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<tr>
<td>Print Media</td>
<td>19</td>
</tr>
<tr>
<td>Contacts</td>
<td>21</td>
</tr>
</tbody>
</table>

### Print Circulation

- **16,200**

### Average Monthly Visits

- **46,238**

### Average Monthly Pageviews

- **163,841**

### Opt-in Email Subscribers

- **17,851**
Editorial Overview

Editorial Direction
Published for more than 100 years, the American Journal of Orthodontics and Dentofacial Orthopedics (AJO-DO) has remained the leading orthodontic resource. It is the official publication of the American Association of Orthodontists and its constituent societies, the American Board of Orthodontics and the College of Diplomates of the American Board of Orthodontics. Each month its readers have access to original peer-reviewed articles that examine all phases of orthodontic treatment. Illustrated throughout, the publication includes tables, photos (many in full color), and statistical data. Coverage includes successful diagnostic procedures, imaging techniques, bracket and archwire materials, extraction and impaction concerns, orthognathic surgery, TMJ disorders, removable appliances, and adult therapy.

Established
1915

Editor-in-Chief
Rolf G. Behrents, Professor and Director, Orthodontic Program, Center for Advanced Dental Education, Saint Louis University, St Louis, MO.

Publisher
Jane Ryley

Societies & Affiliations
Official Journal of the American Association of Orthodontists and its constituent societies, the American Board of Orthodontics, and the College of Diplomates of the American Board of Orthodontics

Market
Orthodontists

Issuance
Monthly: 12 times per year

Circulation
16,200

Website
www.ajodo.org

App
Download from iTunes
Readership

Journal Usage*

70% of AJO-DO readers have **read or looked through the last 3-4 issues**

70% of AJO-DO readers have **read most/all or some of each issue**

77% of AJO-DO readers find AJO-DO “**very valuable**” compared to similar publications

*Readex Research, Companion Questionnaire Survey, July 2016
Member Demographics

Buying Decisions*

- 88% of AJO-DO readers use the journal as a primary source of information about new products and services.

* AJO-DO readers are personally involved in the buying decisions for the following products:

<table>
<thead>
<tr>
<th>Product</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bonding Supplies</td>
<td>77%</td>
</tr>
<tr>
<td>Appliances</td>
<td>77%</td>
</tr>
<tr>
<td>Instruments</td>
<td>66%</td>
</tr>
<tr>
<td>Aligner Trays</td>
<td>58%</td>
</tr>
<tr>
<td>Office Design and Equipment</td>
<td>52%</td>
</tr>
<tr>
<td>Practice Management/Imaging Software</td>
<td>58%</td>
</tr>
<tr>
<td>Patient Payment Services</td>
<td>42%</td>
</tr>
<tr>
<td>Dental Hygiene Products</td>
<td>43%</td>
</tr>
</tbody>
</table>

*Readex Research, Companion Questionnaire Survey, July 2016
Maximize your reach by adding a digital advertising campaign to your print schedule. The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign. Digital advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

**Banner Positions**

**Homepage**

<table>
<thead>
<tr>
<th>Banner</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

**Rest of Site (ROS)**

<table>
<thead>
<tr>
<th>Banner</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
</tr>
</tbody>
</table>

**Monthly Metrics***

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pageviews</td>
<td>163,841</td>
</tr>
<tr>
<td>Unique Visitors</td>
<td>26,136</td>
</tr>
<tr>
<td>Visits</td>
<td>46,238</td>
</tr>
</tbody>
</table>

*Adobe Analytics, January-March, 2016

Rate

$80 CPM Net/Geotarget
Table of Contents (TOC) Email Advertising

Each month, registered subscribers receive the Table of Contents (TOC) email for *American Journal of Orthodontics & Dentofacial Orthopedics* providing a preview of what's coming in their next issue. Metrics are sent on a monthly basis.

TOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

### Banner Positions

Only 3 positions available per TOC

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

### Metrics*

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opt-in Distribution</td>
<td>17,851</td>
</tr>
<tr>
<td>Average Open Rate</td>
<td>18.99%</td>
</tr>
</tbody>
</table>

### Rate

- $1,500 (Net) each
- $1,200 (Net) when you buy 3 or more

---

*Google Analytics, December-May, 2016
Mobile App Advertising

iPad, iPhone, and Android Advertising
Journal mobile apps allow busy healthcare professionals to turn to their favorite journals no matter where their schedules take them. Thanks to the convenience and real-time relevancy of the apps, keeping up-to-date is easy. Connect with these forward thinking HCPs in their medium of choice by advertising within the American Journal of Orthodontics & Dentofacial Orthopedics mobile app.

Banner Positions

**Tablets (iPad and Android)**

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interstitial, Landscape</td>
<td>1024 x 768</td>
</tr>
<tr>
<td>Interstitial, Portrait</td>
<td>768 x 1024</td>
</tr>
<tr>
<td>Home Screen</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Table of Contents</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Abstract Page</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Article Menu Bar</td>
<td>160 x 600</td>
</tr>
</tbody>
</table>

**Smartphones (iPhone and Android)**

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interstitial (portrait only)</td>
<td>320 x 480</td>
</tr>
<tr>
<td>Home Screen</td>
<td>300 x 50</td>
</tr>
<tr>
<td>Table of Contents</td>
<td>300 x 50</td>
</tr>
<tr>
<td>Abstract Page</td>
<td>300 x 50</td>
</tr>
</tbody>
</table>

Monthly Metrics*

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Users</td>
<td>1,491</td>
</tr>
<tr>
<td>Sessions/Visits</td>
<td>2,987</td>
</tr>
<tr>
<td>Screen Views</td>
<td>18,815</td>
</tr>
<tr>
<td>Issue Downloads</td>
<td>227</td>
</tr>
</tbody>
</table>

Rate

$1,000/month (Net) for 25% Share of Voice (3 month minimum)

*Google Analytics, December 2015-May 2016
## Print Rates & Closing Dates

### Black & White Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$3,540</td>
<td>$2,685</td>
<td>$2,065</td>
</tr>
<tr>
<td>3x</td>
<td>$3,400</td>
<td>$2,630</td>
<td>$2,020</td>
</tr>
<tr>
<td>6x</td>
<td>$3,345</td>
<td>$2,600</td>
<td>$1,985</td>
</tr>
<tr>
<td>12x</td>
<td>$3,275</td>
<td>$2,515</td>
<td>$1,945</td>
</tr>
<tr>
<td>24x</td>
<td>$3,205</td>
<td>$2,475</td>
<td>$1,915</td>
</tr>
</tbody>
</table>

### Color Rates

- **Standard Color**: $885
- **Matched Color**: $960
- **Metallic Color**: $1,255
- **4 Color**: $1,990

### Outserts

Please contact your Sales Representative.

### Closing Dates

<table>
<thead>
<tr>
<th>Publication Date</th>
<th>Closing Date</th>
<th>Materials Deadline</th>
<th>Inserts Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>11/23/16</td>
<td>12/3/16</td>
<td>12/16/16</td>
</tr>
<tr>
<td>February</td>
<td>12/29/16</td>
<td>1/6/17</td>
<td>1/24/17</td>
</tr>
<tr>
<td>March</td>
<td>1/31/17</td>
<td>2/6/17</td>
<td>2/22/17</td>
</tr>
<tr>
<td>May</td>
<td>3/30/17</td>
<td>4/5/17</td>
<td>4/21/17</td>
</tr>
<tr>
<td>June</td>
<td>5/3/17</td>
<td>5/9/17</td>
<td>5/24/17</td>
</tr>
<tr>
<td>July</td>
<td>5/30/17</td>
<td>6/5/17</td>
<td>6/20/17</td>
</tr>
<tr>
<td>August</td>
<td>6/30/17</td>
<td>7/10/17</td>
<td>7/25/17</td>
</tr>
<tr>
<td>September</td>
<td>8/1/17</td>
<td>8/7/17</td>
<td>8/23/17</td>
</tr>
<tr>
<td>October</td>
<td>8/30/17</td>
<td>9/6/17</td>
<td>9/21/17</td>
</tr>
<tr>
<td>November</td>
<td>9/29/17</td>
<td>10/6/17</td>
<td>10/25/17</td>
</tr>
<tr>
<td>December</td>
<td>10/30/17</td>
<td>11/3/17</td>
<td>11/21/17</td>
</tr>
</tbody>
</table>

