



# ASO 2024 Media Kit



## Who we are

The 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, we are the only organisation committed to publishing the latest orthodontic research, top stories, and articles of interest for specialist orthodontists.

## 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.

## Marketing Opportunities

**Member Newsletter:** Dental sector news, CPD events and state and committee updates.

**Industry Newsletter:** This digital publication focuses on the latest industry trends and developments

**Event sponsorship:** Congresses and clinical days.

## Why advertise with us?

- The only publications produced for orthodontists in Australia
- A highly targeted opportunity for your brand to showcase your products and services
- 80% average opening rate (2023 YTD) \* Member newsletter
- With more than 600 members, the ASO represents around 90% of all registered specialist orthodontists in Australia

### Member Monthly Newsletter ( Feb-Dec)

Position	GST Incl.
1st Banner	\$785
2nd Banner	\$685
3rd banner	\$580

### Industry Newsletter ( May and November)

Position	GST Incl.
Feature	\$2,200
1-page placement/ad	\$2000
1/3 Banners ad	\$900-\$660 (depending on position)

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## Booking Instructions

Email the booking form to [communications@aso.org.au](mailto:communications@aso.org.au).

A confirmation email and invoice will be issued to secure your booking.

Payment is required prior to publication. All advertisements are subject to review and approval by the ASO.

## Artwork specifications

All advertising files to be supplied as Jpeg, PNG or PDF only.

### Member Newsletter:

- Size: 600 pixels (w) X 150 pixels (h)
- 300 dpi – high resolution
- Max. file size: 90kb. 300dpi

### Industry Newsletter:

- 1 page ad – 215mmW x 275mmH
- 1/3-page ad – 215mmW x 92mmH
- Colour RGB and 150dpi resolution. Please include 3-5mm bleed.
- 1 page article – Please provide a word document with a 350 words + 1 image.

**For all other sponsorship, events and advertising enquiries please contact:  
The ASO Communications Manager by email [communications@aso.org.au](mailto:communications@aso.org.au).**

