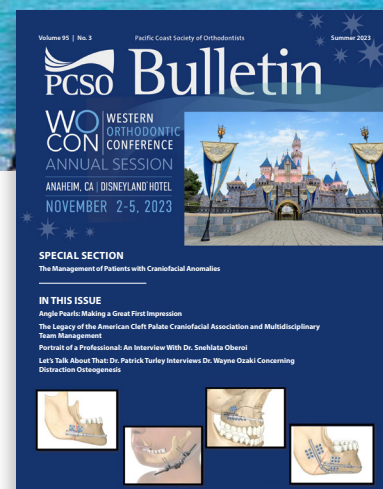




# 2024 MEDIA KIT

PACIFIC COAST SOCIETY OF ORTHODONTISTS



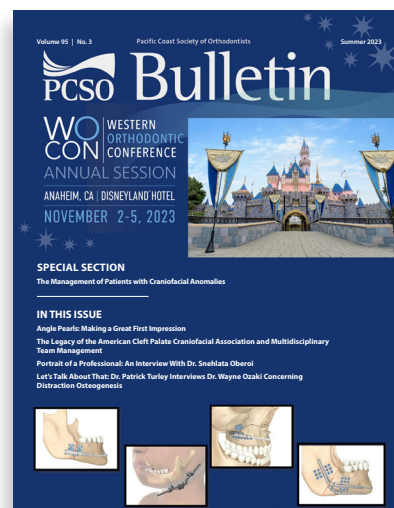
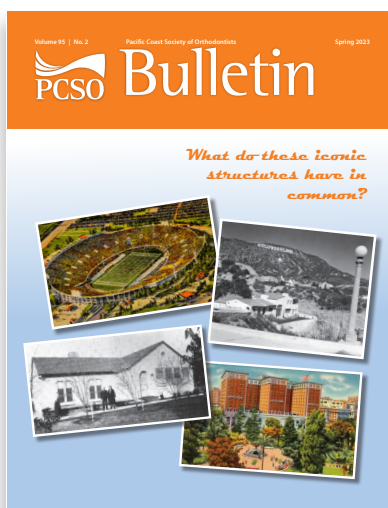
## ABOUT PACIFIC COAST SOCIETY OF ORTHODONTISTS



### WHO WE ARE

The Pacific Coast Society of Orthodontists is a professional organization of orthodontic specialists whose mission is to help its members provide the highest level of care to the public by providing quality continuing education, providing a framework for a strong political voice, facilitating two-way communications between the organization and its members, and supporting the successful practice of orthodontics.

The Pacific Coast Society of Orthodontists was founded in 1912 and has grown to over 3,200 members. PCSO is comprised of 11 component organizations and is the largest constituent organization of the American Association of Orthodontists.



## PACIFIC COAST SOCIETY OF ORTHODONTISTS DEMOGRAPHIC PROFILE



**PACIFIC COAST SOCIETY  
OF ORTHODONTISTS**

For More Information Contact

Mary Elwell  
Advertising Sales

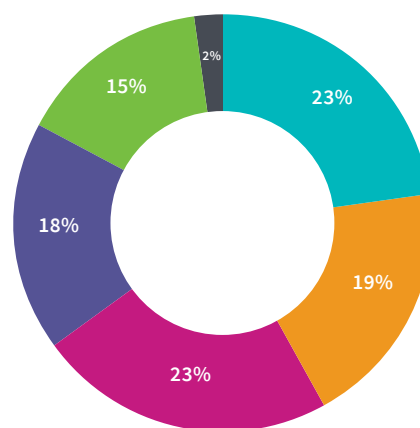
mary.elwell@kwglobal.com  
(785) 289-2559

### DEMOGRAPHIC PROFILE

- Approximately 77% of survey respondents are male.
- 68% of respondents have been members of the society for 15+ years.
- 70% of readers are the decision makers in their practice for equipment and optional purchases.

