

THE AMERICAN ASSOCIATION OF WOMEN DENTISTS

ADVANCING, CONNECTING &
ENRICHING THE LIVES OF WOMEN
DENTISTS



2020

Media Guide



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AAWD Corporate Partnership



endorsed
DIAMOND partnership



endorsed
EMERALD partnership



endorsed
SAPPHIRE partnership



endorsed
RUBY partnership



endorsed
Topaz partnership

endorsed
DIAMOND partnership



\$25,000

- Survey our members two times per year
- Focus group assembly of members at annual meeting or with board of directors (Spring OR Fall)
- Complimentary table at annual meeting
- Promotion of two webinars
- Monthly (12 total) Eblast ads and twenty-four (24) social media posts
- Service exclusivity
- Your company's logo displayed on the website and in *The Chronicle Monthly*
- Your company on AAWD's preferred vendor list

endorsed
EMERALD partnership



\$15,000

- Focus group assembly of board of directors (Spring OR Fall)
- Complimentary table at annual meeting
- Promotion of one webinar
- Six (6) total Eblast ads and twelve (12) social media posts
- Service exclusivity
- Your company's logo displayed on the website and in *The Chronicle Monthly*
- Your company on AAWD's preferred vendor list

endorsed
SAPPHIRE partnership



\$10,000

- Promotion of one webinar
- 50% discount on table at annual meeting
- Three (3) total Eblast ads and six (6) social media posts
- Your company on AAWD's preferred vendor list

endorsed
RUBY partnership



\$5,000

- One (1) Eblast ad and three (3) social media posts
- Your company's logo displayed on the website and in *The Chronicle Monthly*
- Flyer/advertisement in annual meeting tote bags
- Your company on AAWD's preferred vendor list

endorsed
TOPAZ partnership



\$2,500

- Your company's logo displayed on the website and in *The Chronicle Monthly*
- Flyer/advertisement in annual meeting tote bags
- Your company on AAWD's preferred vendor list

Connection Opportunities

Webinar Promotion

\$2,500

- Eblast to our membership two times prior to the webcast
- Webcast is posted to our AAWD Facebook and Instagram pages
- Your chance to ask polling questions to our members during your webinar
- AAWD is approved as a PACE Provider of Dental Continuing Education by the Academy of General Dentistry (AGD)
- Inclusion on AAWD website for later e-learning

Focus Group

\$10,000

- Focus and product evaluation groups to evaluate companies, products, etc
- Held at annual meeting with up to 25 members of AAWD
- Inclusive of expenses

\$2,500 - \$5,000

- Focus and product evaluation groups to evaluate companies, products, etc.
- Held at Spring or Fall Board of Directors Meeting
- Sessions range from one to four hours, please contact us to determine what will best fit your company's needs

AAWD Partner and Advertising Policy: AAWD members are best served when their association is able to provide awareness of a wide variety of products and services. We encourage AAWD members to perform due diligence when selecting their practice vendors. AAWD is an inclusive organization that welcomes relationships with any company that serves the needs of its membership. AAWD cannot guarantee use of services by its members.

Advertising Opportunities

If your company is looking to create visibility within the fastest growing segment of dentistry – women – then consider corporate sponsorship in AAWD. AAWD is the leading organization whose focus is to promote and advance women dentists. Help us realize our mission “to be the recognized resource for connecting and enriching the diverse lives of women dentists.”

Eblast and Social Media Ads

- Advertise your company or product via Eblast
- Cost structure:
 - 12 Eblasts to members: \$3,000
 - 6 Eblasts to members: \$1,700
 - 4 Eblasts to members: \$1,200
 - 1 Eblast to members: \$400

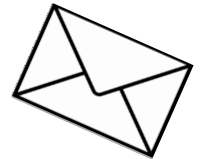
Get Social with AAWD

- Promote your company or product through our numerous social media channels on Facebook and Instagram
- Frequency of posts TBD
 - 24 posts: \$10,000
 - 12 posts: \$6,000
 - 6 posts: \$3,200
 - 3 posts: \$1,800



Direct Mail

- Please contact us for details by phone or email



Custom Advertising Plans

- Available upon request, simply contact us by phone or email



**THE AMERICAN ASSOCIATION
OF WOMEN DENTISTS**

100th Anniversary Sailibration

AAWD \$50 OFF
American Association of Women Dentists USE CODE: AAWD

The Dental Festival

BOOK NOW!
**APRIL
18-23
2021**

Miami to Spring 2021

**LABADEE, HAITI
& COCO CAY**
Bahamas

WHITENING BALL, 12CE, PRIZE GIVEAWAY AND MORE!
FOR MORE INFO! [HTTPS://BIT.LY/AAWDcruise](https://bit.ly/AAWDcruise)



CALL TODAY! 954-827-9965

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Contact Us!

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