



PACIFIC COAST SOCIETY
OF ORTHODONTISTS

2021 MEDIA KIT

PACIFIC COAST SOCIETY OF ORTHODONTISTS



ABOUT PACIFIC COAST SOCIETY OF ORTHODONTISTS

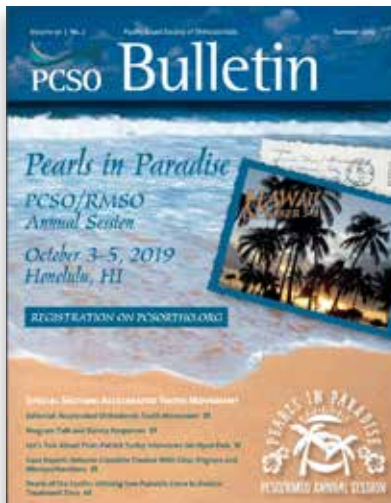


**PACIFIC COAST SOCIETY
OF ORTHODONTISTS**

WHO WE ARE

The Pacific Coast Society of Orthodontists is a professional organization of orthodontic specialists whose mission is to help its members provide the highest level of care to the public by providing quality continuing education, providing a framework for a strong political voice, facilitating two-way communications between the organization and its members, and supporting the successful practice of orthodontics.

The Pacific Coast Society of Orthodontists was founded in 1912 and has grown to over 3,200 members. PCSO is comprised of 11 component organizations and is the largest constituent organization of the American Association of Orthodontists.



PACIFIC COAST SOCIETY OF ORTHODONTISTS DEMOGRAPHIC PROFILE



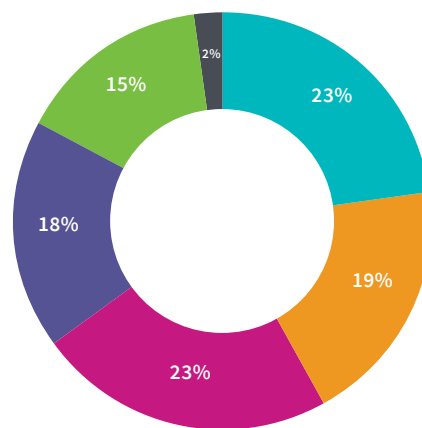
PACIFIC COAST SOCIETY
OF ORTHODONTISTS

DEMOGRAPHIC PROFILE

- Approximately 77% of survey respondents are male.
- 68% of respondents have been members of the society for 15+ years.
- 70% of readers are the decision makers in their practice for equipment and optional purchases.

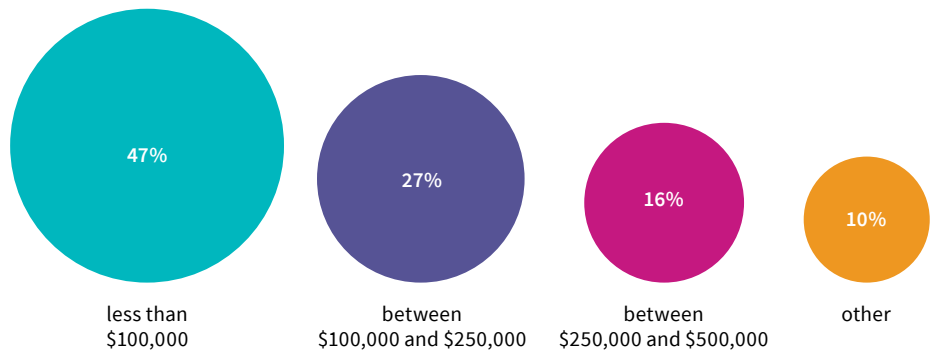
DEMOGRAPHIC PROFILE

- over 70 years
- 60-69 years
- 50-59 years
- 40-49 years
- 30-39 years
- 20-29 years



Source: PCSO Readership Survey, 2019

RESPONDENTS' ANNUAL BUDGET FOR EQUIPMENT



READERSHIP HABITS

- 55% of respondents read every PCSO *Bulletin* issue
- 68% of respondents read the digital edition
- 13% download and print a PDF

Source: PCSO Readership Survey, 2019

PACIFIC COAST SOCIETY OF ORTHODONTISTS ADVERTISING



PCSO BULLETIN – PRINT/DIGITAL EDITION

The Bulletin is the official publication of the Pacific Coast Orthodontic Society and is published four times per year. The publication features presentation summaries, case studies and guidance for orthodontic practices.

