



Australian Society
of Orthodontists

ASO Smile

Media Kit & Advertising Rates



With a circulation of more than 90% of the practicing Orthodontists, newly graduated orthodontists and all post graduate orthodontic students in Australia, Smile is the bi-annual digital news magazine of the Australian Society of Orthodontists (ASO).

The magazine provides members with industry news, updates from the Society, coverage on policy issues, events and other topics relevant to orthodontic practice. A guest 'Ask the Expert' section each edition addresses areas such as business management, technology, financial management, marketing and more.

E-mailed directly to all ASO members and available online, Smile is the only targeted orthodontic digital publication sent to Orthodontists around Australia. Readership statistics show the publication is well read and popular with members (over 90% readership).

The ASO has approximately 600 members across the country and represents around 90% of all registered specialist orthodontists in Australia.

Advertising contact:

Jayne Cree
T 02 9965 7250
jayne@aso.org.au

Display	Incl. GST
A Full page	\$1400
B Double page	\$2640
C Half page	\$820
D Third page	\$600
E Quarter page	\$470
F Strip banner	\$130
Inside front cover	\$1600
Outside back cover	\$1500

Deadlines for copy and payment

June issue	30 April
December issue	31 October

Mechanical specifications:

File type:	High res (at least 300 dpi) RGB PDF
Fonts:	Ensure all fonts are embedded. Please check carefully and do not supply unused fonts.
Colours:	Ensure all colours are RGB for digital publication purposes. Allow 3 mm bleed on all sides for full page ads.
Please ensure material is supplied to correct specifications and sent by email to jayne@aso.org.au	

Full page Ad size (A):

Trim:	215 mm wide x 275 mm high
Bleed:	3mm bleed on all sides
Other ad sizes:	Trim
B Double page	430 mm wide x 275 mm high
C Half page	215 mm x wide x 137.5 mm high plus bleed
D Third page	215 mm x wide x 92 mm high plus bleed
E Quarter page	107 mm x wide x 137 mm high plus bleed
F Strip banner	215 mm x wide x 65 mm high plus bleed

Smile is published digitally in flipping book format. It is now possible to include web links on all ads placed in the magazine. Please contact Jayne Cree for further information on this feature.

Please note:

- All advertisements are subject to review and approval by the Smile Editor.
- Advertisements are invoiced at the time of booking. June invoices must be paid by 15 May and December invoices must be paid by 15 November.
- Cancellations within one month of closed copy will incur a fee of 50% of the advertised rate.
- No cancellations will be accepted once the Newsletter has reached first draft stage.
- No further advertising will be permitted in ASO publications unless outstanding accounts are finalised.
- Advertisements are the responsibility of advertisers and will be printed as submitted.

