



# 2022 MEDIA KIT

## BUILD YOUR BRAND BY CONNECTING WITH AGD'S 40,000 MEMBERS



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**BRIGHT IDEAS.  
POLISHED PRACTICES.  
BETTER CARE.**

## CONNECT WITH AGD MEMBERS.

Founded in 1952, the Academy of General Dentistry (AGD) is the only professional association that exclusively represents the needs and interests of general dentists. AGD provides a wide range of print and digital communications dedicated to assisting its members in becoming successful and accomplished practitioners.

**An extensive readership survey completed in late 2020 reported that more than 89% of AGD members are involved with purchasing decisions for their practice.**

According to a membership survey in 2018, AGD members rated high satisfaction in receiving AGD Impact and General Dentistry (over 90%). They also indicated tremendous value from receiving information from AGD on products and services to support them in their practices.

AGD's communication services are an excellent investment to expand your customer base. Please review the following pages, which detail the advertising options available for your company.

For all advertising inquiries, please contact Bill Spilman, advertising and exhibit sales representative, at [exhibits@agd.org](mailto:exhibits@agd.org) or 312.440.4355.

**In 2020, 39,945 individual AGD members reported taking at least one CE course during the year. AGD is where you will reach the largest group of general dentists who are interested in products and services in the following clinical areas:**

**Implants ..... 17,223 dentists**  
**Prosthodontics ..... 13,495 dentists**  
**Anesthesia ..... 9,060 dentists**  
**Periodontics ..... 8,755 dentists**  
**Orthodontics ..... 7,897 dentists**  
**Endodontics ..... 5,527 dentists**  
**Pediatric ..... 5,374 dentists**



## PRINT PUBLICATIONS

Based on a 2017 readership survey, AGD learned its 40,000 members heavily relied on its two print publications for information on products, technology and services. This study indicated that more than 90% of members read both *General Dentistry* and *AGD Impact* either in print or online.

*AGD Impact* is AGD's newsmagazine. Published 12 times a year, *AGD Impact* provides readers with forward-thinking perspectives from AGD members and dentistry experts on topics such as practice management, dental products, new technology and current legislative activities. *AGD Impact* features in-depth storytelling to cover what's happening inside the association as well as the latest industry trends.

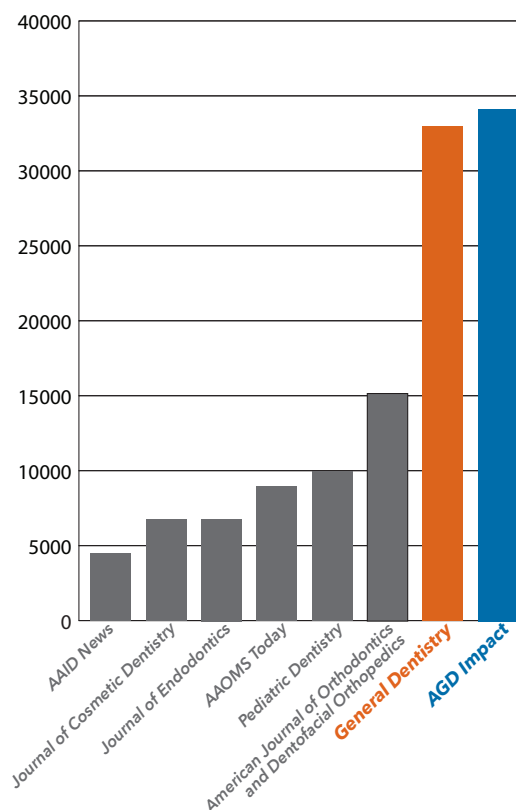
*General Dentistry* is AGD's peer-reviewed clinical journal. Published six times a year, the journal presents expert research and clinical findings on a range of dental topics including pharmacology, disease etiology and prevention, dental materials, technology and more. *General Dentistry* readers rely on this journal to provide them with the most current scientific findings and industry benchmarks to inform their everyday practice.

