleep-related breathing disorders, in a clinically useful format. The journal publishes original cutting-edge science in the growing and evolving field of dental sleep medicine, as well as case studies, reviews and clinical commentaries.

#### 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 3,300 members per issue, including 11,200 page views/issue.

**ISSN:** Online: 2333-9756

**CONTINUING EDUCATION:** CE credits are available in each issue.

#### 2018 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 issues 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. Agency discounts do not apply to classified advertisements. 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 Opportunities

### 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. The cost for a banner ad in the TOC email is \$1,750. These ads are sold on a first-come, first-served basis.

### TRANSITION ADS

These ads appear three times during a given reader's session - at the first, fourth and sixth clicks into the publication. Transition ads rotate at random, are not affected by popup blockers and can be linked to URLs.

1 Issue	\$1,500
2 Issues	\$1,425
3 Issues	\$1,350
4 Issues	\$1,275

### BANNER ADS

Leaderboard banner ads are available in each issue. Banner ads rotate at random and can be linked to URLs.

1 Issue	\$1,000
2 Issues	\$950
3 Issues	\$900
4 Issues	\$850

### DISPLAY CLASSIFIEDS — BLACK & WHITE ONLY

Insertion	1 Issue	2 Issues	3 Issues	4 Issues
Full-page	\$815	\$800	\$785	\$775
½-Page	\$620	\$605	\$590	\$580
¼-Page	\$545	\$485	\$475	\$465

### WORD CLASSIFIEDS

\$150 for 60 words or fewer; \$1.25 for each additional word over 60. All word classified ads must be prepaid at the time of order.

### ADVERTISING INSERTION ORDER FORM

To reserve your advertising space in *JDSM*, please submit a completed [Advertising Insertion Order Form](#) to Chris Waring at [cwaring@aasm.org](mailto:cwaring@aasm.org) or fax to (630) 737-9790.



## Advertising Specifications for *JDSM* and AADSM

### TABLE OF CONTENTS EMAIL ADS W × D

**Creative size:** 728 × 90 pixels

**Maximum file size:** 50KB

### TRANSITION ADS W × D

**Creative size:** 640 × 480 pixels

**Maximum file size:** 150KB

### BANNER ADS W × D

**Leaderboard:** 728 × 90 pixels

**Skyscraper:** 120 × 600 pixels

**Maximum file size:** 50KB

### CLASSIFIED DISPLAY ADS W × D

**Full-page:** 7.25" × 9.875"

**Half-page Vertical:** 3.50" × 9.875"

**Half-page Horizontal:** 7.25" × 4.875"

**Quarter-page:** 3.50" × 4.875"

### 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

**Color Palette:** 256 (.gif)

**Target URL:** Required, one per advertisement

**3rd party serving:** Not allowed

**Rich Media:** Not available

### REQUIREMENTS

1. Transition ads will be displayed on their own page at the first, fourth and sixth click into the reader's session. A maximum of three transition ads will be displayed per reader session.
2. There will be three ways to leave the transition ad: 1. the user may click a link to bypass the advertisement; 2. a counter will automatically redirect them to the proper destination after 20 seconds; or 3. the user clicks on the advertisement and is taken to the customer specified web address.
3. Leaderboard banner ads are pulled randomly. The advertiser has no ability to choose which web pages display their ads.
4. Leaderboard banner ads will appear on all pages designated by the AADSM.
5. Tracking for impressions and clicks will be in place for all transition and banner ads.

### ADVERTISING INSERTION ORDER FORM

To reserve your advertising space in *JDSM*, please complete the [Advertising Insertion Order Form](#).

# AADSM 27<sup>th</sup> Annual Meeting Advertising Opportunities for Exhibitors

The 27th Annual Meeting of the AADSM will be held in Baltimore, Maryland, June 1 to 3, 2018. This event is the premier trade show for dentists and dental professionals involved in the practice of dental sleep medicine, which provides exhibitors with the opportunity to showcase their latest products and services directly to their target market.

