
CE Registry Advertising Submission Guidelines

The American Association of Endodontists publishes the CE Registry, a listing of continuing education course advertisements, in its monthly scientific journal, the *Journal of Endodontics*, and on the AAE website at www.aae.org.

ELIGIBILITY

Course listings may be submitted by ADA-accredited dental schools, ADA-accredited advanced endodontic programs and endodontic educational companies, who are providers recognized by ADA CERP.

DEADLINE

All course advertisements must be submitted by the 10th of the month, two months in advance of the month in which the ad is to appear in the *JOE*. For example, an ad to be printed in the January issue must be received at the AAE Headquarters by November 10. Website advertisements must be submitted by the 1st of the month in which they are to appear, and will be posted during the first full week of that month for a total of 30 days.

FEE

The fee for each advertising block in the *JOE* is \$100/month. There is a separate fee of \$100/month for website postings. Payments must accompany orders.

FORMAT

Formatted print ads can be submitted according to the following guidelines: Electronic files are preferred and are subject to editing by the AAE. Ads will be accepted via e-mail. All fonts and native graphics must be included with files. Suggested formats are Adobe Illustrator (please include fonts if not vectorized) or Adobe Photoshop (please include fonts if not rasterized and include the native file along with the final file), all to be compatible with the PC platform in a noneditable, high-resolution (at least 300 dpi) TIFF or PDF format. All ads must be black and white or grayscale. Sizing for a single advertising block is 3½" wide x 2 5/8" high. Advertisers may elect to purchase multiple blocks to create a larger ad. The following size options are available in addition to the single block format:

2 Blocks (\$200) = 7" wide x 2 5/8" high

4 Blocks (\$400) = 7" wide x 5 ¼" high

6 Blocks (\$600) = 7" wide x 7 7/8" high

All online ads will be listed in the Education section of the AAE website, on a page called Non-AAE Courses. Listings will be presented by title and date, with links to each individual ad presenting details of the event. Detailed descriptions can incorporate a link to the event website, and a single graphic or logo. Any graphic files should be submitted electronically in a Web-compatible format of a JPEG or GIF file that is at least 72 dpi in resolution. Text may be submitted in an e-mail or a Word document.

PAYMENT

Orders without prepayment cannot be processed. However, ADA-accredited advanced specialty education programs in endodontics and ADA-accredited dental schools may submit a purchase order with their completed form. Payment may be charged to a VISA, MasterCard, Discover or American Express. If you choose to pay by credit card, please fax the completed CE Registry Advertising Placement Form to 866/451-9020 (North America) or 312/266-9867 (International).

For general questions regarding the CE Registry, contact the AAE at 800/872-3636 (North America) or 312/266-7255 (International), ext. 3049, or via e-mail at bstewart@aae.org.