

2022 Advertising Rates

Advertising Office
for insertion orders
M. J. Mrvica Associates, Inc.
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Editorial Office
American College of
Prosthodontists
Evan Summers,
Managing Editor

Tel: 312.573.1260, ext. 8791
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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, accessible to all website visitors.

Annual Subscription Data

Members - Complimentary

Prosthodontic Forum Organization members - \$75/year

Non-member - \$150/year

Advertising Policy

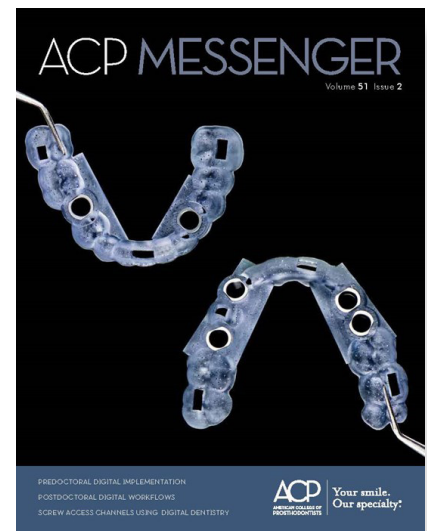
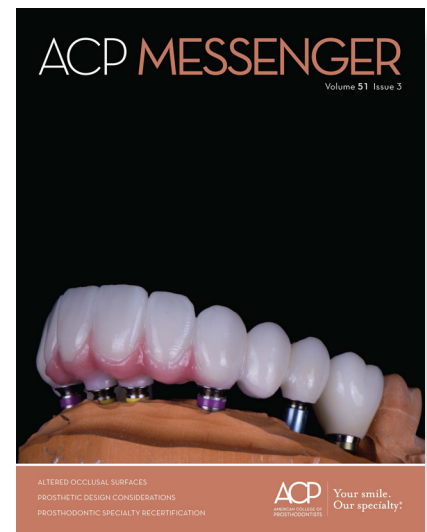
The *ACP Messenger* reserves the right to accept materials and requires publication prepayment. This publication does not accept advertising for credit/debit cards, insurance, or travel. The advertiser agrees to assume all liability for content of ads printed and must be fully authorized for use of the 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

ACP
AMERICAN COLLEGE OF
PROSTHODONTISTS

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Our specialty.®

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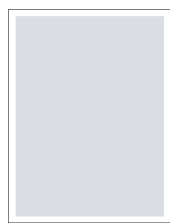


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ACP Messenger Rates & Specs

Ad Sizes

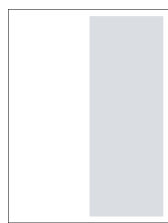
	Width	Height
Full Page (bleed)	8.5"	11" (+.125" bleed on all sides)
1/2 Page Horizontal	8.125"	5.25"
1/2 Page Vertical	4"	10.625"
1/3 Page Vertical	2.75"	10.625"



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 Annual Session Program Guide advertising for discounted rate.

Editorial Calendar

Vol. 52 Issue 1

Ad Closing: Feb. 22, 2022

Materials Due: March 1, 2022

Published: March 2022

Vol. 52 Issue 2

Ad Closing: April 22, 2022

Materials Due: May 4, 2022

Published: June 2022

Vol. 52 Issue 3

Ad Closing: July 28, 2022

Materials Due: Aug. 9, 2022

Published: Sept. 2022

Vol. 52 Issue 4

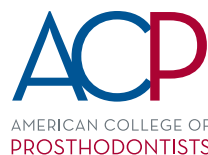
Ad Closing: Oct. 28, 2022

Materials Due: Nov. 7, 2022

Published: Dec. 2022

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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

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Key Dates

Ad Closing: May 3, 2022

Materials Due: May 10, 2022

Published: July 2022



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Annual Session Program Guide

The ACP Annual Session is the premier meeting of the prosthodontic specialty. The 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 and specialty residents, general dentists, laboratory technicians, and dental professionals.

Circulation

The Program Guide is distributed to approximately 1,400 attendees and exhibitors at the ACP Annual Session, which will be held in Austin, TX, Nov. 2-5, 2022. If needed, this event will be transitioned to virtual as health and safety guidelines dictate.

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. 12, 2022

Materials Due: Aug. 19, 2022

Published: Nov. 2022