*AGD Impact* and *General Dentistry* can accommodate full-page, half-page and quarter-page color ads. Additional advertising opportunities include bellybands, two-page spreads, advertorials and inserts. You are also able to share your corporate research with an *AGD Impact* sponsored article. Maximum of 700 words.

***General Dentistry* and *AGD Impact* have been recognized for outstanding content and design excellence. *General Dentistry* has been recognized in the Feature Article (2018) and Design Excellence (2018 and 2019) categories by Association Media & Publishing, and both publications have been recognized with the APEX Award for Publishing Excellence and the International College of Dentists' Golden Pen Award.**



### Circulation of dental publications based on 2020 and 2021 media kit data





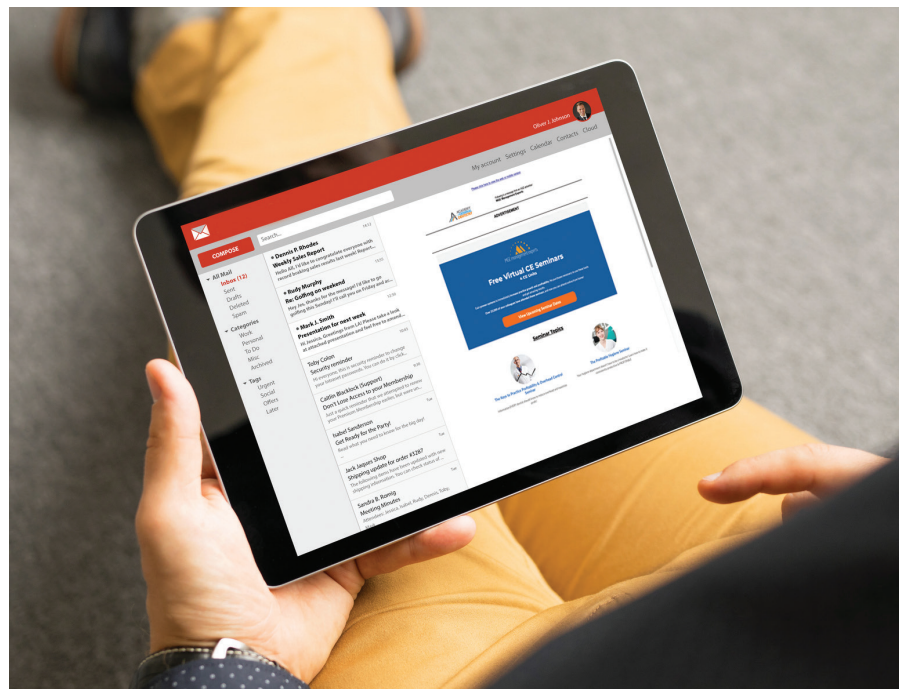
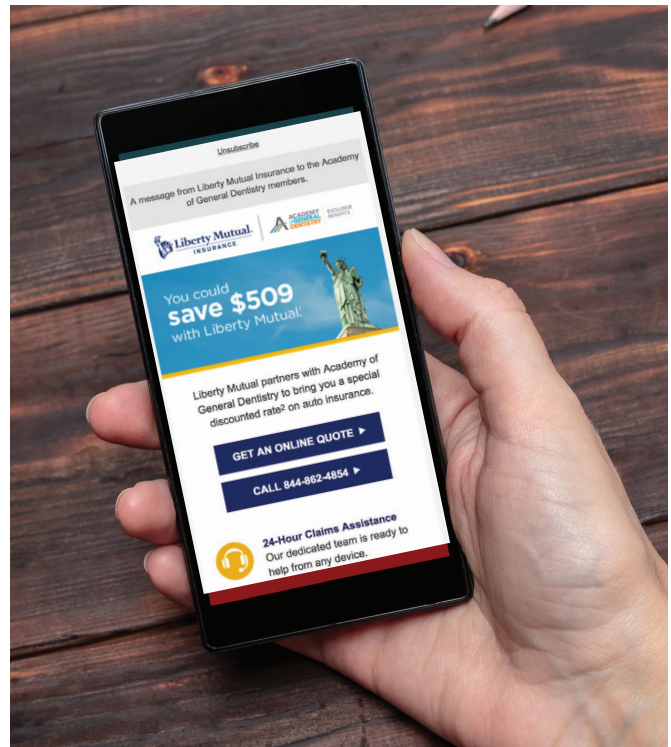
# BROADCAST EMAILS

