About the ASO

The Australian Society of Orthodontists (ASO) is the largest dental specialist society in Australia and has been in operation for more than 80 years. As the peak body for orthodontists, the ASO represents around 90% of all registered orthodontists in Australia.

OUR MEMBERS

The ASO has members in every state and territory in the country including postgraduate orthodontic students, newly graduated orthodontists, academics and current practising orthodontists.

ADVERTISE WITH US

There are two main advertising opportunities with the ASO – digital advertising in the ASO monthly e-newsletter, which is distributed 11 times per year, and print advertising in the Australasian Orthodontic Journal, which is published twice yearly.

All ASO members subscribe to both publications.

In 2021, the ASO will be distributing standalone emails to promote our 2021 webinar series (approximately six webinars). All members will receive one email before and one email after each webinar which will feature only ONE paid advertisement. We will provide more information about this advertising opportunity once our 2021 series is finalised.

With close to 600 members, the ASO represents around 90% of all registered specialist orthodontists in Australia.
After completing a five-year degree in dentistry, an orthodontist undergoes a further three years of full-time study in the field of orthodontics to become a Specialist.

Orthodontists provide a wide range of treatment options to straighten crooked teeth, fix bad bites and align the jaws correctly to ensure long-term dental health and lasting smiles.
The ASO’s monthly national member e-newsletter is the only news style publication produced specifically for orthodontists in Australia.

Through the ASO’s monthly national e-newsletter, members access all the latest developments in the dental sector. It features industry news, coverage on policy issues, professional learning events as well as practice management resources and tips that cover a range of topics such as technology, finance, HR, marketing and more.

Advertising opportunities are limited in the e-newsletter with only three positions available in each issue.

The e-newsletter is distributed 11 times per year (February – December).

**Booking and material deadline is the 1st of every month.**

**PLEASE NOTE**

- All advertisements are subject to review and approval by the ASO.
- Advertisements are the responsibility of advertisers and will be included as submitted.

**FOR BOOKINGS**

Melanie Berenger  
T 02 9965 7250  
melanie@aso.org.au

<table>
<thead>
<tr>
<th>Position</th>
<th>Cost Incl. GST</th>
</tr>
</thead>
<tbody>
<tr>
<td>First banner</td>
<td>$650</td>
</tr>
<tr>
<td>Second banner</td>
<td>$550</td>
</tr>
<tr>
<td>Third banner</td>
<td>$450</td>
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</table>

Accepted formats: jpeg and gif - static images only.  
Max. file size: 90kb. 72dpi  
Size: 600 pixels (w) X 150 pixels (h)

Don’t forget to supply your destination URL

Unique open rate 70-75%
Advertising in the Australasian Orthodontic Journal

The Australasian Orthodontic Journal (AOJ) is Australia’s leading peer-reviewed orthodontic journal.

Containing high-quality articles that contribute to orthodontic knowledge from all sources, the AOJ is published bi-annually (Calendar year – May and November) and is hard-copy posted to all ASO members and over 100 leading Dental Schools, Universities and Research Libraries worldwide.

PLEASE NOTE
• All Ads are Full colour.
• All Ads are subject to review and approval by the Editorial Board.
• Ads are the responsibility of advertisers and will be printed as submitted.
• Cancellations within one month of copy deadline will incur a fee of 50% of the advertised rate.
• Ads are invoiced at the time of booking and payment deadlines are as for copy.

10% discount if you book an ad for our May & November issues at the same time
# Australasian Orthodontic Journal Specifications

## FOR BOOKINGS

<table>
<thead>
<tr>
<th>Position</th>
<th>Cost Incl. GST</th>
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<tbody>
<tr>
<td>Quarter page</td>
<td>$465</td>
</tr>
<tr>
<td>Half page</td>
<td>$1,380</td>
</tr>
<tr>
<td>Full page</td>
<td>$2,770</td>
</tr>
<tr>
<td>Double page spread</td>
<td>4,500</td>
</tr>
<tr>
<td>Inside front or back cover</td>
<td>3,350</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>3,650</td>
</tr>
<tr>
<td>Page one</td>
<td>$3,000</td>
</tr>
<tr>
<td>Page opposite Contents page</td>
<td>$3,000</td>
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<tr>
<td>Double page spread (incl. inside covers)</td>
<td>$5,300</td>
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<tr>
<td>Insert (excl. printing) 1 sheet</td>
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<table>
<thead>
<tr>
<th>Deadlines for copy and payment</th>
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</thead>
<tbody>
<tr>
<td>May Issue</td>
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<tr>
<td>November Issue</td>
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</tbody>
</table>

## MECHANICAL SPECIFICATIONS

### Size
- Finished document: 210mm wide x 275mm high
- Pre-Printed Insert: Maximum size 200mm x 265mm, Maximum weight 100gsm

### Specs
- **Bleed size**: 6mm on all sides

### Printing & binding
- Offset printing & Burst Board with laminated cover
- Cover: 300gsm gloss artboard / Text: 100gsm matt art paper

### Material requirements
- Production charges to be met by the Advertiser
- Electronic files to our specification:
  - High res TIF or PDF files. If PDF must have fonts embedded or text outlined
  - Scan photo’s at the same size as original photo’s at 300dpi min
- Line screen size: 133 – 150
- Crop marks to be offset by 3mm

### Colour
- CMYK
Get in Touch

If you have any questions, please contact us. For information about placing a classified advertisement, please visit the ASO website.

Ph: 02 9965 7250
E: admin@aso.org.au
W: www.aso.org.au