### Premium Positions

- **Cover 4**: 50% B/W page rate
- **Cover 2**: 35% B/W page rate
- **Cover 3**: 25% B/W page rate
- **Opposite TOC**: 25% B/W page rate
- **First Right Hand Page**: 25% B/W page rate
- **Other Preferred Positions**: 10% B/W page rate

Business Reply Card: A full page ad is required to place a business reply card. $1,800

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*All ads must go through an approval process*
PRINT ADVERTISING OPPORTUNITIES

Bonus Distribution

American Association of Orthodontists (AAO)
April 21 - 25, 2017 (San Diego, CA)

Issues:
AJO-DO April
AAO Bulletin April

Special Issue
August Issue: On Target® Study
- Place an ad in this issue and receive complimentary feedback from our readers—your potential customers!
- Quantitative and qualitative feedback is obtained including written verbatim comments
- Contact your sales representative for further details

Please Note: Conference distribution subject to change. Please contact your Sales Representative prior to finalizing your media plan.
Custom Solutions

Article Collections
Selected articles categorized by single-topic that appear on the journal website.

Journal-Branded Webinars
Create an engaging experience – from round table discussions to FAQ sessions – with a customized online video that grabs the attention of the digital-savvy HCP.

Resource Centers
Strategically position your brand alongside trusted, relevant content. These specialty topic websites present a unique sponsorship opportunity for brands to connect with HCPs in an unbiased and engaging online environment.

Cover Wraps
With a cover wrap to promote your brand, you have the eyes of every subscriber.

Editorial Supplements
Mailed with publication and available online. Content is peer-reviewed and indexed.

Product Bulletin
Each Product Bulletin is a product breakdown crafted by one of our medical writers using your prescribing information and preferred data. Directly targeting HCPs in the fields of your choice, it is then packaged and mailed with the latest issue of one or more of our top journals.

*All Custom Solutions subject to society and Editor approval
The Practice Management Bulletin

Editorial Direction
The Practice Management Bulletin is the AAO’s printed publication vehicle which includes news and feature articles with comments from AAO members with expertise in practice economics, practice management, technology and more. All editorial content is produced internally.

Editor-in-Chief
Gail Gardner

Societies & Affiliations
Official Practice Management & News Publication of the American Association of Orthodontists

Issuance
6 times per year

Circulation
17,000 paid, AAO member benefit

- The disclaimer, “PAID ADVERTISING” must be included on every ad.
- A low resolution pdf must be submitted for review by the material submission date listed in the Closing Dates chart. After the ad is approved a high resolution pdf can be sent in for printing purposes.
- Ideal ad submission file format is a high resolution pdf. Other acceptable program, files are from InDesign, QuarkXPress, Illustrator, Photoshop.

Black & White Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>2-Page Spread</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
<th>1/8 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$5,200</td>
<td>$2,600</td>
<td>$2,040</td>
<td>$1,480</td>
<td>$920</td>
</tr>
<tr>
<td>3x</td>
<td>$4,940</td>
<td>$2,345</td>
<td>$1,785</td>
<td>$1,225</td>
<td>$665</td>
</tr>
<tr>
<td>6x</td>
<td>$4,690</td>
<td>$2,090</td>
<td>$1,530</td>
<td>$970</td>
<td>$410</td>
</tr>
<tr>
<td>24x*</td>
<td>$4,435</td>
<td>$1,835</td>
<td>$1,275</td>
<td>$715</td>
<td>$155</td>
</tr>
</tbody>
</table>

