

# American Association of Endodontists

## *Email Advertising*

### AAE Communiqué

A monthly e-newsletter sent to all members that promotes communication among the membership, informs them of developments in the specialty, and raises awareness of AAE events, products, and services.

**Subscribers:** 7,000

**Open rate:** 50.2%

**Click rate:** 4.7%

### Endo in the News

A weekly roundup of the latest endodontic news, sent to members who have opted into the newsletter, to keep them up to date on developments and member announcements within their specialty.

**Subscribers:** 5,000

**Open rate:** 67.6%

### Eye on Education

A monthly e-newsletter sent to every educator member to keep them informed on pertinent events, funding opportunities, fellow educators in the news, and more.

**Subscribers:** 200

**Open rate:** 52.4%

**Click rate:** 8.6%

### Endo Careers Roundup

A monthly e-newsletter for all members that shares professional opportunities, career advice, and valuable content for endodontists at any stage of their career.

**Subscribers:** 8,180

**Open rate:** 61.4%

**Click rate:** 5.3%

### The Paper Point

An e-newsletter sent to endodontic residents and new endodontists seven times per year, containing content developed and contributed by the audience themselves.

**Subscribers:** 1,550

**Open rate:** 52.4%

**Click rate:** 7.5%

**Contact:** Jim Shavel | S&S Media  
215.499.7342 | [jim@ssmediasol.com](mailto:jim@ssmediasol.com)



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