

# 2020 Advertising Rates

**Advertising Office**  
for insertion orders  
M. J. Mrvica Associates, Inc.  
2 West Taunton Avenue  
Berlin, NJ 08009  
Tel: 856.768.9360  
Fax: 856.753.0064  
skogel@mrvica.com

**Editorial Office**  
American College of  
Prosthodontists  
Evan Summers,  
Managing Editor  
211 East Chicago Avenue,  
Suite 1000  
Chicago, IL 60611  
Tel: 312.573.1260, ext. 8791  
esummers@prosthodontics.org

## 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

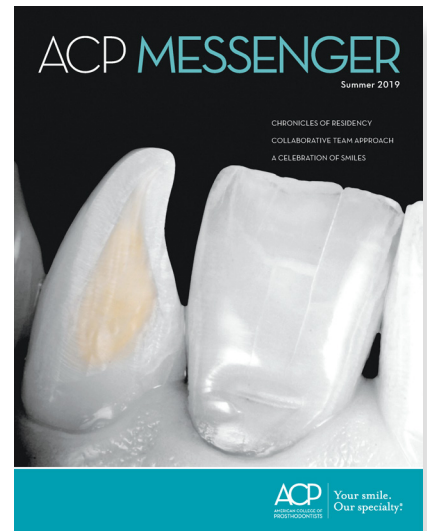
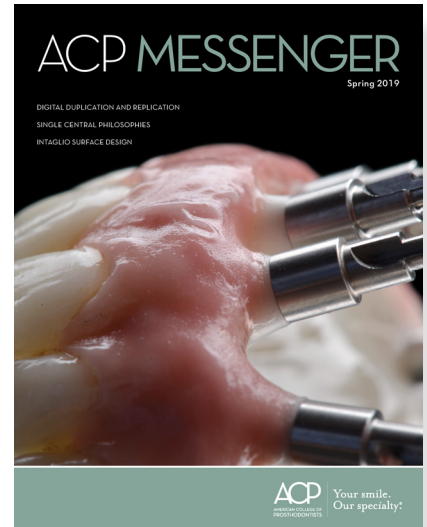
The *ACP Messenger* reserves the right to accept materials and requires publication prepayment. This publication does not accept advertising for credit/debit cards, insurance, or travel. The advertiser agrees to assume all liability for content of ads printed and must be fully authorized for use of the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



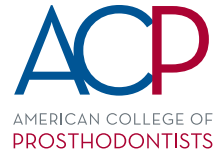
[acpmessenger.org](http://acpmessenger.org)

**ACP**  
AMERICAN COLLEGE OF  
PROSTHODONTISTS

Your smile.  
Our specialty.®

**Advertising Office**  
for insertion orders  
M. J. Mrvica Associates, Inc.  
2 West Taunton Avenue  
Berlin, NJ 08009  
Tel: 856.768.9360  
Fax: 856.753.0064  
skogel@mrvica.com

**Editorial Office**  
American College of Prosthodontists  
Evan Summers, Managing Editor  
211 East Chicago Avenue, Suite 1000  
Chicago, IL 60611  
Tel: 312.573.1260, ext. 8791  
esummers@prosthodontics.org

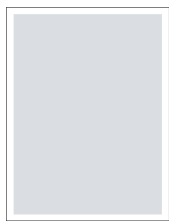


Your smile.  
Our specialty.®

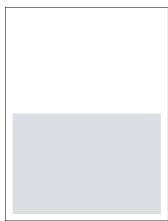
## ACP Messenger Rates & Specs

### Ad Sizes

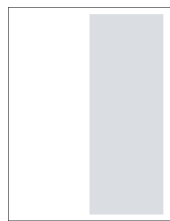
	Width	Height	
Full Page (bleed)	8.5"	11"	(+.125" bleed on all sides)
1/2 Page Horizontal	8.125"	5.25"	
1/2 Page Vertical	4"	10.625"	
1/3 Page Vertical	2.75"	10.625"	



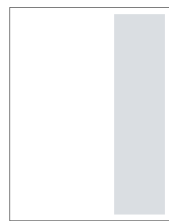
Full Page (bleed)



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 Annual Session Program Guide advertising for discounted rate.

### Editorial Calendar

#### Winter Issue

Ad Closing: Nov. 15, 2019

Materials Due: Nov. 21, 2019

Published: Jan. 2020

#### Spring Issue

Ad Closing: Feb. 25, 2020

Materials Due: March 5, 2020

Published: April 2020

#### Summer Issue

Ad Closing: May 18, 2020

Materials Due: May 25, 2020

Published: July 2020

#### Fall Issue

Ad Closing: Aug. 17, 2020

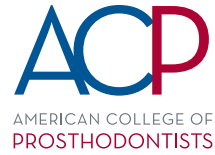
Materials Due: Aug. 24, 2020

Published: Oct. 2020

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

**Advertising Office**  
for insertion orders  
M. J. Mrvica Associates, Inc.  
2 West Taunton Avenue  
Berlin, NJ 08009  
Tel: 856.768.9360  
Fax: 856.753.0064  
skogel@mrvica.com

**Editorial Office**  
American College of Prosthodontists  
Evan Summers, Managing Editor  
211 East Chicago Avenue, Suite 1000  
Chicago, IL 60611  
Tel: 312.573.1260, ext. 8791  
esummers@prosthodontics.org



Your smile.  
Our specialty.®

## 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, 2020

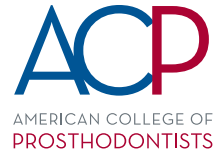
Materials Due: May 8, 2020

Published: July 2020



**Advertising Office**  
for insertion orders  
M. J. Mrvica Associates, Inc.  
2 West Taunton Avenue  
Berlin, NJ 08009  
Tel: 856.768.9360  
Fax: 856.753.0064  
skogel@mrvica.com

**Editorial Office**  
American College of Prosthodontists  
Evan Summers, Managing Editor  
211 East Chicago Avenue, Suite 1000  
Chicago, IL 60611  
Tel: 312.573.1260, ext. 8791  
esummers@prosthodontics.org



Your smile.  
Our specialty.®

## Annual Session Program Guide 50th Anniversary Celebration

The ACP Annual Session is the premier meeting of the prosthodontic specialty. This will be the association's 50th anniversary, with high member interest expected. 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 1,500 attendees and exhibitors at the ACP Annual Session, which will be held in New Orleans, Nov. 4-7, 2020.

### 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.



50TH ANNUAL SESSION  
NEW ORLEANS, NOV. 4-7

### Key Dates

Ad Closing: Aug. 12, 2020

Materials Due: Aug. 19, 2020

Published: Nov. 2020

