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