## PRELIMINARY PROGRAM

The Preliminary Program is mailed to over 6,000 dental sleep medicine professionals inviting them to attend the AADSM 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:** \$1,750

**Half-page:** \$1,350

**Quarter-page:** \$900

**Ad Materials and Payment Due:** January 19, 2018

## FINAL PROGRAM

The Final Program is distributed on site to all meeting attendees and contains complete details about the meeting as well as information about the local area. Place your advertisement in the hands of attendees of the AADSM 27th Annual Meeting, the largest gathering of dental sleep specialists in the country. 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:** \$1,750

**Half-page:** \$1,350

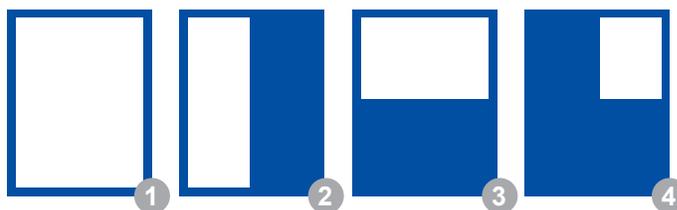
**Quarter-page:** \$900

**Ad Materials and Payment Due:** April 7, 2018

For rate and insertion information, please contact the Chris Waring, National Sales Manager at [cwaring@asm.org](mailto:cwaring@asm.org) or (630) 737-9731.

## ADVERTISING SPECIFICATIONS FOR AADSM 27<sup>th</sup> ANNUAL MEETING PRELIMINARY AND FINAL PROGRAMS:

	Non-Bleed (W × D)	Bleed (W × D)
1 Full-page	7.50" × 10"	8.75" × 11.25"
2 Half-page-V	3.625" × 10"	N/A
3 Half-page-H	7.50" × 4.75"	N/A
4 Quarter-page	3.625" × 4.75"	N/A



To reserve your advertising space in these programs, please submit a completed [Advertising Insertion Order Form](#) to Chris Waring at [cwaring@asm.org](mailto:cwaring@asm.org) or fax to (630) 737-9790.

## EXHIBITING

Once a year, the dental sleep medicine community comes together to learn and share, network with colleagues, and discover new products and services. Be there when they are in a “buying mode” and showcase your products during 3 days on the exhibit floor. To learn more about these opportunities, view the [AADSM 27th Annual Meeting Exhibitor Prospectus](#).

## SPONSORSHIPS

Increase your company’s visibility to the dental sleep medicine community before and during the Annual Meeting by becoming an Exhibitor. Exhibitors have the exclusive opportunity to secure sponsorships at this event. Sponsorships are available at all budget levels and exhibitors can choose from a selection of proven attention getters or have a unique one created just for them. To learn more about these opportunities, view the [AADSM 27th Annual Meeting Sponsorship Guide](#).

## ADVERTISING TERMS AND CONDITIONS

The American Academy of Dental Sleep Medicine (AADSM) is the Publisher of the *Journal of Dental Sleep Medicine (JDSM)*, Annual Meeting Preliminary and Final Programs. The following is the AADSM Terms and Conditions for these publications. Advertisers will be required to agree to these when completing the Advertising Insertion Order.

### ACCEPTANCE OF ADVERTISING

All advertisements are subject to review and approval by the Publisher. The Publisher may, at its discretion, require edits or reject any advertisement submitted by the Advertiser.

Ads that have not previously appeared in any of the Publisher's publications must be submitted for approval at least two weeks prior to the ad space closing. In light of the great effort an organization may undertake in developing advertising campaigns, Advertisers are encouraged to forward proposed advertisements in rough form.

Advertorials are prohibited.

Products or services with no direct relation to the sleep medicine and sleep research industry may be eligible for advertising if approved by the Publisher.

Advertisements that conflict or have the appearance of conflicting with the Publisher's policy are prohibited.

