

# 2018 Advertising Rates

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**Editorial Office**  
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## ACP Messenger

### Overview

Established in September 1973, the *ACP Messenger* is the official quarterly publication of the American College of Prosthodontists. The *ACP Messenger* reaches top decision-makers in esthetic, implant, and reconstructive dentistry. Editorial coverage includes patient care issues, new technology and materials, industry updates, developments in dental education, announcements of grants and awards, and membership news, as well as other topics of interest to the specialty of prosthodontics.

### Market Coverage

Prosthodontists, dental technicians, dental educators, and students/residents.

### Circulation

The *ACP Messenger* is distributed to more than 3,400 ACP members and affiliates (internationally) and oral healthcare professionals, libraries, organizations, and dental suppliers. A digital version of the *ACP Messenger* is posted on the ACP website, [acpmessenger.org](http://acpmessenger.org), accessible to all website visitors.

### Annual Subscription Data

Members - Complimentary  
Prosthodontic Forum Organization members - \$75/year  
Non-member - \$150/year

### Advertising Policy

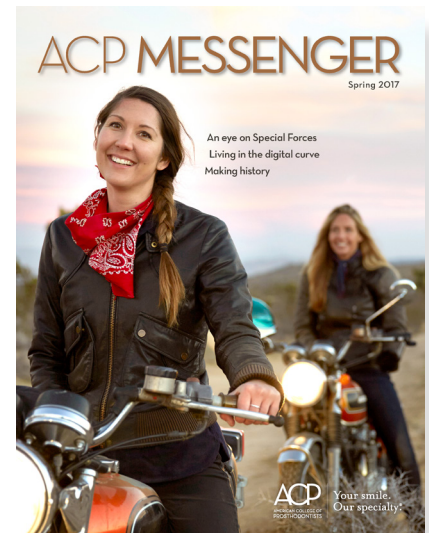
The *ACP Messenger* reserves the right to accept materials and requires publication prepayment. This publication does not accept advertising for credit/debit cards, insurance, or travel. The advertiser agrees to assume all liability for content of ads printed and must be fully authorized for use of the ad's content, including, but not limited to, persons' names and pictures, testimonials, and any copyrighted or trademarked material. In consideration of the publication of advertisements, the advertiser will indemnify and hold the publisher harmless from any loss or expense arising out of an advertisement.

### Placement Policy

Interspersed

### Agency Commission

15% to recognized agencies.

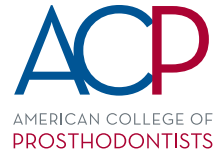


[acpmessenger.org](http://acpmessenger.org)

**ACP**  
AMERICAN COLLEGE OF  
PROSTHODONTISTS | Your smile.  
Our specialty.®

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## ACP Messenger Rates & Specs

### Ad Sizes

	Width	Height	
Full Page (bleed)	8.5"	11"	(+.125" bleed on all sides)
Full Page (non bleed)	8.125"	10.5"	
1/2 Page Horizontal	8.125"	5.25"	
1/2 Page Vertical	4"	10.5"	
1/3 Page Vertical	2.75"	10.5"	



### Artwork Format & Submission

**File Format:** Press-ready Adobe PDF preferred

**Resolution/Color:** 300 dpi; convert spot colors to CMYK (SWOP v2)

**Bleed:** .125" on all sides. Please set crop marks outside of bleed at .145".

### Print Specifications

**Printing Method:** Web offset

**Trim Size:** 8.5" x 11"

**Inks:** Only 4-color process (CMYK) or black & white (grayscale) ads accepted.

**Halftone Screen:** 150

**Binding:** Saddle stitch

**Paper Stock:** Cover: 8pt C2S; Body: 80# gloss text

### Rates

Ad Size	1x Frequency	Bundle Rate (4x)*	Bundle Rate (8x)*
Back Cover	\$2,990	\$2,840	\$2,700
Inside Front Cover	\$2,700	\$2,560	\$2,420
Inside Back Cover	\$2,300	\$2,175	\$2,050
Full Page	\$2,000	\$1,895	\$1,790
Half Page	\$1,475	\$1,370	\$1,265
One-third Page	\$1,155	\$1,080	\$950

\*Can combine Membership Directory and Annual Session Program Guide advertising for discounted rate.