4 Color Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>2-Page Spread</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
<th>1/8 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$6,425</td>
<td>$3,215</td>
<td>$2,625</td>
<td>$2,040</td>
<td>$1,455</td>
</tr>
<tr>
<td>3x</td>
<td>$6,170</td>
<td>$2,960</td>
<td>$2,370</td>
<td>$1,785</td>
<td>$1,200</td>
</tr>
<tr>
<td>6x</td>
<td>$5,915</td>
<td>$2,705</td>
<td>$2,115</td>
<td>$1,530</td>
<td>$945</td>
</tr>
<tr>
<td>24x*</td>
<td>$5,660</td>
<td>$2,450</td>
<td>$1,860</td>
<td>$1,275</td>
<td>$690</td>
</tr>
</tbody>
</table>

Closing Dates

<table>
<thead>
<tr>
<th>Issue Month</th>
<th>Reservation Due</th>
<th>Material Submission</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>12/19/16</td>
<td>1/6/17</td>
</tr>
<tr>
<td>April</td>
<td>3/3/17</td>
<td>3/10/17</td>
</tr>
<tr>
<td>June</td>
<td>5/5/17</td>
<td>5/12/17</td>
</tr>
<tr>
<td>August</td>
<td>7/7/17</td>
<td>7/14/17</td>
</tr>
<tr>
<td>October</td>
<td>9/1/17</td>
<td>9/8/17</td>
</tr>
<tr>
<td>December</td>
<td>10/30/17</td>
<td>11/16/17</td>
</tr>
</tbody>
</table>

Mechanical Specifications

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page spread</td>
<td>15 3/4&quot; x 9 7/8&quot;</td>
<td>17&quot; x 11 1/8&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>7 3/8&quot; x 9 7/8&quot;</td>
<td>8 5/8&quot; x 11 1/8&quot;</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7 3/8&quot; x 4 5/8&quot;</td>
<td>—</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3 1/2&quot; x 9 5/8&quot;</td>
<td>—</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>7 3/8&quot; x 2 1/8&quot;</td>
<td>—</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>3 1/2&quot; x 4 5/8&quot;</td>
<td>—</td>
</tr>
<tr>
<td>1/8 page</td>
<td>3 1/2&quot; x 2 1/8&quot;</td>
<td>—</td>
</tr>
</tbody>
</table>

Premium Positions

Add $450 (Net) to rates listed in the chart

Ad Material Submission
Leslie Kemmet
leslie@ssmediasol.com
(p) 701.425.2558
eBulletin

Editorial Direction
The AAO eBulletin newsletter is a mix of articles, videos and links to relevant news and clinical information. In addition the AAO eBulletin keeps members informed of continuing education programs and meetings.

Editor-in-Chief
Gail Gardner

Societies & Affiliations
Main email vehicle used by the American Association of Orthodontists

Issuance
Weekly, 52 times a year

Distribution
- 15,062 opt-in AAO members
- 36.1% average open rate
- 15.2% average click-through rate

Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Cost per deployment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$800</td>
</tr>
<tr>
<td>3x or more</td>
<td>$550</td>
</tr>
</tbody>
</table>

Specifications
- Dimensions: 190 x 300*
- File size no larger than 50 kb
- Include a solid keyline around your ad if it does not have a full background full of color.
- Ad submission file format is a rgb jpg. No other file format will be accepted.
- The disclaimer, “PAID ADVERTISING” must be included on every ad.

Ad Submission
Please email electronic files to
Leslie Kemmett
(p) 701-425-2558
leslie@ssmediasol.com

Best if created 380x600 and then optimized down to 190x300 by choosing “Save for Web & Devices” on the highest setting jpg in Photoshop OR provide a high-res jpg at 200% and the AAO will optimize.
Exhibit Guide

Circulation and Audience
The Exhibit Guide will be distributed to all attendees of the Annual Session. The Exhibit Guide will contain a complete exhibitor listing for the 2017 Annual Session and includes an Exhibit Hall floor plan.