CIRCULATION: 3200
FREQUENCY: QUARTERLY

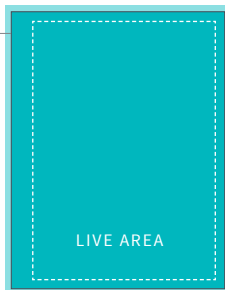
| ISSUE | RESERVATION | PUBLICATION |
|--------|-------------|-------------|
| WINTER | 12/1/20 | 1/29/21 |
| SPRING | 3/4/21 | 4/30/21 |
| SUMMER | 6/11/21 | 8/9/21 |
| FALL | 9/13/21 | 11/8/21 |

YEAR ADVERTISING RATES / PER INSERTION

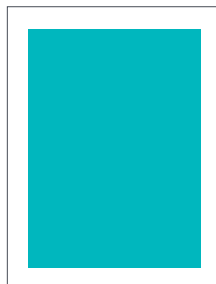
| SIZE | 1× | 2× | 4× |
|--------------|--------|--------|--------|
| Full Page | \$1800 | \$1650 | \$1500 |
| Half Page | \$1200 | \$1100 | \$1000 |
| Quarter Page | \$800 | \$750 | \$700 |
| C4 | \$2200 | \$2000 | \$1850 |
| C3 | \$2000 | \$1850 | \$1700 |
| C2 | \$2400 | \$2200 | \$2000 |

DISPLAY AD SIZES / DIMENSIONS ARE WIDTH × HEIGHT IN INCHES

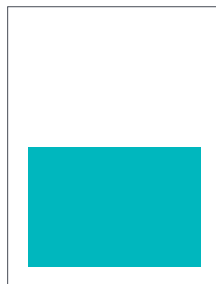
bind edge
for right-
hand page



FULL PAGE BLEED
8.75" x 11.25"



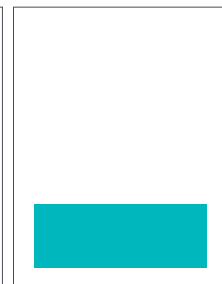
FULL PAGE
7.75" x 9.5"



HALF PAGE HORIZONTAL
6.75" x 4.75"

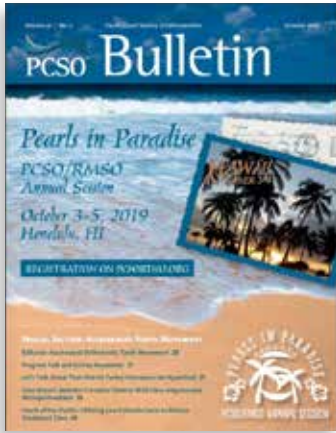


HALF PAGE VERTICAL
3.25" x 9"



QUARTER PAGE
6.75" x 2.25"

