

AO E-NEWS WEEKLY
REACH
4,500

TOP DENTAL SPECIALISTS AND DECISION MAKERS
WITHIN THE IMPLANT DENTISTRY FIELD

EVERY WEEK
MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B LOWER LEADERBOARD

The lower leaderboard gives your company a prominent position right under the association's masthead.

C/1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

D/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

E PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

F FEATURED COMPANY AD

Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.

G TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

The screenshot shows the homepage of the Academy of Osseointegration e-News Weekly. Various advertising spots are highlighted with letters A through G:

- A:** A banner at the top for BioHorizons, titled "advancements in implant dentistry".
- B:** A banner below the masthead for Osteohealth, titled "Leading the Way in Regenerative Therapies".
- C:** A sidebar on the left with a "Learn More" button.
- C/1:** A large "Product Showcase" for Astra Tech Dental, featuring images of dental implants and text describing their features.
- D/1:** A "Resolution calls for study of teledentistry in dental practice" article snippet.
- D:** A "4 strategies to make your customer service go from good to great" article snippet.
- D/1:** A "New cancer-causing virus confirmed by researchers" article snippet.
- F:** A "Featured Companies" section listing Deserv Dental, Tula Dental, and Hiossen.
- E:** A "Product Showcase" for INFUSE Bone Graft, featuring an image of the product and text about its use in treating acute/traumatic fractures.
- G:** A "Traditional Text Ad" for AO Weekly News, providing contact information for the Vice President of Publishing and Content Editor.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to 4,500 top dental specialists and decision makers within the implant dentistry field (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Lower Leaderboard
\$3250

Image Dimensions
580x70

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Skyscraper
\$3000/\$2750

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$2950

Lorem ipsum dolor
 Lorem ipsum dolor
 sit amet, consectetur
 adipiscing elit, sed
 do eiusmod tempor
 incididunt ut labore et
 dolore magna aliqua.
 Ut enim ad minimum
 veniam, quis nostrud
 exercitation ullamco
 laboris nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor
 Lorem ipsum dolor sit amet, consectetur
 adipiscing elit, sed do eiusmod tempor
 incididunt ut labore et dolore magna aliqua.
 Ut enim ad minimum veniam, quis. [More](#)

Featured Company Ad
\$2500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum dolor sit amet
 Lorem ipsum dolor sit amet,
 consectetur adipiscing elit,
 sed do eiusmod tempor
 incididunt ut labore et. [More](#)

Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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AO E-NEWS WEEKLY, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO DENTAL SPECIALISTS, GENERAL PRACTITIONERS, CERTIFIED DENTAL TECHNICIANS, NURSES, AUXILIARY PERSONNEL AND TECHNICAL REPRESENTATIVES OF MANUFACTURING COMPANIES WHO HAVE AN INTEREST IN IMPLANT DENTISTRY.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications. delivered to the inboxes of dental specialists, general practitioners, certified dental technicians, nurses, auxiliary personnel and technical representatives of manufacturing companies who have an interest in implant dentistry, AO e-News Weekly keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power—the top-tier professionals.

AO E-NEWS WEEKLY
IS A PROFESSIONAL RESOURCE FOR

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN AO e-NEWS WEEKLY:



CREDIBLE SOURCE

For 25 years, our members have turned to the association as the informational authority of the industry. Advertising in AO e-News Weekly solidifies your place among weekly information provided to AO members.



TARGETED DISTRIBUTION

Advertising in AO e-NEWS WEEKLY allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to AO e-News Weekly have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, AO e-News Weekly ensures your ad will be seen weekly by our 4,500 subscribers.



AFFORDABLE

Advertising in AO e-News Weekly is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of AO e-News Weekly has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in AO e-News Weekly.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.