

Australian Society
of Orthodontists

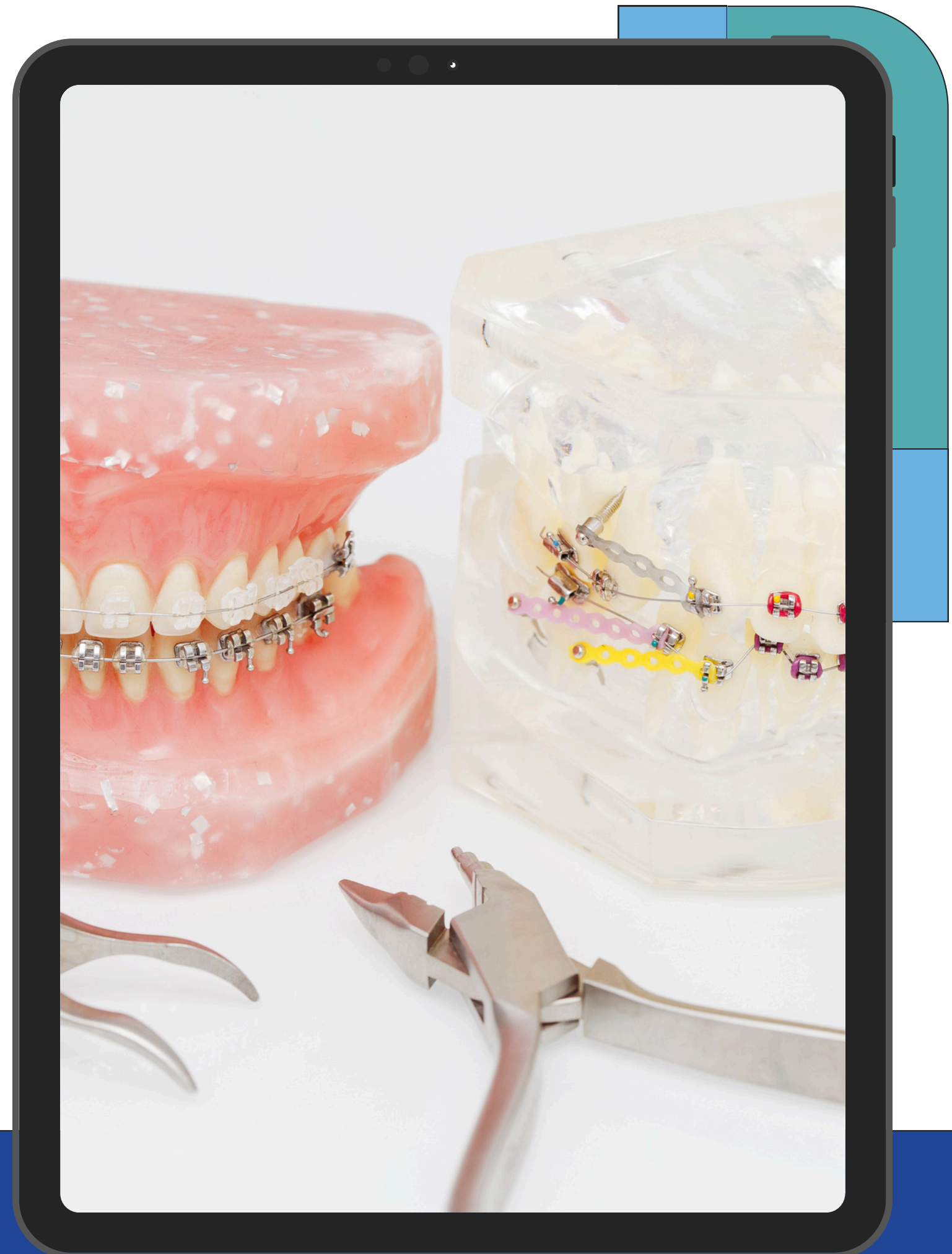
2026 Digital Advertising Media Kit