AGD broadcast emails are an excellent method of delivering timely, detailed messages directly to more than 25,000 AGD members' email accounts. Broadcast emails are effective tools to promote new products and services, offer discounts and share new research findings. The average open rate on broadcast emails sent by AGD on behalf of advertisers is 25%. That translates to nearly 10,000 members seeing just one email!

A week after a broadcast email is sent, you will be provided a final count on the number of recipients and the open and click-through rates.

Availability is limited with this popular opportunity. Schedule your AGD broadcast campaign today!

Rate is \$5,000 per broadcast.



# WEBSITE ADVERTISING OPPORTUNITIES

The AGD website was redesigned to enhance user experience through its appearance and ease of navigation.

The site provides a wide range of content and a more intuitive user design to enable members to efficiently obtain the information and resources they need, such as membership benefits, learning opportunities, advocacy efforts and upcoming events.

Advertising on the AGD website is a great opportunity to maximize exposure not only to AGD members but also to the public at large.

## The following advertising options are available:

Leaderboard: ... 728 x 90 pixels (only one per page)

Skyscraper: ..... 120 x 600 pixels (only one per page)

Banner: ..... 728 x 90 pixels (only one per page)

The ads can run on high-profile pages of the website, including the homepage.

**Based on Google Analytics data, between July 1, 2020, and July 1, 2021, the AGD website had a total of nearly 7,000,000 page views. Of that total, 14% were home page views.**

**AGD.org received the Associations Standards of Excellence Award from the Web Marketing Association as part of its 2018 WebAwards Program. AGD.org also received the 2017 Platinum eHealthcare Leadership Award for Best Overall Internet Site in the Healthcare Association/ Professional Society category and was recognized as a top five finalist for the Sitefinity Website of the Year Award in the Associations category.**

The image displays three distinct advertising formats available on the AGD website:

- Leaderboard Ad (728 x 90):** Located at the top of the page, featuring a testimonial from Eric Wang, DDS, MAGD, and a portrait of a man in a suit. The text reads: "LEARN VALUABLE, STATE-OF-THE-ART CLINICAL SKILLS".
- Skyscraper Ad (120 x 600):** A vertical ad on the right side of the page, titled "EXPLORE YOUR MEMBER BENEFITS". It features a circular diagram with various benefits like AGD Advantage, AGD Foundation, Fellowship and Mentorship, Continuing Education, C3 Directory, Annual Scientific Session, Advocacy, Manage My CE, Publications, and Exclusive Benefits.
- Banner Ad (728 x 90):** A horizontal ad at the bottom of the page, titled "NEWS FOR GENERAL DENTISTS". It features a large image of the AGD Impact magazine cover with the headline "SPORTS DENTISTRY" and a list of news items.

## E-NEWSLETTER ADVERTISING AND SPONSORED ARTICLES

"This Week at AGD" is a new weekly email designed to keep members apprised of information and activities related to general dentistry. The newsletter is distributed every Monday morning to keep members updated on AGD events, news in the world of general dentistry and information critical to their practice.

"This Week at AGD" was launched in January 2020 and replaced "AGD in Action," which was previously emailed every Wednesday.

On average, a minimum of 30,000 members receive "This Week at AGD," and open rates vary from 20% to 30%.


**The following advertising option is available:**

Banner: 640 × 140 pixels

Rate: \$5,000 per quarter, \$15,000 annual.


**NEW!**

Sponsored articles in *This Week at AGD* are a new opportunity for organizations seeking to provide content to AGD members. Articles can range from 250-300 words and the subject matter is up to you! Content must be educational oriented.