### Editorial Calendar

#### Winter Issue

Ad Closing: Nov. 6, 2017

Materials Due: Nov. 13, 2017

Published: Jan. 2018

#### Spring Issue

Ad Closing: Feb. 23, 2018

Materials Due: March 2, 2018

Published: April 2018

#### Summer Issue

Ad Closing: May 16, 2018

Materials Due: May 23, 2018

Published: July 2018

#### Fall Issue

Ad Closing: Aug. 16, 2018

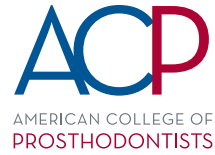
Materials Due: Aug. 23, 2018

Published: Oct. 2018

*Note: this issue will also be available at the ACP Annual Session in Baltimore.*

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## ACP Membership Directory

### Overview

Updated and published annually, this comprehensive directory contains listings for nearly 3,800 prosthodontists, prosthodontic residents, and dental technicians throughout the world. The directory includes listings with names, addresses, telephone and fax numbers, email, and website addresses for members. In surveys, ACP members have cited the Membership Directory as one of the most valuable resources provided by the College, and many of them refer to the directory for business and referral purposes throughout the year.

### Market Coverage

Prosthodontists, dental technicians, dental educators, and students/residents.

### Circulation

The ACP Membership Directory is distributed to more than 3,000 ACP members and affiliates internationally.

### Advertising Policy

Refer to policy on page 1.

### Placement Policy

Interspersed

### Artwork Format & Submission

**File Format:** Press-ready Adobe PDF preferred.

**Resolution/Color:** 300 dpi; convert spot colors to CMYK (SWOP v2)

**Bleed:** .125" on all sides. Please set crop marks outside of bleed at .145".

### Agency Commission

15% to recognized agencies.

### Print Specifications

**Printing Method:** Web offset    **Trim Size:** 8.5 x 10.875"

**Inks:** Only 4-color process (CMYK) or black & white (grayscale) ads accepted.

**Halftone Screen:** 150                      **Binding:** Saddle stitch

**Paper Stock:** Cover: 100# gloss; Body: 60# gloss text

### Rates

All ads are 8.5" x 10.875" with a .125" bleed.

Ad Size	1x Frequency	Bundle Rate (4x)*	Bundle Rate (8x)*
Back Cover	\$2,165	\$2,010	\$1,960
Inside Front Cover	\$1,950	\$1,800	\$1,750
Inside Back Cover	\$1,675	\$1,550	\$1,500
Full Page Interspersed	\$1,460	\$1,340	\$1,290

\*Can combine ACP Messenger and Annual Session Program Guide advertising for discounted rate.

### Key Dates

Ad Closing: May 1, 2018

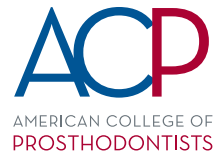
Materials Due: May 8, 2018

Published: July 2018



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## Annual Session Program Guide

### Overview

The ACP Annual Session is the premier meeting of the prosthodontic specialty. The Annual Session Program Guide is distributed to all attendees, who refer to the guide throughout the meeting for detailed schedules and program descriptions.

### Market Coverage

Prosthodontists, dental students/residents, general dentists and dental surgeons with an interest in prosthodontics, dental laboratory technicians, and other dental specialists.

### Circulation

The ACP Annual Session Program Guide is distributed to approximately 1,500 attendees and exhibitors at the ACP Annual Session which will be held at the Marriott Waterfront in Baltimore for 2018.

### Advertising Policy

Refer to policy on page 1.

### Placement Policy

Interspersed

### Artwork Format & Submission

**File Format:** Press-ready Adobe PDF preferred.

**Resolution/Color:** 300 dpi; convert spot colors to CMYK (SWOP v2)

**Bleed:** .125" on all sides. Please set crop marks outside of bleed at .145".

### Agency Commission

15% to recognized agencies.

### Print Specifications

**Printing Method:** Web offset

**Trim Size:** 8.5" x 11"

**Inks:** Only 4-color process (CMYK) or black & white (grayscale) ads accepted.

**Halftone Screen:** 150

**Binding:** Saddle stitch

**Paper Stock:** 80# gloss text, self-cover

### Rates

	Ad Size	1x Frequency	Bundle Rate (4x)*	Bundle Rate (8x)*
Back Cover	8.5" x 11"	\$2,165	\$2,010	\$1,960
Inside Front Cover	8.5" x 11"	\$1,950	\$1,800	\$1,750
Inside Back Cover	8.5" x 11"	\$1,675	\$1,550	\$1,500
Full Page Interspersed	8.5" x 11"	\$1,460	\$1,340	\$1,290
Half Page Horizontal	7.5" x 5"	\$1,250	\$1,130	\$1,080

\*Can combine ACP Messenger and Membership Directory advertising for discounted rate.

### Key Dates

Ad Closing: Aug. 7, 2018

Materials Due: Aug. 14, 2018

Published: Nov. 2018

