

The Voice of  
the General  
& Pediatric  
Orthodontic  
Practitioner

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**AOS**  
AMERICAN ORTHODONTIC SOCIETY

**2023**

# Media Kit



# The Voice of The General & Pediatric Orthodontic Practitioner

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The Journal of the American Orthodontic Society (JAOS) offers an educational perspective of collected facts, experience and opinions for our active and loyal membership of general and pediatric dentists that regularly perform orthodontics. We invite you to become part of one of the fastest growing communities in dentistry. We strive for excellence in both our educational courses and in the services we provide to our members. Readers rely on the Journal as an educational vehicle to learn more about orthodontia. Advertising your products and services in the JAOS will bring consistent awareness, interest and sales to your company and product line.

As educational, non-profit organizations, the AOS and AGpO are committed to keeping members up-to-date on the latest in techniques, technology and products. Serving the dental community as an ADA-CERP accredited provider, we strive for excellence in both our educational courses and in the services we provide to our members. This peer-reviewed publication features clinical and practice enhancement editorial as well as case studies. Each issue of JAOS will highlight special editorial topics of interest, the latest in new products & services, techniques, technology and practice management for the general and pediatric orthodontic practice, along with the latest in AOS and AGpO association news.

JAOS currently reaches over 2,000 orthodontic practitioners in both print and digital format, and offers bonus distribution at these meetings and conventions: AOS, AGpO, AAPD and AGD.

Read current  
and archived issues  
of JAOS online at:

[jaos.orthodontics.com](http://jaos.orthodontics.com)

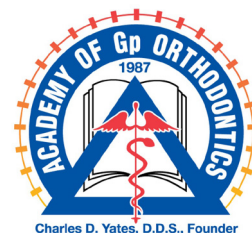


Advertising sales & questions  
regarding materials to:

 **Emilie Hughes**

 **972-526-0704**

 **[emilie@orthodontics.com](mailto:emilie@orthodontics.com)**



# 2023 Editorial Dates

## WINTER

Space Reservations ..... November 6, 2023  
 Materials Deadline ..... November 13, 2023  
 Estimated Mailing Date ..... January 8, 2024  
 Estimated Digital Release Date ..... January 22, 2024

## SPRING

Space Reservations ..... February 12, 2024  
 Materials Deadline ..... February 19, 2024  
 Estimated Mailing Date ..... April 2, 2024  
 Estimated Digital Release Date ..... April 16, 2024

## SUMMER

Space Reservations ..... May 7, 2023  
 Materials Deadline ..... May 14, 2023  
 Estimated Mailing Date ..... July 9, 2023  
 Estimated Digital Release Date ..... July 23, 2023

## FALL

Space Reservations ..... August 6, 2023  
 Materials Deadline ..... August 13, 2023  
 Estimated Mailing Date ..... September 24, 2023  
 Estimated Digital Release Date ..... October 8, 2023

For editorial questions please contact Dr. Greg Cannizzo, Editor, at [editor@orthodontics.com](mailto:editor@orthodontics.com)

# 2023 Advertising Rates

Size/Frequency	Inside Front	Inside Back	Back Cover	2-Page Spread	Full Page	2/3 Page	1/3 Page
1x Advertiser				\$2365	\$1735	\$1400	\$1130
2x Advertiser				\$2285	\$1700	\$1265	\$1105
4x Advertiser	\$1999	\$1910	\$2100	\$2155	\$1550	\$1235	\$1080

## Advertising Specs

### AD SIZE

### W x H

2-Page Spread 17.25 x 11.25  
 Full Page (Bleed) 8.75 x 11.25  
 Full Page (No Bleed) 7.75 x 10.25  
 2/3 Page (Vertical) 4.938 x 10.125  
 1/3 Page (Vertical) 2.375 x 10.125

## Advertising Requirements

- JAOS utilizes a computer-to-plate workflow. Acceptable computer file formats are high resolution EPS, TIFF, JPEG or press-optimized PDF. Color image files should be submitted in a CMYK color space with an output resolution of at least 300 DPI at 100 percent scale.
- Advertising artwork of 5 MB or less should be submitted in JPEG or PDF to [emilie@orthodontics.com](mailto:emilie@orthodontics.com).
- JAOS is published using 175-line halftones on 80# coated text paper with a 4/C process offset press and saddlestitched binding. U.S. sheetfed coated v2 offset printing standards are employed.

# Advertising Contract Regulations

Rates are stated per issue or opportunity. New advertisers are required to pay in advance in order to establish credit with the AOS. Accounts over 30 days payable will be suspended along with all current and future advertising reservations and other marketing opportunities such as but not limited to exhibiting at the AOS Annual Meeting. Suspension may be lifted with the fulfillment of the balance due. Future opportunities may be secured with the AOS along with payment in full in advance.

Neither advertiser, advertising agency, nor its agents may cancel or change an advertisement(s) after an issue's closing date. Orders for covers and inserts may not be cancelled less than thirty (30) days preceding the closing date. The American Orthodontic Society (AOS) and/or its publisher reserve the right to determine the eligibility of a company or their product or service for inclusion in AOS publications and reserve the right to restrict advertisements that are deemed questionable or objectionable by AOS. If by the closing date the publisher has not received advertising materials that publisher, in its sole discretion, deems acceptable for publication, publisher may either repeat the advertiser's most recent advertisement that the Journal has published or publish nothing, charging the advertiser and/or advertising agency for any space reserved by them. CANCELLATIONS MUST BE RECEIVED IN WRITING by AOS no later than published space reservation deadline date of said issue(s) as it is stated in the published media kit. AOS assumes no liability for advertising that fails to be published as scheduled. In the event that advertiser, advertising agency, and/or its agent(s) cancels a multi-issue advertising contract after advertisements have been placed but before the full contractual obligations have been met, AOS reserves the


right to charge advertiser the full, non-discounted "per each" rate as stated in the published rate card.

Advertiser, advertising agency, and/or its agents assume responsibility for claims and/or testimonials made in advertisements as well as permission to utilize names, places and/or photos within the advertisement. AOS assumes no such responsibility. Any advertisement that, in the opinion of AOS and/or publisher, may be confused with the editorial pages must be clearly marked "Advertisement" at the top of the advertising copy. Advertiser, advertising agency, or its agents shall, jointly and severally, indemnify and protect AOS and/or publisher from any loss or expense, including and without limitation, reasonable attorney's fees, resulting from claims or suits based upon the content or subject matter of such advertisements, including and without limitation, claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, and false advertising. Performance pursuant to these contract regulations by either party is subject to acts of God, war, government regulation, disaster, strike, civil disorder, or other emergency making it inadvisable, illegal, or impossible to provide the advertiser/agency with the publication of contracted advertising space. It is provided that the AOS contract for advertising may be terminated without liability for any one or more of such reasons by written notice from one party to the other. Use of the AOS and AGpO logos are strictly prohibited.

The contract regulations set forth herein are final and binding, except that AOS reserves the right to change or modify the policies, terms, and rates set forth herein without further notice.

## Questions, Advertising Sales and Material Submissions:

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