THISWEEKatAGD

September 27, 2021



# Increase the Value of Your Practice, Whether You're Selling Today or Not

LEARN MORE

For updates and information on COVID-19, visit [agd.org/coronavirus](https://agd.org/coronavirus)






## SCIENTIFIC SESSION

### AGD2022: Orlando Highlights

Want to explore Orlando beyond the theme parks while attending AGD2022? Dive into an underwater world of wonder at [SEA LIFE Orlando Aquarium](#), enjoy breathtaking sights at [Bok Tower Gardens](#), or enjoy a manatee snorkel tour with [Real Florida Adventures](#).

Learn more about [AGD2022](#), and start planning your trip today!



## EDUCATION

### Webinars & Events

**October 1-2:** [Fellowship Review Course](#)

**October 3:** [Fall Fellowship Exam](#)

**October 5:** [The Role of Dentistry in Dental Sleep Medicine](#)

**October 7:** [Is Medical Billing the Right Fit for My Dental Practice?](#)

**October 14:** [Digital Complete Dentures: Essential Knowledge and Skills to Produce Excellent Complete Denture Care](#)

**October 19:** [Safe Opioid Practice](#)

**October 26:** [Current Issues in COVID-19: OSAP Update for AGD Members](#)

**July 27-30, 2022:** [AGD2022 in Orlando, Florida](#)

Effective


Geo-Targeted

Customized

Focused

# Facebook Advertising

For Dentists










## CONTINUING EDUCATION

### Members-Only Discount on In-Person Orthodontics Course

AGD members can save \$500 on the two-day course, "Orthodontics for General Practice," delivered in person by general practitioner David A. Wright, DDS, MBA, MAGD, Oct. 29-30, in Provo, Utah. Don't miss your chance to earn 15 CE credits while learning to integrate orthodontic procedures into your practice.

[Register today.](#)








## EXCLUSIVE BENEFITS

### Recent Grads: Share This Valuable Offer with New Dentists

If you're a recent graduate, hopefully you're already enrolled in the complimentary malpractice coverage from Dentist's Advantage that comes with your AGD membership. So why not remind fellow graduates to sign up? Coverage lasts from the day of enrollment through April 30, 2022.

[Learn more.](#)





## RECOGNITION


### Apply for Fellowship, Mastership or LLSR

Want to [get recognized](#) as a Fellow, Master or LLSR recipient at AGD2022? If so, all requirements must be completed and applications submitted by Dec. 31, 2021. Take [courses](#) that can help you reach your goal. Learn how to take the [Fellowship Exam](#). Join a [MasterTrack Program](#) to stay motivated.

[Learn more.](#)





## AGD ADVOCACY

### Capitol Connections



AGD is working to address the most pressing issues faced by our members as we advocate to government entities for general dentists.

This issue includes:

- House Committees Vote to Advance Medicare Dental Benefits Expansion

Read more in the latest issue of [Capitol Connections](#).










## Keep your federal student loan benefits. Lock in a low rate.

Refinance your federal student loans and keep your federal benefits, including OS interest until 12/31/21 and no payments until February 2022. Plus, AGD members receive a 0.35% rate discount—apply in [SoFi Loans/AGD](#) and see "New Student Refinancing Program."

See terms and conditions at [SoFi.com/AGD](#). SoFi or Work is offered by SoFi Financial Services. SoFi Loans are offered by SoFi Lending Corp. or its affiliates. Issued by [SoFi](#) (NYSE: SFI). ©2021 SoFi. All rights reserved.

We would love to hear from you. Please tell us what would help you plan your week and stay connected to AGD. Email your story ideas or feedback to [news@agd.org](mailto:news@agd.org).

The AGD has a strict policy that email addresses will not be sold, rented or shared with any company or organization, including AGD sponsors, without your permission.

# SPONSORED WEBINARS

AGD hosts webinars throughout the year on topics pertinent to general dentists. These webinars offer dentists valuable training opportunities in addition to continuing education credits. Align yourself with our innovative, rigorous online educational sessions by sponsoring one or more webinars. These 60-minute webinars will also be archived

and available for up to three years of on-demand viewing after the original airing.

