



# ANESTHESIA PROGRESS

The Journal of Sedation and Anesthesiology in Dentistry

# 2023 MEDIA KIT

ANESTHESIA PROGRESS



ADSA



ADSA

[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

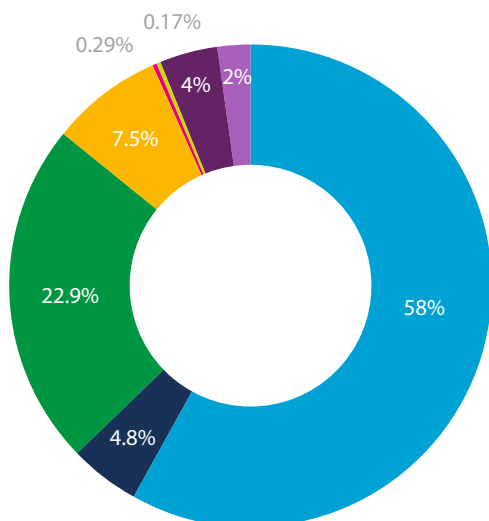
*Anesthesia Progress* appeals to all dentists who use any pain and anxiety control techniques—from nitrous oxide or oral sedatives, relaxation techniques to local anesthesia, acupuncture and hypnosis, parenteral sedatives to general anesthesia.

## CIRCULATION: 4,100 ADSA MEMBERS & SUBSCRIBERS

### ADSA MEMBER PROFILE

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

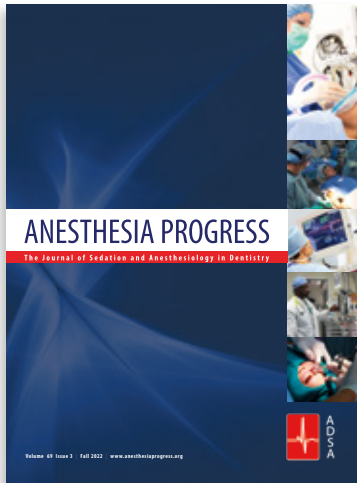
**3%** of members are International and reside in countries including Canada, Germany, Japan, Australia, France, England and Brazil.



### 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

osandal@allenpress.com  
(785) 865-9218

## 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	1/27/23	2/3/23	3/15/23
Summer	5/1/23	5/7/23	6/15/23
Fall	8/1/23	8/8/23	9/15/23
Winter	10/31/23	11/6/23	12/15/23

## 2023 ADVERTISING RATES / PER INSERTION

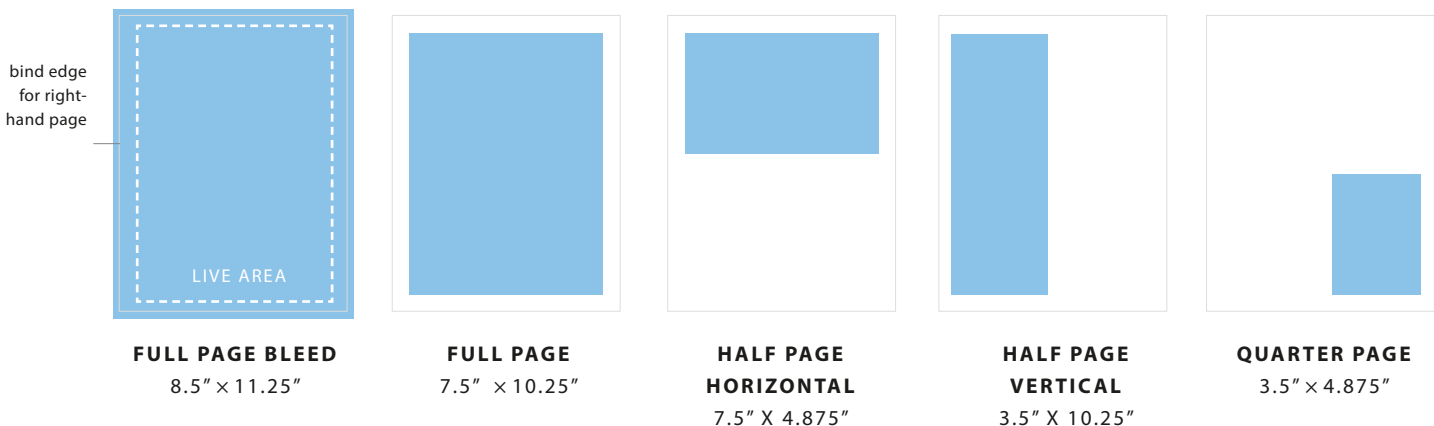
BLACK/WHITE	1x	2x	4x
Full Page	\$1,108	\$1,002	\$896
Half Page	\$896	\$849	\$790
Quarter Page	\$578	\$530	\$472
COLOR	1x	2x	4x
Full Page	\$2,158	\$2,055	\$1,952
Half Page	\$1,540	\$1,494	\$1,437
Quarter Page	\$1,025	\$979	\$819