Premium Positions
| Inside Front Cover       | Full page, 4-color | $4,620 |
| Inside Back Cover        | Full page, 4-color | $4,620 |
| Outside Back Cover       | Full page, 4-color | $5,230 |
| Inside Pages             | Full page, 4-color | $3,020 |
|                         | 1/2 page, 4-color  | $2,060 |

Ad Deadlines
- Space Reservation Deadline: 2/02/2017
- Low-Res PDF Due for Approval: 2/02/2017
- High-Res PDF Ad Deadline: 2/09/2017

Closings
- At time of space reservation deadline, submit ad copy for approval.
- Contact your sales representatives for advertising policy.
- No cancellations will be accepted after the space reservation deadline.
- Deadline dates are subject to change.

Mechanical Specifications*

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7 3/4” x 10 1/4”</td>
<td>8 5/8” x 11 1/8”</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>6 7/8” x 4 1/8”</td>
<td>—</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3 1/4” x 9”</td>
<td>—</td>
</tr>
</tbody>
</table>

Submission of Digital Files
- Please submit digital files only.
- Files, support files and pictures must be high resolution (300 dpi at 100% scale).
- High-resolution, printer-quality PDFs are encouraged.
- If file is not a PDF, include all printer and screen fonts and all supporting graphics.
- Acceptable program files: Acrobat, QuarkXPress, Illustrator, Photoshop, and Adobe InDesign.
- Do not use Microsoft Word or PowerPoint to create advertisements. These file types will not be accepted.
- NOTE: All advertisers in the Exhibit Guide are required to place the following designator somewhere in their ads—“Paid Advertising.”

Ad Material Submission
Leslie Kemmett
leslie@sssmediasol.com
(p) 701.425.2958

*Actual page trim size is 8 3/8” x 10 7/8”
AAO On-Site Program

Editorial Direction
The AAO On-Site Program is a pocket-sized booklet containing the schedule for the Doctor's Program and Orthodontic Staff Program. This quick-reference tool also includes a map of the convention center, hotel map and shuttle schedule.

Available to attendees via print and digital versions:
- Print version placed in each attendee registration bag
- Digital version link emailed to all registrants

Limited Advertising and positioning exist on a first-come, first-served basis.

Rates
$3,020 net for full page/4-Color

Ad Deadlines
<table>
<thead>
<tr>
<th>Space Reservation</th>
<th>2/1/2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>PDF for Approval</td>
<td>2/3/2017</td>
</tr>
<tr>
<td>Materials Reservation</td>
<td>2/9/2017</td>
</tr>
</tbody>
</table>

Specifications
- The Onsite Program (pocket guide) booklet is 4” x 9” flat.
- Artwork should be high res cmyk pdf 4” x 9” plus, 1/4” bleed on all edges.

Submission of Digital Files
- Please submit digital files only.
- Files, support files and pictures must be high resolution (300 dpi at 100% scale).
- High-resolution, printer-quality PDFs are encouraged.
- If file is not a PDF, include all printer and screen fonts and all supporting graphics.
- Acceptable program files: Acrobat, QuarkXPress, Illustrator, Photoshop, and Adobe InDesign.
- Do not use Microsoft Word or PowerPoint to create advertisements. These file types will not be accepted.

NOTE: All advertisers in the AAO On-Site Program are required to place the following designator somewhere in their ads—“Paid Advertising.”

Ad Material Submission
Leslie Kemmett
leslie@ssmediasol.com
(p) 701.425.2558
AAO Corporate Close-Up

AAO Corporate Profile Supplement
Participants will receive a Spread 4-Color ad unit in the AAO Corporate Close-Up supplement that will mail with the April issue of AJO-DO and be handed out at the AAO meeting. Your spread consists of an advertisement facing a full-page article sharing your corporate story, or highlighting a particular product.

Additional copies will be available at the AAO Annual Session in bins at Registration, Outside Exhibit Hall and in Doctor’s Lecture Hallway.

It will deliver exclusive impact, exposure and added value for you prior to, during and after the AAO Annual Session.