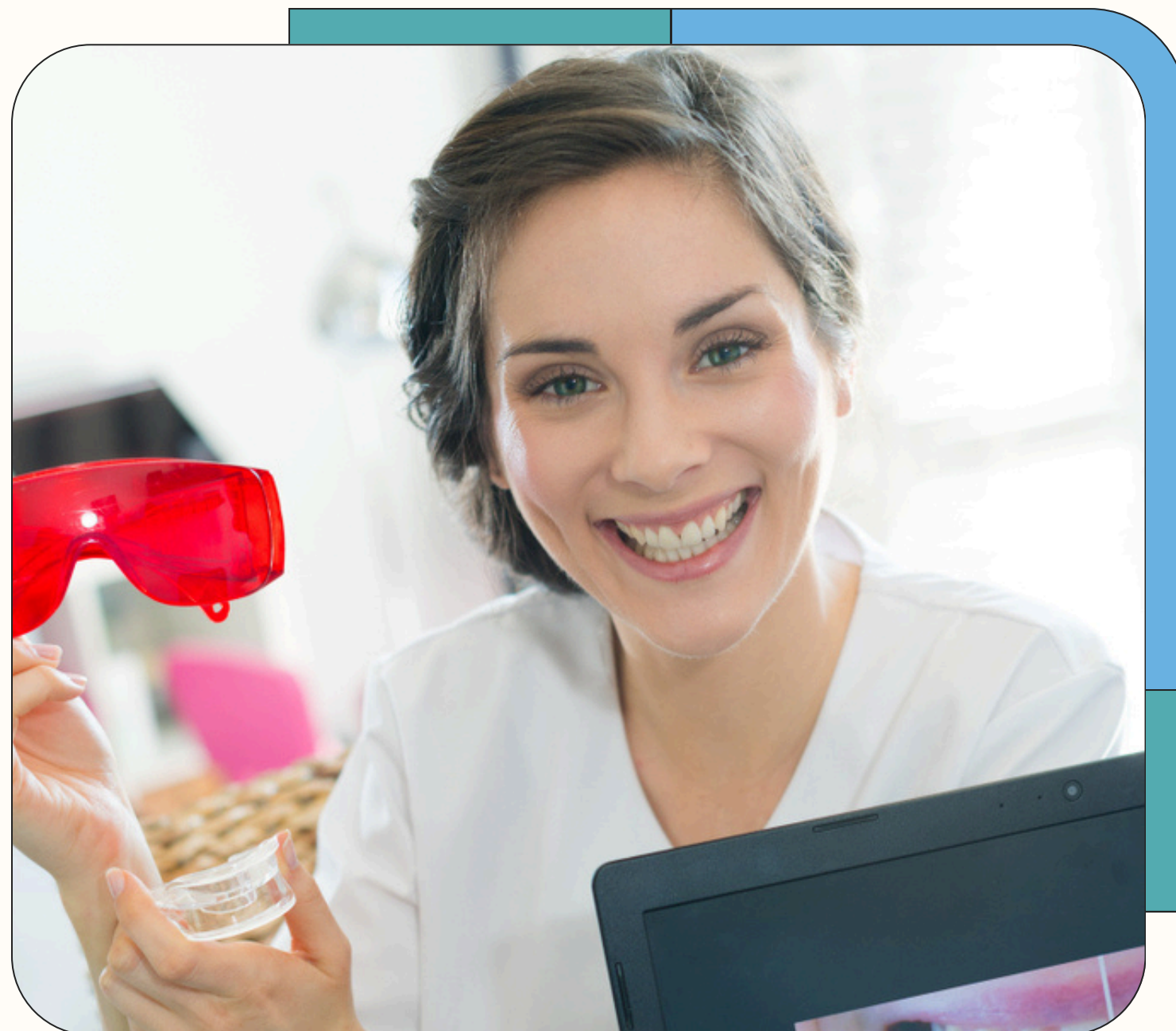


A Perfect Fit for your Brand



Discover More [→](#)





