

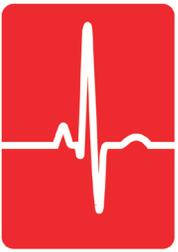


**ANESTHESIA PROGRESS**  
The Journal of Sedation and Anesthesiology in Dentistry

Volume 70 Issue 2 | Summer 2023 | [www.anesthesiaprogress.org](http://www.anesthesiaprogress.org)



**2024**  
**MEDIA KIT**  
ANESTHESIA PROGRESS



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[ANESTHESIAPROGRESS.ORG](http://ANESTHESIAPROGRESS.ORG)

## DEMOGRAPHICS

“  
ADSA’s mission is to provide a forum for education, research, and recognition of achievement in order to promote safe and effective patient care for all dentists who have an interest in anesthesiology, sedation and the control of anxiety and pain.  
”

*Anesthesia Progress* is dedicated to providing a better understanding of the advances being made in the art and science of pain control in dentistry. The journal provides a valuable forum to discuss anesthesia-related issues and opinions.

### OFFICIAL PUBLICATION OF

*American Dental Society of Anesthesiology*  
*American Society of Dental Anesthesiologists*  
*Australian Society of Dental Anesthesiology*  
*Canadian Academy of Dental Anesthesia*  
*European Federation for the Advancement of Anesthesia in Dentistry*  
*International Federation of Dental Anesthesiology Societies*

### MARKETS SERVED

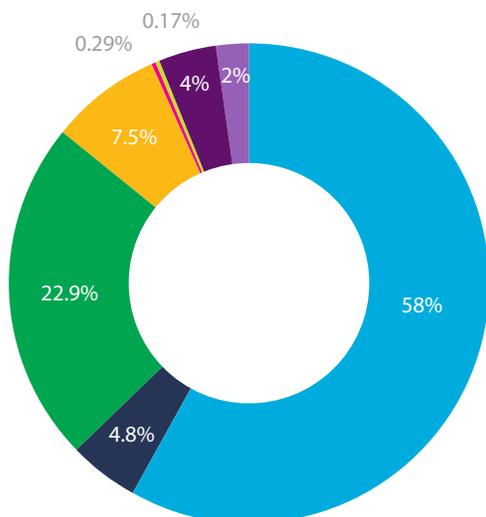
*Anesthesia Progress* appeals to all dentists who use any pain and anxiety control techniques—from nitrous oxide or oral sedatives, relaxation techniques to local anesthesia, acupuncture and hypnosis, parenteral sedatives to general anesthesia.

## CIRCULATION: 4,100 ADSA MEMBERS & SUBSCRIBERS

### ADSA MEMBER PROFILE

**97%** of members reside in the U.S.

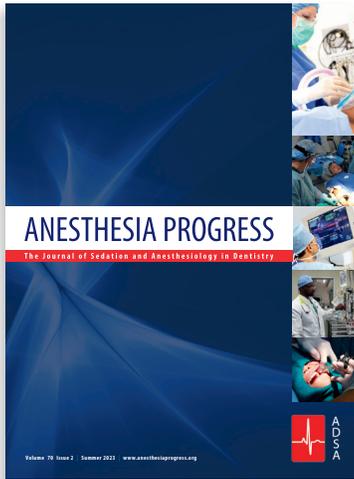
**3%** of members are International and reside in countries including Canada, Germany, Japan, Australia, France, England and Brazil.



### ADSA MEMBER SPECIALTY

Oral and Maxillofacial Surgeon	58%
General Practitioner	22.9%
Other Specialty	7.5%
Dental Anesthesiologist	4.8%
Periodontist	4%
Pediatric Dentistry	2%
Prosthodontist	0.29%
Implantology	0.17%

# ANESTHESIA PROGRESS PRINT MEDIA



For More Information Contact

**Onkar Sandal**  
Advertising Sales Executive

onkar.sandal@kwglobal.com  
(785) 289-2612

## DISPLAY AD SIZES / DIMENSIONS ARE WIDTH x HEIGHT IN INCHES.

Trim Size: 8.25 x 11" journal trims 0.25" off top, bottom and outside edge. Live area should be a minimum of 0.375" inside trimmed edges, a minimum of 0.5" should be allowed for the bind edge.