Package includes
- Spread 4/C in the AAO Corporate Profile Supplement
- Full Page 4/C ad in the April pre-AAO Annual Session issue of AJO-DO
- Full Page 4/C ad in the May post-AAO Annual Session issue of AJO-DO

Ad Deadlines
Space Closing 2/27/2017
Corporate Close Ups and Advertising Materials Due 3/06/2017

Rate (Net)
$12,750 (valued at $17,500)

On Site Extra!
As a participant in the AJO-DO Corporate Close-Up Package you can influence clinicians at the meeting with a full-page ad in the AAO Exhibit Guide, distributed to all attendees at check-in. The net cost is just $2,250, an $800 savings!

Limited Opportunity, call today!
Participation is limited to just 6 companies
# AAO Product Showcase – Bundle

## Circulation and Audience
### AAO Bulletin
The April issue of the AAO Bulletin will feature a Product Showcase section, where AAO exhibiting companies can submit a 60 word product description, a thumbnail image and AAO booth number. The April issue of the Bulletin will mail to all AAO members on approximately April 1st, providing pre-convention exposure to your message. Copies of the Bulletin will also be distributed during the AAO Annual Session at registration and in the doctor’s lecture hallway.

### AAO Exhibitor Directory
The Product Showcase will also be included in the AAO Exhibitor Directory that will be placed in all AAO Annual Session attendee bags (approximately 12,000 copies).

### AAO e-blast
AAO members will also receive an e-blast highlighting the Product Showcase advertiser’s logo and AAO booth number (approximate deployment – April 18th).

## Bulletin and Exhibitor Directory Deadlines

<table>
<thead>
<tr>
<th>Event</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space Reservation</td>
<td>2/09/17</td>
</tr>
<tr>
<td>Bulletin/Exhibitor Directory Materials*</td>
<td>2/09/17</td>
</tr>
</tbody>
</table>

## AAO e-blast Deadline

<table>
<thead>
<tr>
<th>Event</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Materials Due</td>
<td>Company logo image due by 3/18/2017</td>
</tr>
</tbody>
</table>

## Rate (Net)
$3,500

## Materials Needed
- Company Name (exactly as you wish to be listed)
- AAO Booth #
- Website URL
- Grammatically correct paragraph about showcased product (60 words or less)
- Product Image supplied as jpg, tif, eps, png or pdf (300dpi, approximately 1.6” x 1.25”). Please name file as “companyname_Product_Showcase.jpg (or appropriate file extension depending on format)”

## Materials Contact
Leslie Kemmett  
(p) 701-425-2558  
leslie@ssmediasol.com

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*This will include the 2-page product guide spread design for the April Bulletin.

Limited Opportunity, call today! Only 10 companies can participate in the Product Showcase
Reprint Capabilities

The Power of Credibility
Reach targeted HCPs with original, authoritative content
Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier article reprints provide an exclusive and distinctive way to promote your brand using the strengths of our multimedia programs and your published work.

Hard Copy Reprints

Customizable Options
Printing
- Article translation
- Inclusion of: company/brand logo, prescribing information & ISI, and inventory number

Packaging
- Resizing: Pocket/Digest
- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs

Digital Reprints

E-Premier
Seamlessly incorporate page-flipping digital media features into your journal-branded reprints. View a demo

Linkards:
Further enhance the digital reach of your reprint with these business card-sized handouts showcasing the citation of the article alongside your branding. Recipients can access the reprint via an exclusive URL or QR code.

QR Codes
Integrate QR codes into your advertising to allow quick mobile access to your reprint.

Tablet Program
Install a suite of articles on a tablet for display during rep details, conferences, or on the fly.

Targeted Email Marketing
We offer the opportunity to distribute your ePrint via Elsevier’s specialty email lists or your own email list.

Order Reprints Online
Visit us at www.reprints.elsevier.com where selecting and ordering your reprints is simple:
- Search for articles by journal, specialty, keyword, and more
- Receive your quote online in 24 hours or less
- Place your order online, and track the production process

An Electronic Reprint is a copy of an article in PDF format delivered as a hyperlink, which can be posted online, on a tablet, or disseminated via email.
Digital Media

Journal Website Banner Ads

Creative Sizes

**Leaderboard 728 x 90**
Placement: Journal pages. Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

**Wide Skyscraper 160 x 600**
Placement: Journal pages. Right hand column of journal page, displays on all non-content pages (content pages = abstract and full text articles*).

