

# 2025 Advertising Rates

**Advertising Office**  
for insertion orders  
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**Editorial Office**  
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## ACP Messenger

### Overview

Established in September 1973, the *ACP Messenger* is the official newsletter magazine 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.

ACP MESSENGER  
Volume 52 Issue 1



RESIDENT PROSTHODONTIC RESEARCH  
ADVOCATING FOR THE SPECIALTY  
THE FINE DETAILS  
ACP  
AMERICAN COLLEGE OF  
PROSTHODONTISTS  
Your smile.  
Our specialty.

ACP MESSENGER  
Volume 52 Issue 2



PROSTHETICALLY DRIVEN ZYGOMATIC IMPLANT THERAPY  
INSPIRING UPCOMING MAXILLOFACIAL PROSTHODONTISTS  
NATIONAL PROSTHODONTICS AWARENESS WEEK  
ACP  
AMERICAN COLLEGE OF  
PROSTHODONTISTS  
Your smile.  
Our specialty.

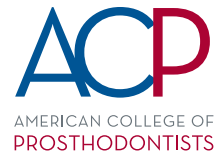
[acpmessenger.org](http://acpmessenger.org)

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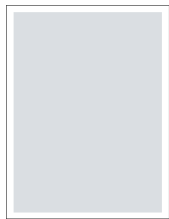


Your smile.  
Our specialty.®

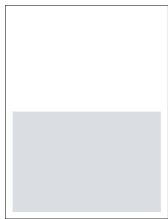
## ACP Messenger Rates & Specs

### Ad Sizes

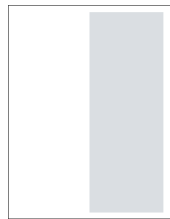
	Width	Height
Full Page (bleed)	8.5"	11" (+.125" bleed on all sides)
1/2 Page Horizontal	8.125"	5.25"
1/2 Page Vertical	4"	10.625"
1/3 Page Vertical	2.75"	10.625"



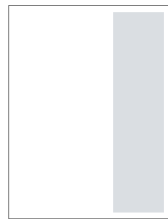
Full Page (bleed)



1/2 Page Horizontal



1/2 Page Vertical



1/3 Page Vertical

### 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 ACP Messenger advertising for discounted rate.

### Editorial Calendar

#### Vol. 55 Issue 1

Ad Closing: March 1, 2025

Materials Due: March 10, 2025

Published: April 16, 2025

#### Vol. 55 Issue 2

Ad Closing: June 30, 2025

Materials Due: July 9, 2025

Published: Aug. 8, 2025

#### Vol. 55 Issue 3

Ad Closing: Oct. 30, 2025

Materials Due: Nov. 10, 2025

Published: Dec. 17, 2025

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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 Membership Directory advertising for discounted rate.

### Key Dates

Ad Closing: Aug. 15, 2025

Materials Due: Sept. 1, 2025

Published: Oct. 2025