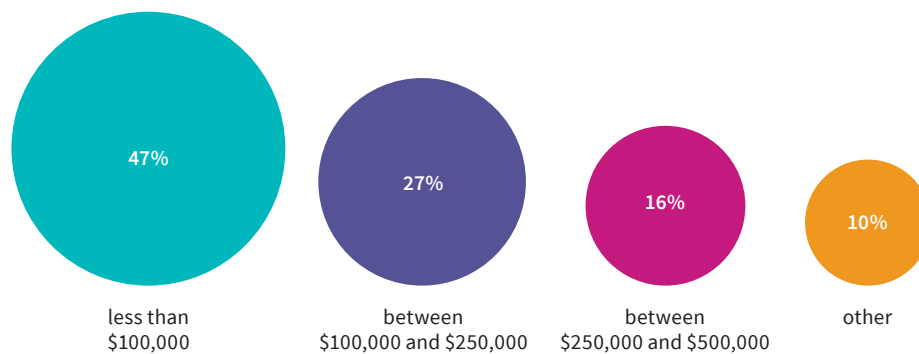
### DEMOGRAPHIC PROFILE

- over 70 years
- 60-69 years
- 50-59 years
- 40-49 years
- 30-39 years
- 20-29 years



Source: PCSO Readership Survey, 2019

### RESPONDENTS' ANNUAL BUDGET FOR EQUIPMENT



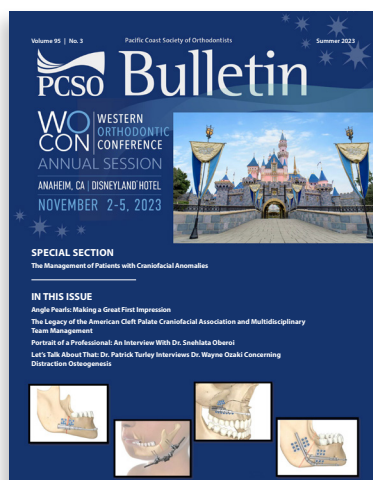
### READERSHIP HABITS

- 55% of respondents read every PCSO *Bulletin* issue
- 68% of respondents read the digital edition
- 13% download and print a PDF

Source: PCSO Readership Survey, 2019



## PACIFIC COAST SOCIETY OF ORTHODONTISTS ADVERTISING



### PCSO BULLETIN – PRINT/DIGITAL EDITION

The Bulletin is the official publication of the Pacific Coast Orthodontic Society and is published four times per year. The publication features presentation summaries, case studies and guidance for orthodontic practices.

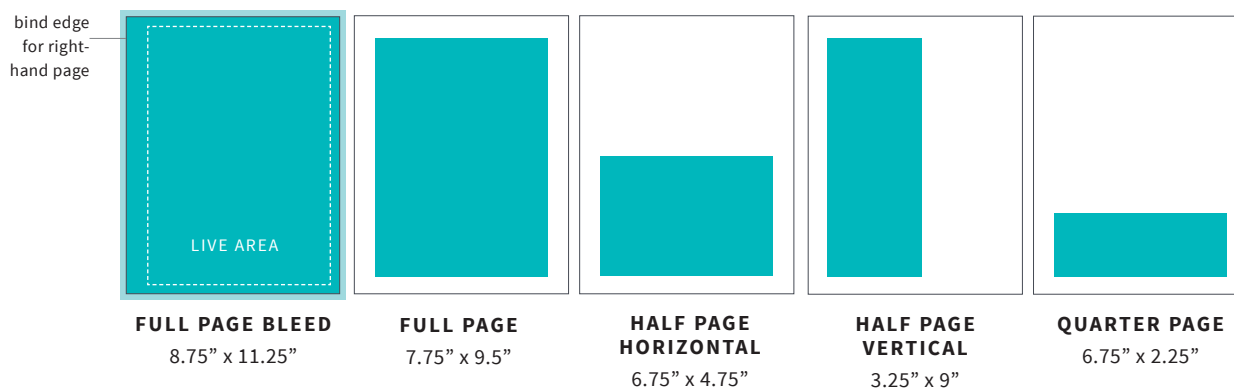
**CIRCULATION: 3200**  
**FREQUENCY: QUARTERLY**

ISSUE	RESERVATION	MATERIAL DUE	PUBLICATION
WINTER	1/11/24	1/18/24	2/21/24
SPRING	3/21/24	3/27/24	4/29/24
SUMMER	7/2/24	7/9/24	8/9/24
FALL	10/2/24	10/8/24	11/11/24