**Large Rectangle 300 x 250**
Placement: Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles*)

Specifications

<table>
<thead>
<tr>
<th>Desktop/Tablet</th>
<th>HTML5, 150kB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile (mWeb or In-App)</td>
<td>HTML5, 40kB</td>
</tr>
<tr>
<td>Size</td>
<td>40K max</td>
</tr>
<tr>
<td>Rotation</td>
<td>Accepted</td>
</tr>
<tr>
<td>Animated GIF</td>
<td>Max 3 loops of animation, up to 15 seconds per loop</td>
</tr>
<tr>
<td>Required Resolution</td>
<td>72 dpi</td>
</tr>
<tr>
<td>Acceptable File Format</td>
<td>GIF, JPEG, SWF [rich media (e.g., Flash)]</td>
</tr>
<tr>
<td>Rich Media</td>
<td>Yes. Flash SWF files must have a backup GIF or JPG.</td>
</tr>
<tr>
<td>Target URL</td>
<td>Required</td>
</tr>
</tbody>
</table>

Rich Media Expanding & HTML In-Page Ads†

**Leaderboard 728 x 90**
Expands ▼ down to a maximum size of 728 x 315

**Wide Skyscraper 160 x 600**
Expands ◀ left to a maximum size of 300 x 600

**Large Rectangle 300 x 250**
Expands ▶ right to a maximum size of 600 x 250

Rich Media Specifications

| Initial Size | 40 KB |
| Subsequent Size | 2.2 MB |
| Back-up GIF | 40 KB |
| Animation | 15 seconds or 3 loops of 5 seconds |
| Video | No |
| Max Video File Size | N/A |
| Expansion Method | On click |
| Hotspot Requirements | Not to exceed 1/4 size of original ad |
| Close Button Requirements | 8pt - 16 pt (11px - 21px) |

Additional Notes:
- Flash Versions accepted: Flash 10 and lower
- Flash SWF files should not be hard-coded with the click-through URL
- Third party tags accepted
- Can target by zone
- Ads served via DFP by Google

*Generic list of non-content pages available upon request though will vary by journal
†Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.
### Digital Media (continued)

#### Table of Contents (TOC)
**Email Banner Ads**
- **Creative Sizes**
  - Leaderboard 728 x 90
  - Wide Skyscraper 160 x 600
  - Large Rectangle 300 x 250

#### Email Specifications
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Size</strong></td>
<td>40K max</td>
</tr>
<tr>
<td><strong>Rotation</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Required Resolution</strong></td>
<td>72 dpi</td>
</tr>
<tr>
<td><strong>Acceptable File Format</strong></td>
<td>.gif or .jpg</td>
</tr>
<tr>
<td><strong>Rich Media</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Animation</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Target URL</strong></td>
<td>Required</td>
</tr>
<tr>
<td><strong>3rd Party Tags</strong></td>
<td>No</td>
</tr>
</tbody>
</table>

#### Mobile App Banner Ads - Tablets (iPad and Android)
**Creative Sizes**
- Landscape 1024 x 768
- Portrait 768 x 1024
- Leaderboard 728 x 90
  - Home Screen, Table of Contents, Abstract Page
- Wide Skyscraper 160 x 600
  - Article Menu Bar

#### Tablet Specifications
**File Types**
- .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)
**File Size**
- 200K file size limit.
- No 3rd party adtags are accepted.
**Rich Media Ads**
- Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.
**Target URL**
- Required

#### Mobile App Banner Ads - Smartphones (iPhone and Android)
**Creative Sizes**
- Portrait 320 x 480
  - Interstitial (portrait only)
- Leaderboard 300 x 50
  - Home Screen, Table of Contents, Abstract Page (portrait only)

#### Smartphone Specifications
**File Types**
- .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)
**File Size**
- 40k file size limit.
- No 3rd party ad tags. 3rd party tracking and click pixels are accepted.
**Rich Media Ads**
- Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.
**Target URL**
- Required
SPECIFICATIONS