About the ASO



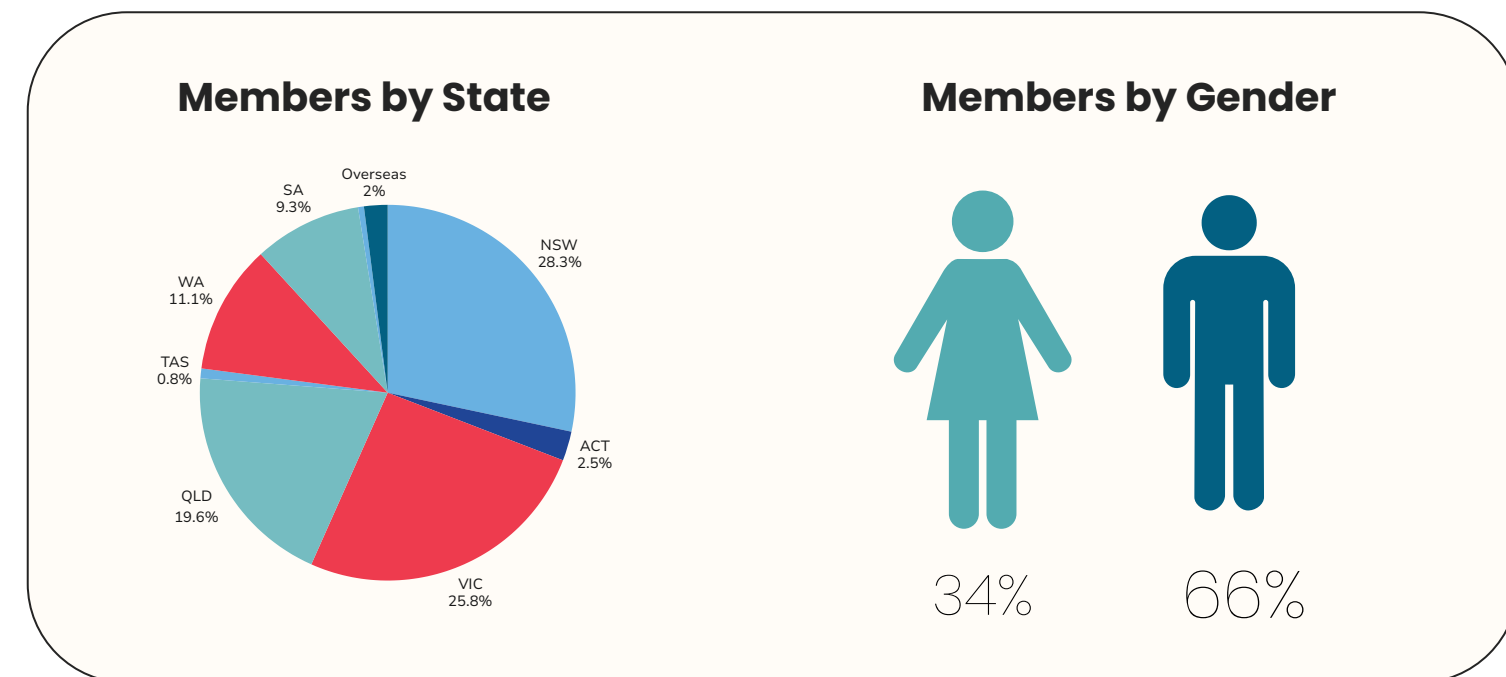
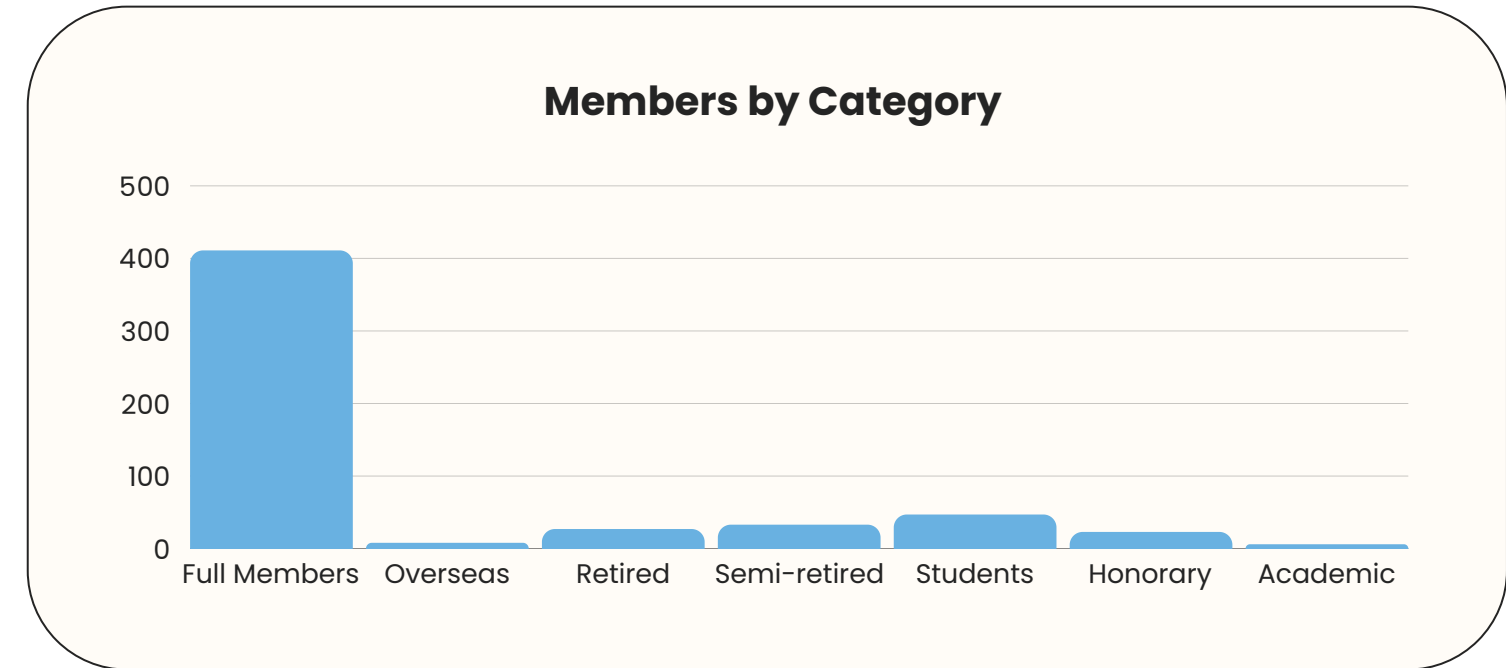
The Australian Society of Orthodontists (ASO) is the peak body for orthodontists in Australia. We represent around 90% of registered orthodontists nationwide. The ASO is committed to publishing the latest orthodontic research, industry updates, and content of interest for specialist orthodontists.

