

# ACP MESSENGER

**ACP Messenger**  
 4 Issues per year:  
 • Winter • Spring • Summer • Fall

**Annual Subscription data:**

Members - Complimentary; Prosthodontic Forum Org.  
 Members \$75/year  
 Non-members \$150/year

**Distribution:** 3,500 copies to ACP members (internationally) and oral healthcare professionals, libraries, organizations and dental suppliers.

Established in September 1973, The ACP Messenger is the official quarterly publication of the American College of Prosthodontists. The mission of the ACP Messenger is to inform the world of current prosthodontic trends, challenges and successes. The Messenger also informs members about ACP and other relevant news with an enhanced consumer/patient focus and advocacy voice that will serve to showcase how prosthodontists transform lives and are leaders in dentistry.

BLACK & WHITE			
Ad size	Single Issue	Four Issues (Cost per issue)	Eight Issues (Cost per issue)
Back Cover	\$2850	\$2700	\$2550
Inside Front Cover	\$2565	\$2430	\$2295
Inside Back Cover	\$2185	\$2070	\$1955
Full Page	\$1900	\$1800	\$1700
1/2 Page	\$1400	\$1300	\$1200
1/3 Page	\$1100	\$1000	\$900

\*US orders must be paid in US Dollars. • Canadian orders must be in CAD Dollars & are subject to applicable taxes.

2012 Closing dates and content schedule for each issue				
Ad size	Issue 1	Issue 2	Issue 3	Issue 4
Content Deadline	Nov. 4, 2011	Feb. 6, 2012	May 4, 2012	July 6, 2012
Space Reservations	Nov. 22, 2011	Feb. 14, 2012	May 16, 2012	July 08, 2012
Materials Due	Nov. 29, 2011	Feb. 21, 2012	May 23, 2012	July 15, 2012

AGENCY COMMISSION 15% to recognized agencies. Colour charges and positioning charges are commissionable.

Colour rates	
2-colour per page	\$400
4-colour per page	\$900

Cover & preferred position rates	
Cover 4	50%
Cover 2	35%
Others	15%

**Additional ACP Messenger Advertising Opportunities**

- ▶ **2012 Annual Session Program Guide** Published in November 2012  
 1 issue per year. **Distribution:** 1500 copies at ACP Annual Session
- ▶ **ACP 2012 Membership Directory** Published in July 2012  
 1 issue per year. **Distribution:** 3500 copies to ACP members

Colour rates	
2-colour per page	\$400
4-colour per page	\$850
Black & White	
Ad Size	Single Issue
Full Page	\$1300 US

Cover & preferred position rates	
Cover 4	50%
Cover 2	35%
Others	15%



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