## The following sponsorship options are available:

1. Sponsor a webinar led by an AGD designated speaker.
2. Sponsor a webinar with your choice of speaker.

## The following are the features included with each option:

Features	AGD Designated Speaker	Sponsor's Choice of Speaker
Sponsor provides own speaker and educational content	No	Yes
Free for webinar attendees	Free for Attendees	Yes
Sponsor logo on emails promoting the webinar	Yes	Yes
Logo on the AGD website's webinar registration page	Yes	Yes
Sponsor acknowledgement by the webinar host	Yes	Yes
Sponsor opportunity to moderate Q&A after webinar	Yes	Yes
Content needed prior to webinar	30 days	60 days
Up to 20-word sponsor message in webinar attendee follow-up email	Yes	Yes
Provide Q&A answers in webinar attendee follow-up email	No	Yes
Rate	\$2,500	\$5,000



# 2022 AGD ADVERTISING INSERTION ORDER FORM

Company Name

Key Contact

Title

Address

City

State/province

ZIP/postal code

Email

Phone number

## Payment Information

(If you are a first-time advertiser, you must submit payment in advance for first ad placement. Otherwise, we can send you an invoice following an ad run.)

Submit insertion order to:

Bill Spilman, Advertising Representative

Academy of General Dentistry

560 West Lake Street, Sixth Floor

Chicago, IL 60661-6600

[exhibits@agd.org](mailto:exhibits@agd.org)

312.440.4355

We will call you upon receipt of the form to obtain your credit card billing information.

I agree to all the terms and conditions set forth by the Academy of General Dentistry, including the cancellation and artwork deadlines and payment terms as set forth in this media kit.

Signature

Date

## TERMS AND CONDITIONS

- Advertisements will not be processed without a signed insertion order form.
- All advertisements are subject to review.
- Advertisements must not be deceptive or misleading.
- Advertisements will not be accepted if they conflict with AGD's mission and values.
- AGD reserves the right to reject, discontinue or edit any electronic advertisement.
- Advertisements are not an endorsement or approval of either the advertisement or product. Names, images and logos of AGD print and digital publications are proprietary marks of AGD. No use – including reproduction or manipulation – of the names, images and logos is permitted without prior approval of AGD.
- Advertisers and their agencies assume any liability for content of their advertisements in AGD print and digital communications and any claim arising therefrom.

## CANCELLATION POLICY

All cancellations must be submitted to AGD in writing prior to the contracted issue's space deadline. Cancellations received after this deadline will not be accepted, and the advertiser will be liable for the cost. If the artwork is not received by the specified due date, the advertisement is subject to cancellation, and the advertiser will be liable for the cost.

## ARTWORK REQUIREMENTS

All artwork should be submitted via the specifications enclosed in the media kit. All artwork files should be submitted to [exhibits@agd.org](mailto:exhibits@agd.org).

While every attempt will be made to accommodate position requests, the publisher cannot guarantee placement.

## PAYMENT TERMS AND RATES

Payments are due 30 days after each advertisement's publication date. Any advertiser with an account that is more than 90 days past due will not be permitted to advertise until the account is paid in full.

Advertisers must submit full payment with their insertion order for their first advertisement. All contracts are guaranteed at the rates in effect at the time of the contract.



# 2022 PRINT ADVERTISING RATES\*

## AGD IMPACT

	1-4X Rate	5-8X Rate	9-12X Rate
Full page	\$4,500	\$4,000	\$3,400
Half page vertical or horizontal	\$3,200	\$2,800	\$2,400
Quarter page vertical	\$2,300	\$2,100	\$1,700
Back cover	\$5,800	\$5,200	\$4,400
Inside front cover	\$5,400	\$4,900	\$4,100
Inside back cover	\$5,000	\$4,500	\$3,800
Sponsored article (per article)	\$5,000		

Select your preferred month(s):	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Full page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Half page vertical or horizontal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quarter page vertical	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Back cover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside front cover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sponsored article	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## GENERAL DENTISTRY