Why advertise with us?

Maximise your brand's impact with a highly targeted platform to showcase your products and services directly to the audiences that matter most.

Membership Snapshot

The ASO has members in every state and territory including postgraduate orthodontic students, recent graduates, academic and current practising orthodontists.



Snapshot as of August 2025.

Digital Advertising Opportunities



Showcase your brand to registered orthodontists nationwide, plus to a larger community of practice staff who care for patients and are key decision makers in 750 orthodontic practices around Australia.





Member Newsletter

77%

YTD Average Open Rate

31%

YTD Average Click Rate

- Dental sector news
- State branch and committee news and events
- Exclusive ASO CPD Events and more.

The monthly Member Newsletter is distributed 11 times per year from February to December. Banner Advertisements are strictly limited with only four positions available in each edition. Specifications for all banners are: 550px W x 150px H, 300 dpi, Jpg or PNG format. Click below to secure your banners.

[Book Now](#)

Industry Newsletter

374

YTD Reads - June 2025 Edition

7:24

AVG. READ TIME

The Biannual e-publication is distributed by email and promoted through the ASO's private member forum and via ASO's LinkedIn during a 1-month campaign. The newsletter covers:

- Invited guest articles on topics relevant to orthodontic practice
- Product launches and developments
- Emerging trends
- Company news/media releases
- Articles produced by KOLs (as supplied by companies)
- New technology or software
- Upcoming industry events and more..

For more information, including rates and specification, or to secure your placement click below.

