

AAID IMPLANT INSIGHT

REACH

4,100

DENTISTS

MEDIA KIT

EVERY WEEK



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 SKYSCRAPER

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

C/1 TOP/BOTTOM BANNER

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

D PRODUCT SHOWCASE

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

E CALLOUT TEXT AD

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

F TRADITIONAL TEXT AD

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

The screenshot displays the Dental Industry Marketplace website interface. At the top, there is a navigation bar with links for Home, Credentialing, Membership, Education, and Research Foundation, along with a search bar and the date Feb. 17, 2011. Below the navigation bar, there are several advertising spots:

- A LEADERBOARD:** A large banner at the top left for "SHORT IMPLANTS" with a "FREE COURSE" offer and a "bicon REGISTER TODAY!" button.
- B SKYSCRAPER:** A vertical ad for "ORTHODENT" featuring a photo of a dental procedure and the phone number 877 336 8643.
- C/1 TOP/BOTTOM BANNER:** A horizontal banner for "Kodak Dental Systems" with the text "Medium Field of View" and the website www.kodakdental.com/3D.
- D PRODUCT SHOWCASE:** A product showcase for "Bio-Life Dental Implant System" with a photo of the implant kit and a description.
- E CALLOUT TEXT AD:** A small text ad for "3D Imaging from Carestream Dental" with a photo of a 3D scanner and a brief description.
- F TRADITIONAL TEXT AD:** A small text ad for "AAID's 60th Annual Meeting" with a photo of the event and details about registration.

At the bottom of the page, there is a footer with contact information for AAID Implant Insight and a "Powered by MULTICREF" logo.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 4,100 Dentist (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2750/\$2500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$3000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



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Product Showcase
\$2950

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**
Max File Size **30k**



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Callout Text Ad
\$2500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size **30k**



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Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

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THE AAID IMPLANT INSIGHT, POWERED BY MULTIBRIEFS, PROVIDES NEWS AND INFORMATION TO LEADERS IN THE IMPLANT DENTISTRY INDUSTRY.

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 general dentists, oral and maxillofacial surgeons, periodontists, prosthodontists and others interested in the field of implant dentistry, the AAID Implant Insight keeps professionals informed of topics that impact the daily operation of their practices. Subscribers are decision-makers and influencers with purchasing power – the top-tier professionals in the implant dentistry industry.

AAID IMPLANT INSIGHT
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN AAID IMPLANT INSIGHT:



CREDIBLE SOURCE

For over 50 years, our members have turned to the association as the informational authority of the industry. Advertising in AAID Implant Insight solidifies your place among weekly information provided to AAID members.



TARGETED DISTRIBUTION

Advertising in AAID Implant Insight 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 AAID Implant Insight 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, AAID Implant Insight ensures your ad will be seen every week by our 4,100 subscribers.



AFFORDABLE

Advertising in AAID Implant Insight 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 AAID Implant Insight 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 AAID Implant Insight.



TRACK CAMPAIGN EFFECTIVENESS

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