Print Media

Mechanical Specifications

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8-1/8&quot; x 10-7/8&quot;</td>
<td>—</td>
</tr>
<tr>
<td>Full Page</td>
<td>7-5/8&quot; x 10-3/8&quot;</td>
<td>8-3/8&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>Spread</td>
<td>15” x 10”</td>
<td>16-1/2” x 11-1/8”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7” x 5”</td>
<td>8-3/8” x 5-11/16”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2” x 10”</td>
<td>4-5/16” x 11-1/8”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2” x 5”</td>
<td>—</td>
</tr>
</tbody>
</table>

Keep live matter 1/4” from all trim edges.

Binding          | Perfect; jogs to foot |
Printing process | Web                  |
Halftone screen  | Cover, 150 line screen Text, 150 line screen |

Print Ad Specifications

File Format

PDF or PDF/X-1a compliant files, saved as PDF version 1.3. Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

Note: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

Images

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using menu-stylized fonts, Macintosh “city” fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8” bleed image on all four sides.
- Files will include trim marks with a minimum 3/16” offset
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No Rotation.
- No content is to be within 1/4” of all trim edges.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/ masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
Print Media (continued)

- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2” outside trim.

**Color Space**
All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

**Spot Colors**
Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as “Dark Blue.” PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

**Trapping and Screening**
Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

**Proofs**
All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit [www.swop.org/certification/systemlist.asp](http://www.swop.org/certification/systemlist.asp). Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

**Delivery**
Submit PDF ad files to Elsevier ad portal at [www.ads4els.com](http://www.ads4els.com)

**Conformance to Specs**
Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

<table>
<thead>
<tr>
<th>Insert Requirements:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2-page insert</strong></td>
</tr>
<tr>
<td><strong>4-page insert</strong></td>
</tr>
</tbody>
</table>

| Trimming           | 1/8” trimmed off top, bottom, gutter and face. Keep all live matter 1/4” from all trim edges. Note that a 1/2” safety must also be applied to both sides of the gutter. |

| Insert Stock Weight | For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation. |

| Closing Date for Booking Inserts | Same as ad space closing |

| Insert Delivery Date | See Insert due dates. All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order. |

| Insert Quality | Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services. |

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.
Print Media (continued)

Insert Packing & Shipping Instructions
Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

Insert Shipment Address
American Journal of Orthodontics & Dentofacial Orthopedics
RR Donnelley
121 Matthews Drive
Senatobia, MS 38668
Attn: Elsevier Team

Disposition of Reproduction Material
All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.
Contacts

Integrated Advertising

Allen L. Schwartz  
Director of Sales, Western Region  
10225 NW Brentano Lane  
McMinnville, OR 97128

Tel: 503-784-8919  
Fax: 503-961-0445  
Email: allen@ssmediasol.com

Jim Shavel  
Director of Sales, Eastern Region  
1554 Surrey Brook Court  
Yardley, PA 19067

Tel: 215-369-8640  
Cell: 215-499-7342  
Fax: 215-369-4381  
Email: jim@ssmediasol.com

Bill Kittredge  
Director of Sales, Southwest Region  
21171 Via Alisa  
Yorba Linda, CA 92887

Tel: 714-264-7386  
Email: bill@ssmediasol.com

Contracts, Insertion Orders & Production Materials

Le-Andrea Sylvester  
Elsevier  
230 Park Avenue  
New York, NY 10169

Tel: 212-633-3649  
Fax: 212-633-3820  
Email: le.sylvester@elsevier.com

Send new print ad files and submit pickup ads to www.ads4els.com

Recruitment Sales Manager

Ariel Medina  
Elsevier  
230 Park Avenue  
New York, NY 10169

Tel: 212-633-3689  
Fax: 212-633-3820  
Email: a.medina@elsevier.com

Recruitment Production Contact

Jaichand Ramsaroop  
Elsevier  
230 Park Avenue  
New York, NY 10169

Tel: 212-633-3690  
Fax: 212-633-3820  
Email: j.ramsaroop@elsevier.com

Visit www.elsmediakits.com to view other media kits and rate cards.