Issue 8 - Book now

Issue 9 - Book now



New – ASO Member Portal Advertising

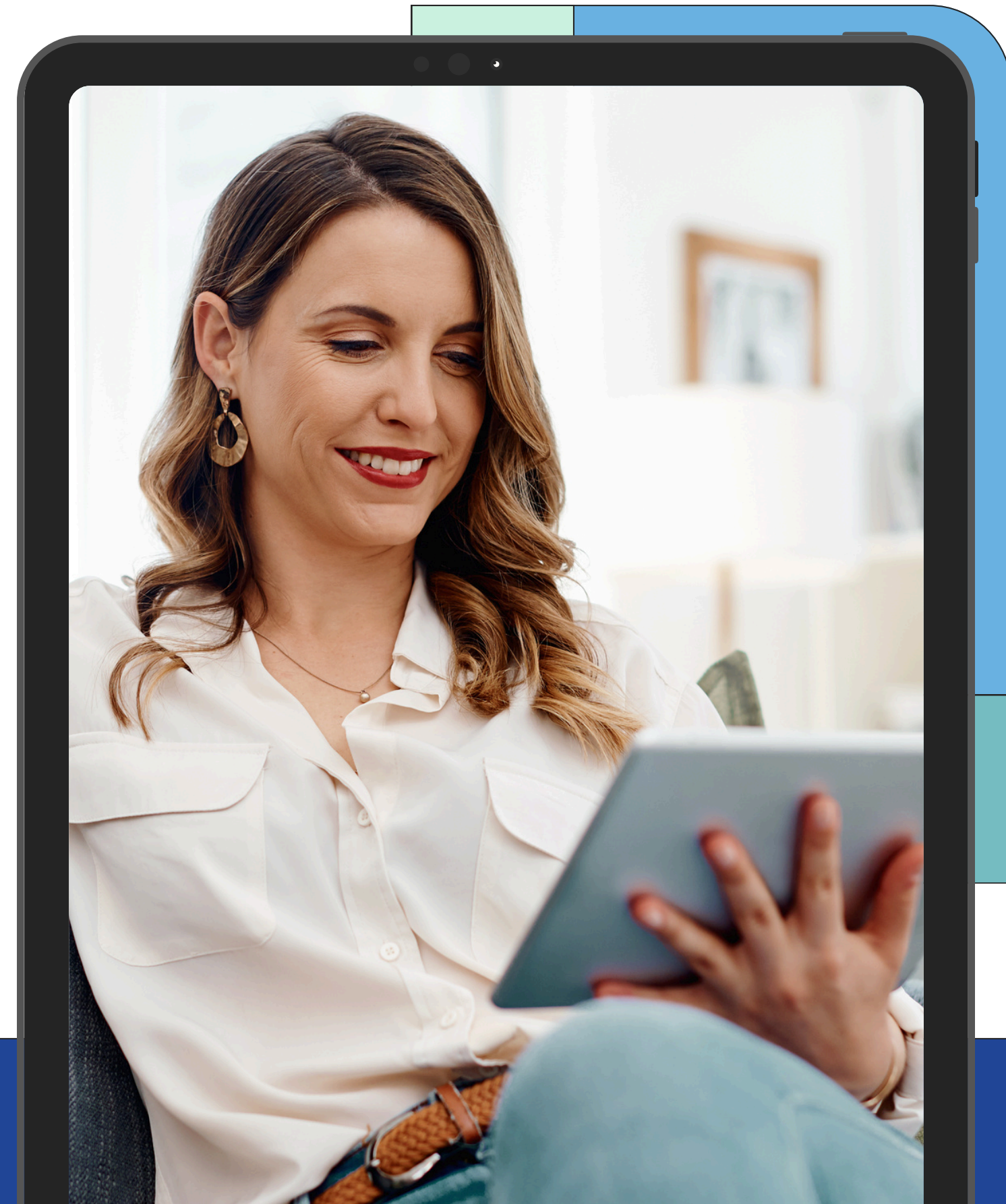
Designed to help you connect with our Members.

Promote your:

- **CPD opportunities, industry events, webinars and on-demand content**
- **Special offers and discounts** for members and
- **Service offerings tailored for orthodontic practices.**

[Watch the Video](#)

[Purchase your Listing](#)



Artwork Specifications

Member Newsletter:

Size: 550 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
3-5ml bleed.
1 page article - Please provide a word document
with 350 words + 1 image.

Artwork to be supplied as Jpg or PNG only.

Artwork Submission Disclaimer

All artwork must be supplied in accordance with the above specifications and provided by the advertiser as per the deadlines in the booking form to ensure inclusion in the publication.

Failure to provide artwork on time and/or in the correct format may result in the advertisement being omitted. In such cases, the advertiser will forfeit the booking fee, and no refunds or credits will be issued.

Australian Society of Orthodontists Advertising Code: All advertisements appearing in the ASO's publications and channels are subject to editorial approval and must conform to the ASO's advertising code available on the ASO website: <https://2pjf.short.gy/te92rz>

For more information email Communications@aso.org.au