	1-2X Rate	3-4X Rate	5-6X Rate
Full page	\$3,500	\$3,100	\$2,700
Half page vertical or horizontal	\$2,600	\$2,300	\$2,000
Quarter page vertical	\$1,900	\$1,700	\$1,500
Back cover	\$4,700	\$4,200	\$3,700
Inside front cover	\$4,000	\$3,600	\$3,200
Inside back cover	\$3,900	\$3,500	\$3,100

Select your preferred insertion:	Jan./Feb.	March/April	May/June	July/Aug.	Sept./Oct.	Nov./Dec.
Full page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Half page vertical or horizontal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quarter page vertical or horizontal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Back cover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside front cover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inside back cover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

\*Print rates are per insertion.

# 2022 DIRECT MARKETING OPPORTUNITIES

## BROADCAST EMAIL

	Per email											
Entire AGD membership (minimum of 25,000 email addresses)	\$5,000											
Select your preferred month(s):	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Entire AGD membership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(Maximum three emails per year, per organization)												

## AGD.ORG BANNER ADS

	Q1 (Jan.-March)	Q2 (April-June)	Q3 (July-Sept.)	Q4 (Oct.-Dec.)	Annual
Home page only, leaderboard	\$6,000 <input type="checkbox"/>	\$6,000 <input type="checkbox"/>	\$6,000 <input type="checkbox"/>	\$6,000 <input type="checkbox"/>	\$20,000 <input type="checkbox"/>
Home page only, skyscraper	\$6,000 <input type="checkbox"/>	\$6,000 <input type="checkbox"/>	\$6,000 <input type="checkbox"/>	\$6,000 <input type="checkbox"/>	\$20,000 <input type="checkbox"/>
Home page only, banner ad	\$5,000 <input type="checkbox"/>	\$5,000 <input type="checkbox"/>	\$5,000 <input type="checkbox"/>	\$5,000 <input type="checkbox"/>	\$15,000 <input type="checkbox"/>
High profile internal pages, skyscraper	\$5,000 <input type="checkbox"/>	\$5,000 <input type="checkbox"/>	\$5,000 <input type="checkbox"/>	\$5,000 <input type="checkbox"/>	\$15,000 <input type="checkbox"/>
High profile internal pages, banner ad	\$3,000 <input type="checkbox"/>	\$3,000 <input type="checkbox"/>	\$3,000 <input type="checkbox"/>	\$3,000 <input type="checkbox"/>	\$9,000 <input type="checkbox"/>

## THIS WEEK AT AGD BANNER ADS

	Q1 (Jan.-March)	Q2 (April-June)	Q3 (July-Sept.)	Q4 (Oct.-Dec.)	Annual
Banner ad	\$5,000 <input type="checkbox"/>	\$5,000 <input type="checkbox"/>	\$5,000 <input type="checkbox"/>	\$5,000 <input type="checkbox"/>	\$15,000 <input type="checkbox"/>

*This Week at AGD* is a weekly enewsletter. Your ad will appear in each issue during the specific timeframe. Maximum of two ads per issue.

## THIS WEEK AT AGD SPONSORED CONTENT

	Per week											
Entire AGD membership (minimum of 25,000 email addresses)	\$1,500											
Select your preferred month(s):	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Entire AGD membership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(Maximum three issues per year, per organization)												

# 2022 DIRECT MARKETING OPPORTUNITIES

## AGD SPONSORED WEBINARS

	Per Webinar											
AGD Designated Speaker	\$2,500											
Your Choice of Speaker	\$5,000											
Select your preferred month(s):	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## SPACE RESERVATION AND ARTWORK DEADLINES

### AGD Impact

Issue	Space reservation	Materials due
Jan.	Nov. 15	Nov. 30
Feb.	Dec. 15	Dec. 30
March	Jan. 14	Jan. 28
April	Feb. 15	Feb. 25
May	March 11	March 31
June	April 15	April 29
July	May 15	May 27
Aug.	June 15	July 1
Sept.	July 15	July 29
Oct.	Aug. 15	Aug. 31
Nov.	Sept. 15	Sept. 30
Dec.	Oct. 14	Oct. 28

*Issues mail the first week of the month of publication.*

### General Dentistry

Issue	Space reservation	Materials due
Jan./Feb.	Nov. 11	Nov. 27
March/April	Jan. 14	Jan. 28
May/June	March 18	April 1
July/Aug.	May 20	June 3
Sept./Oct.	July 15	July 29
Nov./Dec.	Sept. 16	Sept. 30

*Issues mail the first week of the month of publication.*

### AGD.org

Space reservation and ad materials are due the 15th of the month prior to run dates.