The fact that an advertisement for a product, service or company has appeared in a previous publication shall not be referred to in collateral advertising.

Any reference to the Publisher or its affiliate's products, services or standards in advertisements, promotional material or merchandising by the Advertiser or the Agency is prohibited.

Promotion of products, services or meetings that compete directly with those offered by Publisher or its affiliates are generally prohibited.

The Publisher reserves the right to decline advertising for any educational course, meeting or related event if the advertised event falls 90 days before or after an event held by the Publisher or its affiliates.

Membership solicitation by organizations other than the Publisher or its affiliates is prohibited. Fundraising by organizations or individuals other than the Publisher is strictly prohibited.

All advertisements must clearly and prominently identify the Advertiser by trademark, signature or name.

Advertising copy must be factual, in good taste, and all claims must be fully supportable.

Advertisements containing testimonials or those that quote the names, statements, or writings of any individual, public official, government Agency, testing group or other organization must be accompanied by written consent for use from the quoted individual or entity.

Advertisements using exclusive claims such as "best", "the most effective" or "only" or any other word with the same meaning to describe their products or services is prohibited. Please contact the National Sales Account Manager for words or statements in question.

All claims of fact must be fully supportable and should be meaningful in terms of performance or any other benefit. Advertisers should avoid the use of claims whose validity depends upon extremely fine interpretations of meaning. This does not exclude the use of normal qualifiers, such as footnotes, which may be necessary to render a claim true.

Complete scientific and technical data, whether published or unpublished, concerning the product or service's safety, operation and usefulness may be required. Samples of the products are not to be submitted.

Advertisers may cite in footnotes references from scientific literature, provided the reference is truthful and is a fair representation of the body of literature supporting the claim made.

Comparison to any Publisher's products or services is prohibited. Comparisons to a competitor's products or services in the Publisher's communications vehicles are prohibited.

The use of the American Academy of Dental Sleep Medicine (AADSM), or any other affiliate's name and/or logo, is prohibited without prior written approval.

All advertisements are accepted and published by Publisher on the warranty of the Advertiser and Agency that both are authorized to publish the entire contents and subject matter of the advertisement.

The inclusion of an advertisement in the Publisher's publications is not to be construed or publicized as an endorsement or approval by the Publisher, or its affiliates, nor may the Advertiser promote that its advertising claims are approved or endorsed by the Publisher or its affiliates.

Artwork, format, and layout should be such as to avoid confusion with editorial content of the publication. The Publisher reserves the right to insert the word "Advertisement" above or below any copy to avoid confusion.

Advertising is separate from content. Advertisers have no advance knowledge of our editorial content, nor do the editors shape content to accommodate advertising. Advertisers do not influence any of our editorial decisions or advertising policies.

Advertising that appears on Publisher's website must be clearly distinguishable from any editorial content.

Online advertisers may receive reports that show aggregate data about their advertisements, including the number of ad impressions generated.

Publisher does not release personally identifiable data on the users of our websites to Advertisers.

Advertiser links to other websites cannot prevent a user from easily returning to Publisher's website.

### GENERAL GUIDELINES

Unless ad materials, an insertion order or written instructions clearly stating which advertisement should run are received by the ad materials closing date for ads under contract, the previously run advertisement will be repeated. If no prior advertisement is available, the Publisher will run a house advertisement and Advertiser will be responsible for the cost of its original insertion order.

The Publisher reserves the right to change its advertising terms and conditions at any time.

Specific actions may be taken by the Publisher for violation of any provision of these guidelines. The action taken will be determined on the basis for the particular circumstances of the violation, but in cases involving major violations, may include legal action.

### **LIMITATIONS OF LIABILITY**

The Publisher will endeavor to publish advertisements promptly and accurately. The Advertiser shall notify the Publisher of any errors immediately. Upon notification, errors will be corrected in the next available comparable placement of the advertisement, as determined by the Publisher. This shall constitute the sole remedy for any errors.