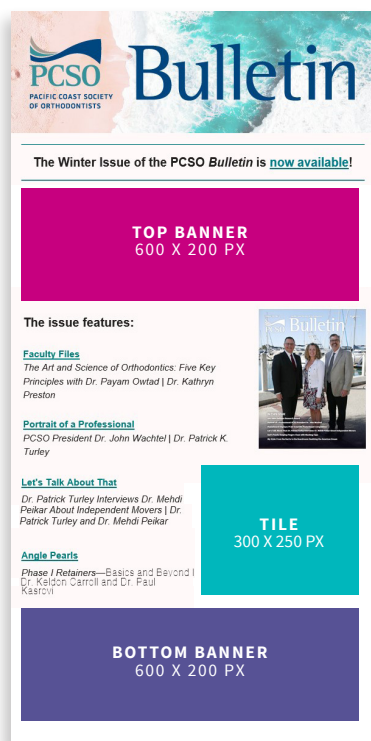
### YEAR ADVERTISING RATES / PER INSERTION

SIZE	1×	2×	4×
Full Page	\$1854	\$1700	\$1545
Half Page	\$1236	\$1133	\$1030
Quarter Page	\$824	\$773	\$721
C4	\$2266	\$2060	\$1906
C3	\$2060	\$1906	\$1751
C2	\$2472	\$2266	\$2060

### DISPLAY AD SIZES / DIMENSIONS ARE WIDTH × HEIGHT IN INCHES



## PACIFIC COAST SOCIETY OF ORTHODONTISTS ADVERTISING

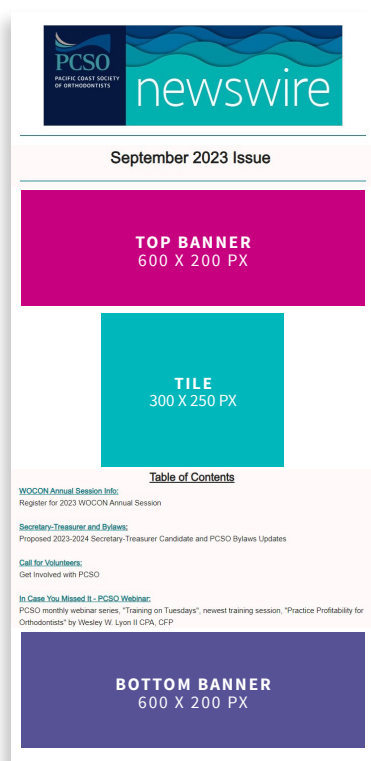


### DISTRIBUTED QUARTERLY TO 2,800 READERS

#### PCSO BULLETIN ETOC ALERT

SIZE	1×	4×
Top Banner		
600 x 200 pixels	\$515	\$489
Tile		
300 x 250 pixels	\$412	\$386
Bottom Banner		
600 x 200 pixels	\$400	\$375

Reservation and Art Deadline: 1st of the Month of Publication



### DISTRIBUTED MONTHLY TO 2,800 READERS

#### E-NEWSLETTER RATES

SIZE	1×	3×	6×	12×
Top Banner				
600 x 200 pixels	\$515	\$489	\$464	\$412
Tile				
300 x 250 pixels	\$412	\$386	\$361	\$309
Bottom Banner				
600 x 200 pixels	\$400	\$375	\$350	\$300

Reservation and Art Deadline: 1st of the Month of Publication

## TECHNICAL SPECIFICATIONS



For More Information Contact

Mary Elwell  
Advertising Sales

mary.elwell@kwgglobal.com  
(785) 289-2559

### PAGINATED ADS

#### PRINT ADS

- 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 in final format. PCSO and PCSO *Bulletin* 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
- Required file format for Video Ad Insertion: raw file mp4

**Note:** some mobile devices do not render flash.

### TERMS AND CONDITIONS

It is the policy of the Pacific Coast Society of Orthodontists (PCSO) that all potential advertisements submitted by any person or entity for publication in any PCSO media must be deemed consistent with the goals and objectives of the PCSO and/or PCSO *Bulletin*, within the sole and unbridled discretion of PCSO and/or PCSO *Bulletin*. Any potential advertisement deemed to be inconsistent with the goals and/or objectives of the PCSO shall be rejected. The PCSO also reserves the right to require publication prepayment. All ad rates and Ad sizes are subject to change without notice. PCSO and PCSO *Bulletin* do not accept advertising for credit cards/debit cards, insurance, or travel. The advertiser agrees to assume all liability for content of ads published and must be fully authorized for use of the ad 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 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:

Mary Elwell / Advertising Sales

mary.elwell@kwglobal.com / (785) 289-2559

**[WWW.PCSORTHO.ORG](http://WWW.PCSORTHO.ORG)**