

AAOMS INDUSTRY UPDATE

REACH

5,100

ORAL AND MAXILLOFACIAL SURGEONS

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 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.

This message contains images. If you don't see images, click here to view. [Click here to view.](#)

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AAOOMS Industry Update A weekly news and information resource from AAOOMS

From Brigham surgeons, the gift of a new face
The Boston Globe [Share](#) [Print](#) [Email](#) [Facebook](#) [Twitter](#) [LinkedIn](#)
 Sometimes in the next couple of days, the man who just became the nation's second face transplant recipient will wake up and see his new face. When he does, odds are that he will recognize himself, the surgeon who performed the delicate operation at Brigham and Women's Hospital said. [MORE](#)

PIEZOSURGERY 3
 Our most advanced system for osteotomy surgery.
Affordable

Researchers develop new method for individually adapted implants
The Medical News [Share](#) [Print](#) [Email](#) [Facebook](#) [Twitter](#) [LinkedIn](#)
 Researchers at Mid Sweden University, together with Professor Jan Hirsch and Consultant Per Ödend, oral and maxillofacial surgeons at Uppsala University Hospital and Mälarsjukhuset Hospital, respectively, have developed an entirely new method for individually adapted implants. The method provides better patient safety and lower costs. It involves planning, design and production. At the end of October the first implants were operated in at University Hospital in Uppsala. [MORE](#)

10 most hazardous technologies in health care
Healthcare Media [Share](#) [Print](#) [Email](#) [Facebook](#) [Twitter](#) [LinkedIn](#)
 The ECRI Institute, an independent nonprofit company that evaluates medical devices and processes, has published its list of the 10 most dangerous technological hazards in health care. [MORE](#)

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50% OFF 2nd Handpiece (promo AA-0810)

Immediate mandibular molar implant placement
The Journal of Implant and Advanced Clinical Dentistry [Share](#) [Print](#) [Email](#) [Facebook](#) [Twitter](#) [LinkedIn](#)
 When discussing immediate implants, mandibular posterior teeth are often overlooked. This is quite unfortunate because I have found this area to be one of the most predictable sites for immediate implant placement. The following is a small series of cases demonstrating placement of immediate implants in mandibular molar sites. [MORE](#)

Oral cancers in women rising, HPV sometimes a factor
CNN [Share](#) [Print](#) [Email](#) [Facebook](#) [Twitter](#) [LinkedIn](#)
 Pat Folsom, 54, knows the importance of preventive medicine. As a health care worker, she goes for scheduled checkups. So when she went in for a routine dental exam last year, she didn't expect more than a cleaning, maybe a filling. But her dentist found something more serious. [MORE](#)

Aspen Dental is Hiramal
 At the customer's discretion for multiple locations, Aspen Dental Oral & Maxillofacial Surgeons run successful practices with built-in volume and no overhead. [Additional opportunities available. MORE](#)

The technical and anatomical aspects of the world's first near-total human face and maxilla transplant
Archives of Facial Plastic Surgery [Share](#) [Print](#) [Email](#) [Facebook](#) [Twitter](#) [LinkedIn](#)
 The Cleveland Clinic reported the world's first successful combined face and maxilla transplant in December 2008. Unlike the three prior face transplants, this surgical procedure was done as a salvage operation in a patient who had undergone 23 major reconstructive procedures. [MORE](#)

ECG variations in patients pre- and post-local anaesthesia and analgesia
British Dental Journal [Share](#) [Print](#) [Email](#) [Facebook](#) [Twitter](#) [LinkedIn](#)
 One hundred twenty-eight healthy adult patients taking part in a clinical trial of analgesics were randomly selected for this study. All patients required the removal of at least one impacted mandibular wisdom tooth under local anaesthetic. An ECG was taken at a screening visit and repeated post-operatively 30 minutes after analgesia was given. The effects of analgesia were also monitored to ascertain whether any changes were related to pain experience or the analgesic itself. [MORE](#)

PRODUCT SHOWCASES

Pelleve™ Skin Tightening System
 After

The ERI - Esthetic Region Implant
 The ERI has a 3mm titanium nitride coated porous collar to camouflage itself under the gingiva thus eliminating any titanium bleed-through. Designed to be placed slightly above bone level, the divergent outer diameter bone loss seen in some of our competitor's bone level implants.

Straumann Bone Level Cementable All-In-One Sets
 The new Straumann Bone Level Cementable All-In-One Set adds increased restorative simplicity to our full range of prosthetic solutions for the Straumann Bone Level implant. Containing all the necessary restorative components in a single package, the Cementable All-In-One Set allows you to streamline case planning, the ordering process and your office product inventory. [Learn more](#)

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AD RATES & SPECS

Prices are for participation in 13 emails to 5,100 oral and maxillofacial surgeons (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$2750

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**

THE AAOMS INDUSTRY UPDATE, POWERED BY MULTIBRIEFS, PROVIDES NEWS AND INFORMATION TO LEADERS IN THE ORAL AND MAXILLOFACIAL SURGERY INDUSTRY. THESE LEADERS MAKE UP 90 PERCENT OF ALL PRACTICING ORAL MAXILLOFACIAL SURGEONS.

The AAOMS Industry Update 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 oral and maxillofacial surgeons, AAOMS Industry Update keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power – the top-tier professionals in the industry.

AAOMS INDUSTRY UPDATE
IS A PROFESSIONAL RESOURCE FOR

NEWS
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TOP TEN REASONS TO ADVERTISE IN AAOMS INDUSTRY UPDATE:



CREDIBLE SOURCE

For years, our members have turned to the association as the informational authority of the industry. Advertising in AAOMS Industry Update solidifies your place among weekly information provided to AAOMS members.



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Subscribers to AAOMS Industry Update 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, AAOMS Industry Update ensures your ad will be every week by our 5,100 subscribers.



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