

2020 AADOM INSERTION ORDER

THE OBSERVER/AADOM CONFERENCE DIRECTORY PRINT ADVERTISING SPECIFICATIONS*

FILE REQUIREMENTS

- Preferred file formats: pdf, tiff, psd, jpeg, eps, ai.
- Please provide all image files at 300 ppi, finished size, saved in CMYK color mode with bleed. Results cannot be guaranteed for any files below 300 ppi resolution.
- Include all font files or change text to outlines.
- No Word, Publisher or PowerPoint documents.

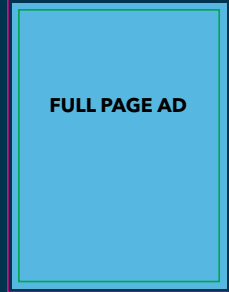
AD SUBMISSION DEADLINES

- Issue 1 (releases in February) - December 1
- Issue 2 (releases in June) - April 15
- Issue 3 (releases in November) - September 15
- Conference Directory - May 1

AD DIMENSIONS

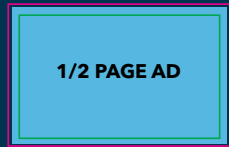
FULL PAGE

- No-bleed finished size: 7.5" x 10"
- Trim size: 8.5" x 11"
- Bleed size: 8.75" x 11.25"
- Live Area: 8" x 10.5"



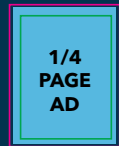
1/2 PAGE

- No-bleed finished size: 7.5" x 4.875"
- Trim size: 8.5" x 5.375"
- Bleed size: 8.75" x 5.5"
- Live Area: 8" x 5.125"



1/4 PAGE

- No-bleed finished size: 4" x 5.25"
- Trim size: 4.25" x 5.5"
- Bleed size: 4.375" x 5.625"
- Live Area: 4" x 5.25"



THE OBSERVER ARTICLE & AUTHOR BIO SPECIFICATIONS

Article must be based on any aspect relating to dental practice management. Clinical articles are not accepted. Submission requests must be completed at <http://bit.ly/articles18>.



THE AADOM LOGO

The AADOM logo is the most immediate representation of our organization, our people, and our brand to the world. Our logo is a valuable asset, and we need your help to make sure it's used consistently and correctly. Please use the AADOM name/logo/image only with our prior approval, and following the guidelines we provide.



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EBLAST SPECIFICATIONS

AADOM emails are designed to work with Outlook 2007. For the best presentation of your eBlast we request that you follow these guidelines:

- HTML code is preferred method of delivery and must include "AADOM Sponsored Specials" header. Request for header can be sent to roger@dentalmanagers.com.
- **AADOM header must be linked to: www.dentalmanagers.com***
- Recommended fonts: Arial, Sans Serif or Tahoma.
- Provide your **subject line**.



- Please limit eBlast to a maximum of 600 words.
- Two images can be included in your eBlast. Images should be in jpg or png formats and a maximum of 600 pixels wide.
- eBlast can contain three hyperlinks, including a "blind" link to regular text, such as "click here" Must be provided in initial order.
- No background images or color blocks behind text.
- No animated gifs or flash files.

*eBlast will not be deployed without linked header.

SOCIAL MEDIA POSTS*



- Up to three lines of text.
- One URL to be listed in post.**



*Image must meet FB specs for post boosting (minimal text on picture).

**Company must have a business page to which AADOM can link.

VIDEO

- Videos will be uploaded to AADOM TV YouTube channel.
- Recommend videos under two minutes in length
- File formats preferred are: .mov, .mp4 (mpeg4)
- Videos must be approved by an AADOM representative

AADOM HOMEPAGE HERO

Home Page, downloadable whitepaper. Educate thousands of OM's and collect **LEADS**. This 30 day **HERO** opportunity builds loyalty, educates and offers you access to those who take advantage of **YOUR** content.

Please provide your download as well as a "preview" image of the download.

Image specs:

- Image must be vertical
- Format: .png or .jpg
- Ideal image size: 650x850px (minimum 650px wide)

Tips: The top portion of the image is the part most visible, so we recommend including the title of your image and/or the sponsor logo within the top 50% of the space. The bottom portion of the image is partially covered, so don't include anything that's absolutely critical to see in that bottom area. (See screenshot for reference).

Download specs:

- Format: PDF preferred
- Min. 150 ppi



CORPORATE MEMBERSHIP DIRECTORY

- Company Name
- Address
- Special Offer
- Icons Preferred*

*AVAILABLE ICONS:



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VALUE ADDED RESOURCES (VAR) FULL PAGE



Send members and users here to learn about your company's relationship with AADOM and possible AADOM member specials which can be updated regularly. The page is accessible to non-members, but discounts or promotions should be geared toward AADOM members. Your VAR page is a place to tie in campaigns, webinars, seminars, conferences, etc. VAR pages will be promoted throughout the year by AADOM via two eBlasts, inclusion in Insights, and The Observer.

- Logo Specs: Vector (.SVG, .AI, or .EPS), white with transparent background.
- Brief description of who you are, what you do, and how it benefits AADOM members. Description should be between 50 and 120 words.
- Bullet list of services or products. 5-8 items recommended.
- Special offer description for AADOM members, including a description of the offer, how to take advantage of it, and any details you can provide.
- Link to special offer page on your website.
- OPTIONAL Video link. Video must be hosted on YouTube - please provide YouTube link.
- OPTIONAL 1-3 additional resources (ebooks, whitepapers, signup for demo, etc). Each resource must include: image with dimensions of 400x200px, description of 15-30 words and a link to resource.
- See examples at www.dentalmanagers.com/special-member-discounts

AADOM INSIGHTS

- Header: 600 x123px
- Leaderboard: 600 x 123px
- Sponsor Spotlight: 275 x 175px
- Min. resolution: 72ppi
- Format: .png or .jpg
- File size: no more than 5MB



GEM & SUMMIT SPONSOR LOGOS

- Vector (.SVG, .AI, or .EPS)
- White (#ffffff)
- Transparent background

AADOM HOT DEALS

Hot Deals is sent to AADOM Members the first Monday of the month six times per year.



- Image or logo size: 375 x 75, jpg or png.
- Exclusive offer/special for AADOM Members.
- Up to 3 lines of text not to exceed 250 characters.
- Company website can be included.
- Hyperlinks to your image/logo and one in your offer.
- No email addresses or phone numbers.