## ISSUANCE QUARTERLY

ISSUE	RESERVATION	MATERIAL DUE	MAIL DATE
Spring	1/30/24	2/5/24	3/15/24
Summer	4/29/24	5/6/24	6/14/24
Fall	7/30/24	8/6/24	9/16/24
Winter	10/28/24	11/4/24	12/16/24

## 2024 ADVERTISING RATES / PER INSERTION

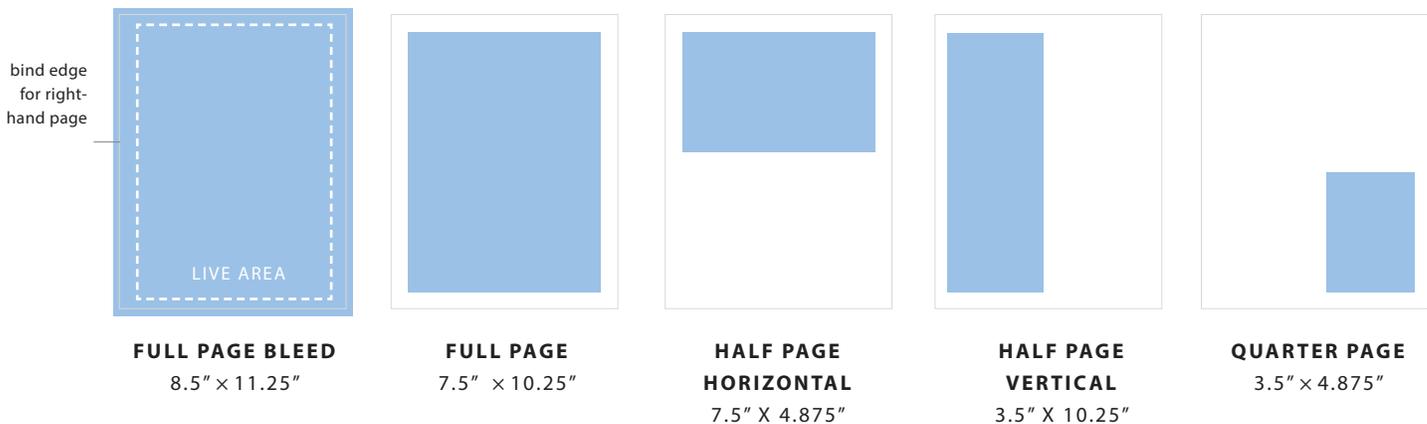
BLACK/WHITE	1x	2x	4x
Full Page	\$1,141	\$1,032	\$923
Half Page	\$923	\$874	\$814
Quarter Page	\$595	\$546	\$486
COLOR	1x	2x	4x
Full Page	\$2,223	\$2,117	\$2,011
Half Page	\$1,586	\$1,539	\$1,480
Quarter Page	\$1,056	\$1,008	\$844

## COVER / PREFERRED POSITION RATES / Full Page only

COLOR	1x	2x	4x
Inside Front Cover (C2)	\$2,753	\$2,647	\$2,541
Inside Back Cover (C3)	\$2,541	\$2,435	\$2,329
Outside Back Cover (C4)	\$3,071	\$2,965	\$2,859

## PREPRINTED INSERTS

1 LOOSE INSERT PER ISSUE	1x	2x	4x
2-page Insert	\$3,920	\$3,814	\$3,708
4-page Insert	\$5,299	\$5,193	\$5,087



# ANESTHESIA PROGRESS DIGITAL MEDIA

ANESTHESIAPROGRESS.ORG

3,300 MONTHLY SESSIONS

5,300 MONTHLY PAGE VIEWS

## ONLINE AD RATE PER MONTH

■ Top Leaderboard / 728 x 90 pixels and 320 x 50 (mobile) / \$631

■ Tile 1 / 300 x 250 pixels / \$313

■ Bottom Leaderboard / 728 x 90 pixels and 320 x 50 (mobile) / \$419

■ Tile 2 / 300 x 250 pixels / \$260

■ Tile 3 / 300 x 250 pixels / \$207

The screenshot displays the Anesthesia Progress website interface. At the top, a purple banner reads "TOP LEADERBOARD". Below it is a search bar and a navigation menu with links for ISSUES, SUBSCRIBE, FOR AUTHORS, ADVERTISING, INFORMATION, NEWS, and HELP. The main content area features a "CURRENT ISSUE" section for "Volume 70, Issue 2 Summer 2023" with a "View This Issue" button. To the right is an "About This Journal" section with a description and buttons for "Submit an Article", "Subscribe", and "Free Trial". Below this is a "Latest" article list with three columns: "Latest", "Most Read", and "Most Cited". The "Latest" column lists three articles with their titles and authors. To the right of the article list is a yellow "TILE 1" placeholder. At the bottom, a dark blue banner reads "BOTTOM LEADERBOARD".

