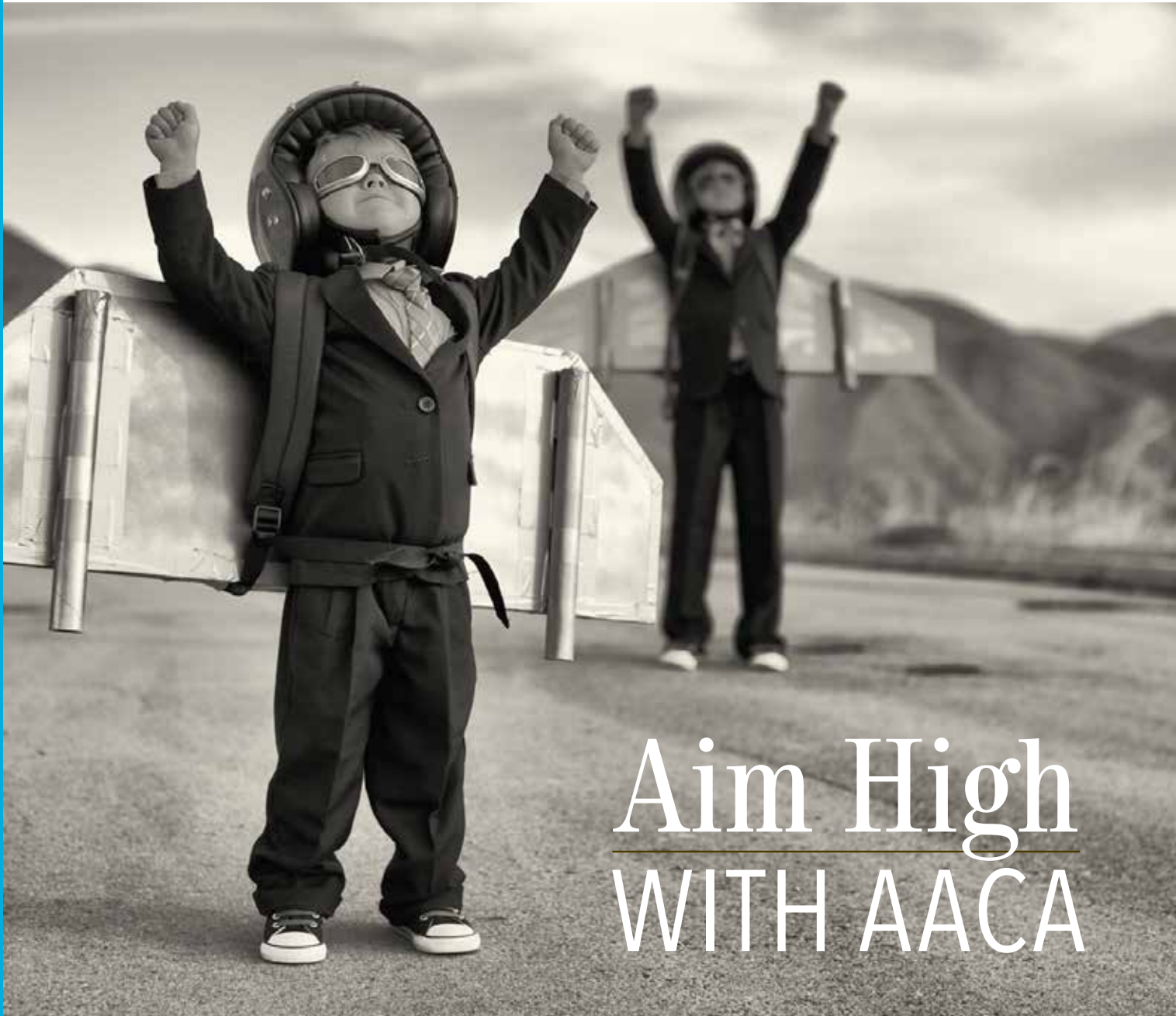


the **aca**
Journal
Your Academy for Clear Aligner Therapy



Aim High
WITH AACCA

2018 **Media Guide**
www.aacaligners.com

AMERICAN ACADEMY of CLEAR ALIGNERS

Welcome to the American Academy of Clear Aligners!

The goal of the AACA is to promote the use of conservative orthodontic techniques for creating beautiful smiles. The new paradigm of Cosmetic Dentistry advocates the use of Clear Aligner Orthodontic Therapy. Fifteen years ago Cosmetic Dentistry was dominated and defined by porcelain laminates and crowns across the anterior dentition. That treatment modality often results in removal of significant amounts of irreplaceable tooth structure, artificial looking smiles, periodontal problems, and the need for periodic retreatment. Today, the new approach to cosmetic dentistry is easy-to-use Clear Aligner Therapy and whitening.

The AACA represents those who believe in this philosophy, promoting conservative orthodontics instead of invasive porcelain solutions.

The *Journal of the American Academy of Clear Aligners (JAACA)* is a quarterly print and digital publication which shares, promotes, and advances knowledge and expertise for enhancing cosmetic outcomes through modern orthodontic techniques.

The goals of the *JAACA* are to support and encourage proficiency in attaining excellent aesthetics with minimally invasive orthodontic techniques; to assist members who dedicate themselves to excellence in these techniques; and, to provide recognition for members who offer this treatment modality to patients. All articles are peer reviewed, and each edition features content specifically chosen to help members provide cosmetic orthodontic services with less stress, greater productively, and greater profitability. Please join us on our journey to the new age of cosmetic dentistry. Each issue of the *JAACA* reaches 1,500 readers.