Publisher shall not be liable for failure to publish any advertisement accepted by Publisher.

The Advertiser agrees to indemnify and hold harmless the Publisher for all damages, costs, expenses of any nature including court costs and legal fees, for which the Publisher may become liable by reason of its publication of the Advertiser's advertisement.

The Publisher shall not be held liable to the Advertiser or Agency for any loss that results from the incorrect publication of an advertisement.

The Publisher is not responsible for incorrect ad materials run when ad materials or instructions are not received by the ad material deadline.

The Publisher assumes no responsibility to verify statements contained in an advertisement.

The Publisher does not make corrections to ad artwork. All ad artwork must be submitted in final format. The Publisher will not be held responsible for incorrect ad sizes or incorrect copy in artwork that is submitted or picked up from a previous Publisher or outside organizations publication.

The Publisher is not responsible for the final reproductive quality of any materials provided that do not meet the defined specifications of the publication. This includes color quality when proofs for press match are not provided by the Advertiser.

The Publisher is not responsible for printer or clerical errors, typographical errors, or incorrect insertions.

All efforts are made to preserve advertising materials in their original condition. However, the Publisher is not responsible for lost or damaged advertising materials after production.

The Publisher is not responsible for ad placements near competing products unless an agreement has been made in writing between the Publisher and Advertiser prior.

The Publisher will not be bound by any condition appearing on insertion orders/contracts or copy instructions submitted by or on behalf of the Advertiser, when such condition conflicts with any provision in this rate card or with the Publisher's advertising terms and conditions.

### **INTERPRETATION AND APPLICATION OF THE ADVERTISING POLICY**

All matters and questions not specifically covered are subject to the final decision of the Publisher.

### **TERMS**

Net amounts are due by the closing dates listed on the 2018 Rate Card. Advertisements will not be published if payment is not received by the closing dates listed in the 2018 Rate Card. The suspension of advertising does not relieve the Advertiser of its contractual obligations under this contract.

A completed and duly signed Agreement guarantees advertising rates for the period identified on the Advertising Insertion Form. If the number of insertions contracted for are not used within the 2018 volume year, the Advertiser will be expected to pay the difference between the rate they paid and the rate based on the actual frequency utilized. Advertisers not on a multiple insertion contract must pay at the 1x rate. Frequency discounts will apply as such frequencies are actually earned, but will not be retroactively applied. Complimentary ads do not count toward frequency discounts.

Advertising agency discounts, not to exceed 15%, will be granted only to advertising agencies that are independent of the companies and products/services they represent. By signing the Advertising Insertion Order, advertising agencies assure that they have the right to contractually bind the company being represented and in the event of default of payment or cancellation, both the advertising agency and the company represented are held liable for the obligations of this Agreement.

### **CANCELLATION**

The Publisher, at its sole discretion, reserves the right to reject requests for advertisements, cancel or not renew previously approved advertisements, at any time for any reason or no reason at all.

The Advertiser may cancel or change an insertion within this Agreement by providing notice in writing to the Publisher on or prior to the ad space closing deadline. Any insertions cancelled after the ad space closing deadline will incur the full cost of the insertion. In instances of cancellation after the ad space closing deadline, the Publisher reserves the right to resell the ad space. The Advertiser is not relieved of any obligations made in the Agreement should the Publisher resell the ad space. Premium positions and transition ads cannot be cancelled.

### **SPECIFICATIONS**

This Agreement is final to the size, shape, color, and placement as set forth by this agreement and in the 2018 Rate Card. All changes thereafter must be approved by the Publisher by the ad space closing deadline and a new Agreement must be signed. All advertising material must be provided in electronic format as outlined in the 2018 Rate Card with accompanying high resolution proof by the ad materials deadline.

### **ASSIGNMENT OR TRANSFER**

Submitted Advertising Insertion Orders may not be assumed or transferred by the Advertiser or Agency.