PACIFIC COAST SOCIETY OF ORTHODONTISTS ADVERTISING



PCSO BULLETIN DIGITAL EDITION

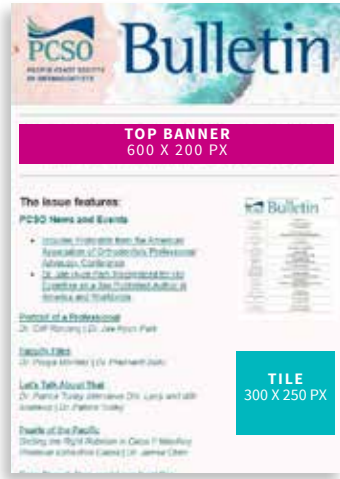
| BRIGHTCOPY ADS | 1x | 2x | 4x |
|--------------------------------|--------|-------|-------|
| Top Banner | | | |
| 728 x 90 pixels | \$1000 | \$900 | \$800 |
| Skyscraper | | | |
| 120 x 600 pixels | \$800 | \$750 | \$700 |
| Bottom Banner | | | |
| 728 x 90 pixels | \$600 | \$550 | \$500 |
| Custom Sizes | | | |
| see Display Ad Sizes on page 4 | \$250 | \$250 | \$225 |

DIGITAL ENHANCEMENTS TO DISPLAY ADS

| OPTIONS | RATE |
|-------------------------------|-------|
| Digital Half-Page Insert | \$500 |
| Expanded Ad | \$300 |
| Video Ad Insertion | \$250 |
| Dynamic/Animated Ad Insertion | \$100 |

Requires Display Ad Purchase.

PACIFIC COAST SOCIETY OF ORTHODONTISTS ADVERTISING



DISTRIBUTED QUARTERLY TO 2,900 READERS

PCSO BULLETIN ETOC ALERT

| SIZE | 1x | 4x |
|-------------------|-------|-------|
| Top Banner | | |
| 600 x 200 pixels | \$500 | \$475 |
| Title | | |
| 300 x 250 pixels | \$400 | \$375 |

Reservation and Art Deadline: 1st of the Month of Publication



DISTRIBUTED MONTHLY TO 2,900 READERS

E-NEWSLETTER RATES

| SIZE | 1x | 3x | 6x | 12x |
|-------------------|-------|-------|-------|-------|
| Top Banner | | | | |
| 600 x 200 pixels | \$500 | \$475 | \$450 | 400 |
| Title | | | | |
| 300 x 250 pixels | \$400 | \$375 | \$350 | \$300 |

Reservation and Art Deadline: 1st of the Month of Publication

TECHNICAL SPECIFICATIONS



PAGINATED ADS

PRINT ADS

- High-resolution PDF files.
- Resolution for ads should be 300 dpi or higher with fonts embedded.
- Color mode CMYK, no RGB, Pantone, or indexed color mode graphics.
- Ads must be supplied in final format. PCSO and PCSO *Bulletin* not responsible for any errors in content.
- Necessary alterations are the responsibility of, and at the expense of, the advertiser.

DIGITAL ADS

- Recommended file formats: jpeg, bmp, wbm, svg, swf/flash , png, gif, and animated gif

Note: some mobile devices do not render flash.

TERMS AND CONDITIONS

It is the policy of the Pacific Coast Society of Orthodontists (PCSO) that all potential advertisements submitted by any person or entity for publication in any PCSO media must be deemed consistent with the goals and objectives of the PCSO and/or PCSO *Bulletin*, within the sole and unbridled discretion of PCSO and/or PCSO *Bulletin*. Any potential advertisement deemed to be inconsistent with the goals and/or objectives of the PCSO shall be rejected. The PCSO also reserves the right to require publication prepayment. PCSO and PCSO *Bulletin* do not accept advertising for credit cards/debit cards, insurance, or travel. The advertiser agrees to assume all liability for content of ads published and must be fully authorized for use of the ad content, including, but not limited to, names, 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 from advertisement.

All claims for errors in advertisements must be made in writing and received within ten days of publication and will be considered only for the first insertion of the advertisement containing the error. An error, which does not materially affect the value or content of an advertisement, will not qualify for a credit, nor will any credit be allowed if the customer has seen and approved a proof, or a proof was not supplied.

CREATIVE SERVICES

Creative services are available to all advertisers at a rate of \$100/hour billed in 30-minute increments. Creative services include graphic design and/or copy writing. Please contact the Advertising Sales Executive for a customized quotation based on your creative needs.