

# THE AMERICAN ASSOCIATION OF WOMEN DENTISTS

ADVANCING, CONNECTING &  
ENRICHING THE LIVES OF WOMEN  
DENTISTS



2021

*Media Guide*



# Table of Contents:

- 2 AAWD Corporate Partnership
- 5 Connection Opportunities
- 6 Advertising Opportunities

# 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
- Focus group assembly
- Promotion of two webinars
- Two *Chronicle Monthly* ads (opening and closing banner and one embedded) or twenty four social media posts
- Your company's logo displayed on the website



endorsed  
**EMERALD** partnership

**\$15,000**

- Focus group assembly
- Promotion of one webinar
- Email our members
- One *Chronicle Monthly* ad (opening and closing banner and one embedded) or twelve social media posts
- Your company's logo displayed on the website



endorsed  
**SAPPHIRE** partnership

**\$10,000**

- Two *Chronicle Monthly* embedded ads or six social media posts
- Your company's logo displayed on the website



endorsed  
**RUBY** partnership

**\$5,000**

- One *Chronicle Monthly* embedded ad or four social media posts
- Your company's logo displayed on the website



endorsed  
**TOPAZ** partnership

**\$2,500**

- Your company's logo displayed on the website





# 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 page and promoted
- 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

**\$2,500 +**

- Focus and product evaluation groups to evaluate companies, products, etc.
- Investment ranges from \$500 to \$2,000 depending on number, length of time, participants and membership status

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 does not grant exclusivity to any company and cannot guarantee use of services by its members.

**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.”**

## Advertising Opportunities

### Chronicle Monthly Ads

**\$550-\$1,200**

- Advertise your company or product in our monthly publication the *Chronicle Monthly*
- Outreach of over 7,000 people
- Cost structure per 3 issues:
  - Opening Banner Ad (full color): \$1,200
  - Embedded Ad (full color): \$550
  - Closing Banner Ad (full color): \$950

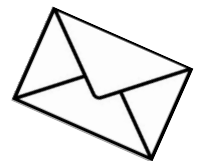
### Get Social with AAWD

- Promote your company or product through our numerous social media channels on Facebook and Instagram
  - One Post: \$200/each
  - One Month Post: \$600/month



### Direct Mail

- Please contact us for details by phone or email



### Custom Advertising Plans

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

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*Contact Us!*

[info@aawd.org](mailto:info@aawd.org)

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