## COMMERCIAL REPRINTS

Enhance your marketing and sales messages with article reprints that mention your company's name and products. We offer commercial reprints in both print and digital formats. Both formats may include your own ads, QR codes, and are fully customizable with your logo and other branded features. Individual article reprints are available in quantities of 200 or more. E-prints are offered with minimum views of 500 or more. Additional views may be purchased separately. For a detailed price quote, contact Onkar Sandal.

# ANESTHESIA PROGRESS DIGITAL MEDIA

## TABLE OF CONTENTS [TOC] ALERT

This email is sent to over 3,600 recipients, on a quarterly basis, to announce the availability of the newest *Anesthesia Progress* issue.

### TOC ALERT AD RATES

 Banner 728 × 90 pixels	\$737
 Skyscraper 160 × 600 pixels	\$950

# ANESTHESIA PROGRESS

The Journal of Sedation and Anesthesiology in Dentistry

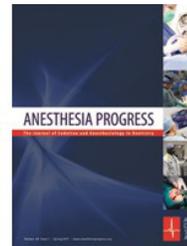
## Volume 70, Issue 2

### BANNER

Publish your next article open access in *Anesthesia Progress*. Open access articles consistently receive higher usage and are more widely distributed and shared.

Open access fees are \$1,500 for ADSA members and \$2,000 nonmembers.

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Volume 70, Issue 2  
(Summer 2023)

### EDITORIAL

#### A New Dental Specialty in Canada

Kyle J. Kramer, DDS

[Full Text](#)

### SCIENTIFIC REPORTS

#### The Physical Compatibility of Glycopyrrolate and Rocuronium

Austen L. Weeks, DDS, MA; John Sotos, DDS; Bryce Woolsey, DDS; William M. Johnston, MS, PhD; Bryant W. Cornelius, DDS, MBA, MPH

[Full Text](#)

#### Involvement of $\alpha$ - and $\beta$ -Adrenergic Receptors in Skeletal Muscle Blood Flow Changes During Hyper-/Hypocapnia in Anesthetized Rabbits

Kyotaro Koshika, DDS, PhD; Rumi Kaneko, DDS; Mai Shionoya, DDS; Kotaro Shimizu, DDS; Yuka Sendai, DDS; Nobutaka Matsuura, DDS; Yui Akiike, DDS, PhD; Tatsuya Ichinohe, DDS, PhD

[Full Text](#)

### CASE REPORTS

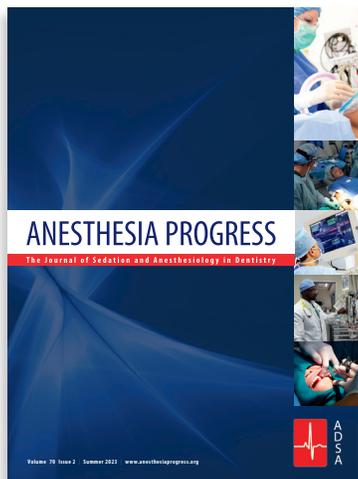
#### Anesthetic Management Using Remimazolam in a Hemodialysis Patient

Yukiko Nishioka, DDS, PhD; Saki Miyake, DDS, PhD; Midori Hamaoka, DDS; Kota Miyake, DDS; Maki Fujimoto, DDS, PhD; Hitoshi Higuchi, DDS, PhD; Takuya Miyawaki, DDS, PhD

[Full Text](#)

SKYSCRAPER

## TECHNICAL SPECIFICATIONS



### PRINT ADS

- Print-ready 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 suitable to print as-is. *Anesthesia Progress* is 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.

### AGENCY COMMISSION

There is a standard 15% commission to recognized agencies. Color and position fees are commissionable.

### TERMS AND CONDITIONS

*Anesthesia Progress* reserves the right to refuse materials and require publication prepayment. Advertising is not accepted for credit cards/debit cards, insurance, or travel. The advertiser agrees to assume all liability for content of ads printed and must be fully authorized for use of the ad's 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 an 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.



**CONTACT:**

Onkar Sandal / Advertising Sales Executive  
onkar.sandal@kwglobal.com / (785) 289-2612

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