### "This Week at AGD"

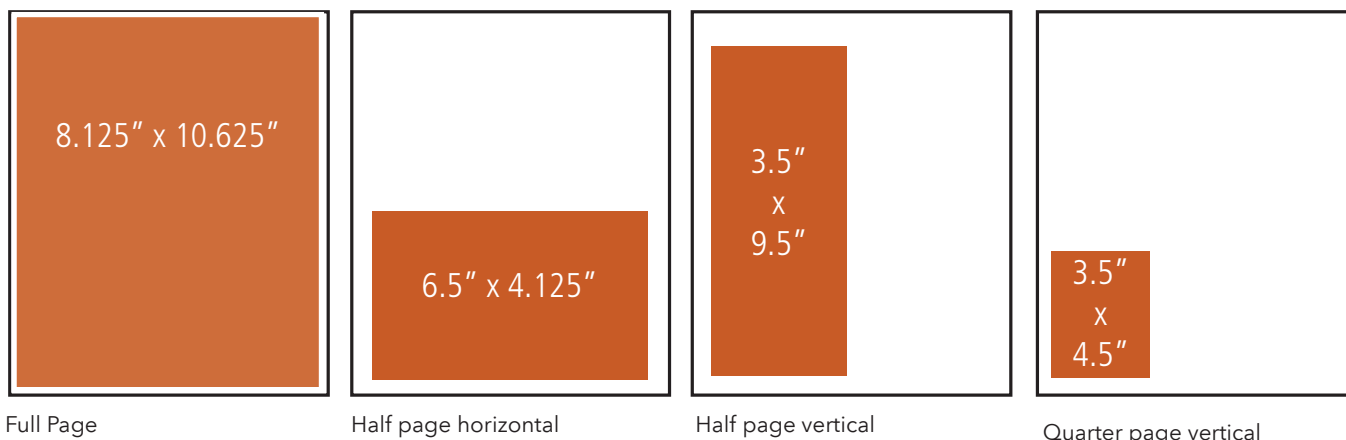
"This Week at AGD" is sent every Monday morning. Space reservation and ad materials are due two weeks prior to run dates. Sponsored content is due one month prior to publication.

### AGD broadcast emails

Space reservation and ad materials are due a minimum of 14 days prior to run dates.

# AGD IMPACT & GENERAL DENTISTRY

## PRINT AND DIGITAL ADVERTISING SPECIFICATIONS



### Print Advertising Specifications

Single page trim size: 8.125" × 10.625"

Single page bleed: 8.375" × 10.875"

Spread bleed: 16.75" × 10.875"

Vital advertising matter should be kept at least 0.5" away from trim edge.

Trim size: 8.125" × 10.625" web offset printing, perfect binding.

Inside paper stock is 45# coated web offset for *General Dentistry*; 45# coated web offset for *AGD Impact*; cover is 80# coated offset for both publications.

High-resolution (300 DPI) PDF files are the preferred format for ads.

Fonts must be embedded or subset within the file.

### Eblast Artwork Requirements

Provide an HTML file of the eblast (including all hyperlinks within the content and ads), and include an email subject line.

### Banner Ad Artwork Requirements

Provide as a GIF or JPG file format.

50-character text limit.

Include hyperlink where ad should be directed. Static banner ads only.

**All artwork files should be submitted to [exhibits@agd.org](mailto:exhibits@agd.org).**

While every attempt will be made to accommodate position requests, the publisher cannot guarantee placement.

Bill Spilman, Advertising Representative  
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