## COVER / PREFERRED POSITION RATES / Full Page only

COLOR	1x	2x	4x
Inside Front Cover (C2)	\$2,673	\$2,570	\$2,467
Inside Back Cover (C3)	\$2,467	\$2,364	\$2,261
Outside Back Cover (C4)	\$2,982	\$2,879	\$2,776

## PREPRINTED INSERTS

1 LOOSE INSERT PER ISSUE	1x	2x	4x
2-page Insert	\$3,806	\$3,703	\$3,600
4-page Insert	\$5,145	\$5,042	\$4,939



# ANESTHESIA PROGRESS DIGITAL MEDIA

ANESTHESIAPROGRESS.ORG

3,200 MONTHLY SESSIONS

5,100 MONTHLY PAGE VIEWS

## ONLINE AD RATE PER MONTH

■ Top Leaderboard / 728 x 90 pixels and 320 x 50 (mobile) / \$613

■ Tile 1 / 300 x 250 pixels / \$304

■ Bottom Leaderboard / 728 x 90 pixels and 320 x 50 (mobile) / \$407

■ Tile 2 / 300 x 250 pixels / \$252

■ Tile 3 / 300 x 250 pixels / \$201

The screenshot shows the homepage of Anesthesia Progress. At the top, there is a search bar and navigation links for ISSUES, SUBSCRIBE, FOR AUTHORS, ADVERTISING, INFORMATION, NEWS, and HELP. The main content area features the current issue, 'Volume 69, Issue 3, Fall 2022', with a 'View This Issue' button. Below this, there are sections for 'Latest', 'Most Read', and 'Most Cited' articles, as well as 'Open Access Articles'. A yellow box labeled 'TILE 1' is placed to the right of the 'Open Access Articles' section. A blue box labeled 'BOTTOM LEADERBOARD' is placed at the bottom of the page content.

## 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 7,000 recipients, on a quarterly basis, to announce the availability of the newest *Anesthesia Progress* issue. One advertiser per email.

### TOC ALERT AD RATES

 Banner 728 × 90 pixels	\$716
 Skyscraper 160 × 600 pixels	\$922



**ANESTHESIA PROGRESS**  
The Journal of Sedation and Anesthesiology in Dentistry  
Volume 69, Issue 3

**BANNER**

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

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**EDITORIAL**  
**Did We Lose Something Along the Way?**  
Kyle J. Kramer, DDS, MS; Andrew Herlich, DMD, MD  
[Full Text](#)

**SCIENTIFIC REPORT**  
**Risk Factors for Postoperative Sore Throat After nasotracheal Intubation**  
Masanori Tsukamoto, DDS, PhD; Shiori Taura, DDS; Sayuri Kadowaki, DDS, PhD; Takashi Hitosugi, DDS, PhD; Yoichiro Miki, PhD; Takeshi Yokoyama, DDS, PhD  
[Full Text](#)

**Usefulness of Tulip Airway in Edentulous Elderly Patients**  
Yasuhiko Imashuku, MD, PhD; Hirotochi Kitagawa, MD, PhD; Takayoshi Mizuno, MD  
[Full Text](#)

**Reliability and Validity of the Dental Anxiety Question Used With Children**  
Masahiro Heima, RDT, DDS, PhD; Kelsey Stehli, DDS  
[Full Text](#)

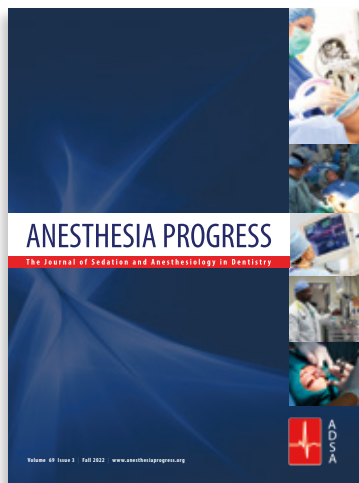
**CASE REPORTS**  
**Coronary Spasm During Postoperative Sedation With Dexmedetomidine**  
Yu Sato, DDS, PhD; Tomoka Matsumura, DDS, PhD; Yushi Abe,



Volume 69, Issue 3  
(Fall 2022)

**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:**

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