Learn & Grow we get better together

**For Advertising & Sponsorship Information,
Please Contact:**

Ginny Adams-Kafka
Director of Advertising Sales
American Academy of Clear Aligners
Direct: 678.294.2621
E-mail: gadamskafka@aacaligners.com



2018 Calendar

Winter

Space Reservations December 29, 2017
 Materials Due January 12, 2018
 Approx. Mailing Date February 19, 2018
 Approx. Digital Release Date February 19, 2018

Spring

Space Reservations March 30, 2018
 Materials Due April 13, 2018
 Approx. Mailing Date May 21, 2018
 Approx. Digital Release Date May 21, 2018

Summer

Space Reservations June 29, 2018
 Materials Due July 16, 2018
 Approx. Mailing Date August 20, 2018
 Approx. Digital Release Date August 20, 2018

Fall

Space Reservations September 28, 2018
 Materials Due October 12, 2018
 Approx. Mailing Date November 16, 2018
 Approx. Digital Release Date November 16, 2018

2018 Advertising Rates

Size/Frequency	Cover 2	Cover 3	Cover 4	Full Page	2/3 Page	1/2 Page	1/3 Page
1x Advertiser				\$1,900	\$1,200	\$1,075	\$800
2x Advertiser				\$1,525	\$1,100	\$950	\$700
4x Advertiser	\$2,500	\$2,400	\$2,600	\$1,375	\$1,000	\$850	\$600

**Payment is due at time of booking advertising space. Discounts may be available when annual advertising contracts are paid in advance for the year.*

2018 Ad Sizes

Ad Size	Dimensions: W x H
Outside Back Cover (Bleed)	8.75 x 11.25
Inside Back Cover (Bleed)	8.75 x 11.25
Inside Front Cover (Bleed)	8.75 x 11.25
Full Page (Bleed)	8.75 x 11.25
Full Page (No Bleed)	7.5 x 9.75
2/3 Page (Horizontal)	7.25 x 6.2187
1/2 Page (Horizontal)	7.25 x 4.625
1/3 Page (Horizontal)	7.25 x 2.9375

Publication trim size is 8.5 x 11. All bleeds (4-sides) need to be set to .125. To make sure that all ads display properly, keep all pertinent content within a 7.5x10 viewable area.

Inserts and BRC's available. Contact Ginny Adams-Kafka for pricing. A 10% discount is allowed to those out-of-company agencies submitting an insertion order on behalf of the advertising company. **All prices are quoted in 4/C.**

Submission Requirements

Please send all files as a high resolution PDF.

How to Send

- Email completed advertising files to both gadamskafka@aacaligners.com and jay@mojodesignbar.com.
- For files larger than 18MB, contact gadamskafka@aacaligners.com for instructions on how to send your file.

PDF Specifications

- For full page ads that require a bleed, set your document to bleed beyond the ad (based on dimensions specified) on all (4) sides. When converting to a pdf your bleed settings need to be set to "Use document bleed settings".
- Adobe PDF pre-sets for high resolution output are available through most applications, and can be accessed from these documents. **DO NOT include crop marks.**

For additional guidelines, visit <http://bit.ly/UrWY8D>.

Advertising Contract Regulations, Terms & Conditions

Advertiser, advertising agency, or its agents may not cancel or change an advertisement(s) after an issue's published closing date. Orders for cover positions and inserts may not be cancelled less than thirty (30) days preceding the published closing date. The American Academy of Clear Aligners (AACA) and/or its publisher reserve the right to determine the eligibility of a company or their product or service for inclusion in AACA publications and reserve the right to restrict or reject advertisements that are deemed questionable or objectionable by AACA.

If, by the closing date, the publisher has not received advertising materials that publisher, in its sole discretion, deems acceptable for publication, publisher may either repeat the advertiser's most recent advertisement that the journal has published or publish nothing, charging the advertiser and/or advertising agency for any space reserved by them. CANCELLATIONS MUST BE RECEIVED IN WRITING received by AACA no later than published space reservation deadline date of said issue(s) as it is stated in the published media guide. AACA assumes no liability for advertising that fails to be published as scheduled. In the event that advertiser, advertising agency, and/or its agent(s) cancels a multi-issue advertising contract after advertisements have been placed, but before the full contractual obligations have been met, AACA reserves the right to charge advertiser the full, non-discounted rate for each advertisement printed as stated in the published rate card.

Advertiser, advertising agency, and/or its agents assume responsibility for claims and/or testimonials made in advertisements as well as permission to utilize names, places and/or photos within the advertisement. AACA assumes

no such responsibility. Any advertisement that, in the opinion of AACA and/or publisher, may be confused with the editorial pages must be clearly marked "Advertisement" at the top of the advertising copy.

Advertiser, advertising agency, or its agents shall, jointly and severally, indemnify and protect AACA and/or publisher from any loss or expense, including and without limitation, reasonable attorney's fees, resulting from claims or suits based upon the content or subject matter of such advertisements, including and without limitation, claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, and false advertising.

Performance pursuant to these contract regulations by either party is subject to acts of God, war, government regulation, disaster, strike, civil disorder, or other emergency making it inadvisable, illegal, or impossible to provide the advertiser/agency with the publication of contracted advertising space. It is provided that the AACA contract for advertising may be terminated without liability for any one or more of such reasons by written notice from one party to the other.

Use of the AACA logo or brand is strictly prohibited.

The contract regulations set forth herein are final and binding except that AACA reserves the right to change or modify the policies, terms, and rates set forth herein without further notice.



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The Journal is designed and published by Mojo Design Bar.

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Creative Director

E-mail: jay@mojodesignbar.com

Need help designing your ad?
E-mail Jason to discuss design pricing.

M O J O
DESIGN BAR