

ADVERTISING OPPORTUNITIES WITH
JOURNAL OF DENTAL RESEARCH
 Published by the International and American Associations for Dental Research
All Advertising subject to IADR/AADR approval.

2017 PRINT ADVERTISING RATES

DISPLAY AND CLASSIFIED

B&W	1x	3x	6x	12x	24x
1 page	\$2,225	\$2,180	\$1,895	\$1,805	\$1,625
½ page	\$1,780	\$1,745	\$1,520	\$1,440	\$1,300
¼ page	\$1,070	\$1,050	\$910	\$865	\$780

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

COLOR RATES: 4-Color charge (in addition to B&W rate above)..... \$1,115

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

HIGH-IMPACT PRINT OPPORTUNITIES

Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are available. A sample must be submitted to the publisher for approval.

Cover Tips: An exclusive way to place your message front and center with each journal reader. Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.

Belly Bands: Another exclusive visibility option. Your ad would wrap around the entire journal.

Outserts: Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers.

Please contact your representative for pricing and details on any of these options. A sample must be submitted to the publisher for approval.

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

Inside Front Cover	Earned B&W rate + 35%	Facing Table Of Contents	Earned B&W rate + 30%
Inside Back Cover.....	Earned B&W rate + 25%	Facing First Text Page.....	Earned B&W rate + 25%
Back Cover.....	Earned B&W rate + 50%	Other Specified Positions.....	Earned B&W rate + 15%

OTHER MARKETING OPPORTUNITIES

ARTICLE REPRINTS, E-PRINTS, TRANSLATED REPRINTS

Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference handouts, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via email.

SAGE can also arrange for translation of reprints into the local language of your target audience.

SUPPLEMENTS

Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company's business.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be preapproved by the editor, and all articles must undergo peer review.

TRANSLATED REGIONAL EDITIONS

Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

SPONSORED SUBSCRIPTIONS

Target the mailing list of your choice by sponsoring subscriptions to the journal.

2017 DEADLINES

January

Space reservation due:	11/14/16
Materials due:	11/21/16
Inserts due:	12/2/16

February

Space reservation due:	12/9/16
Materials due:	12/16/16
Inserts due:	12/29/16

March

Space reservation due:	1/10/17
Materials due:	1/18/17
Inserts due:	1/27/17

April

Space reservation due:	2/15/17
Materials due:	2/23/17
Inserts due:	3/6/17

May

Space reservation due:	3/16/17
Materials due:	3/23/17
Inserts due:	4/3/17

June

Space reservation due:	4/13/17
Materials due:	4/20/17
Inserts due:	5/1/17

July 1

Space reservation due:	5/17/17
Materials due:	5/24/17
Inserts due:	6/5/17

July 2

Space reservation due:	5/31/17
Materials due:	6/7/17
Inserts due:	6/16/17

August

Space reservation due:	6/14/17
Materials due:	6/21/17
Inserts due:	6/30/17

September

Space reservation due:	7/13/17
Materials due:	7/20/17
Inserts due:	7/31/17

October

Space reservation due:	8/16/17
Materials due:	8/23/17
Inserts due:	9/1/17

November

Space reservation due:	9/14/17
Materials due:	9/21/17
Inserts due:	10/2/17

December

Space reservation due:	10/12/17
Materials due:	10/19/17
Inserts due:	10/30/17

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GENERAL INFORMATION

FREQUENCY: 13x Per Year

PRINT CIRCULATION: 1,700 Paid

PUBLISHER: SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320
USA. Phone: (805) 499-0721, Fax: (805) 410-7009

EDITOR-IN-CHIEF: Dr. William V. Giannobile

SOCIETY AFFILIATION: Official Journal of the International Association for Dental Research and the American Association for Dental Research

ABOUT THE SOCIETY

The International Association for Dental Research is a nonprofit organization with nearly 12,000 members worldwide. Their mission is: (1) to advance research and increase knowledge for the improvement of oral health worldwide; (2) to support and represent the oral health research community; and (3) to facilitate the communication and application for research findings. The American Association for Dental Research (AADR) is the largest Division of IADR, with nearly 4,000 members in the United States.

ABOUT THE JOURNAL

Journal of Dental Research (JDR) is a peer-reviewed scientific journal dedicated to the dissemination of new knowledge and information, encompassing all areas of clinical research in the dental, oral and craniofacial sciences. JDR publishes original research in all fields of dental, oral and craniofacial sciences, as well as timely and oft-cited review articles in the Critical Reviews in Oral Biology & Medicine (CROBM) section.

READERSHIP

- Oral, dental and craniofacial researchers and clinical scientists
- Dentists
- Oral and dental policy-makers
- Dental educators
- Hard-tissue scientists

5-YEAR IMPACT FACTOR: 5.024 / ranked #2

2015 IMPACT FACTOR: 4.602 / ranked #2

EIGENFACTOR™ SCORE: 0.02235 / ranked #1



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2017 SPECIAL EVENTS AND OPPORTUNITIES

ISSUE	EVENT AND OPPORTUNITY	DETAILS
	IADR/AADR/CADR General Session & Exhibition	Contact your SAGE Representative

ARTWORK SPECIFICATIONS

Trim Size: 8 3/8" w x 11" h

	Non-Bleed	Bleed
Full page:	7" w x 10" h	8 5/8" w x 11 1/8" h
½ page horizontal:	7" w x 4 7/8" h	
½ page vertical:	3 3/8" w x 10" h	
¼ page vertical:	3 3/8" w x 4 7/8" h	

Live matter: ¼" from trim
 Binding: Perfect

REQUIREMENTS FOR ELECTRONIC DELIVERY

General Instructions

A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is **300 dpi** for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

Image Size/Crop

Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

Proof Instructions

- **Color Ads:** An identifiable **SWOP-certified proof** (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.

- **B&W Ads:** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

File Submission Instructions

Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

BIND-IN CARDS AND INSERTS

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the Head, Foot, Gutter, and Face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than ¼" from the trim.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS

Final size of all BRCs must be 4 1/4" x 6".

Minimum paper weight is 7 pt.

Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

DIGITAL ADVERTISING DISCLAIMER:

Advertising materials must be submitted in a file format acceptable to SAGE. All advertising materials will be subject to SAGE's approval prior to printing. Any digital advertising orders for which acceptable production-ready advertising materials are not received by SAGE within eight (8) days after the flight date, the order will be subject to cancellation, and in such event Advertiser will be responsible for the full payment amount of the order.

CONTACT INFORMATION

FOR DISPLAY AND CLASSIFIED ADVERTISING

Cameron Shannon
 SAGE Publications
 2455 Teller Road
 Thousand Oaks, CA 91320 USA
 Phone: (805) 410-7313
 Fax: (805) 375-5282
 E-mail: cameron.shannon@sagepub.com

FOR ARTWORK DELIVERY

Aline Lis
 SAGE Publications
 2455 Teller Road
 Thousand Oaks, CA 91320 USA
 Phone: (805) 410-7160
 Fax: (805) 410-7009
 E-mail: aline.lis@sagepub.com

PRE-PRINTED INSERTS

(list journal name, issue # and quantity on boxes/skid)
 Ship To:
 Mary Heiliger
 CSR
 Sheridan Press
 450 Fame Avenue
 Hanover, PA 17331 USA
 Phone: (800) 635-7181 ext. 8145

FOR REPRINT AND SUPPLEMENT SALES

Barbara Eisenberg
 SAGE Publications
 2455 Teller Road
 Thousand Oaks, CA 91320 USA
 Phone: (805) 410-7763
 Fax: (805) 410-7009
 E-mail: reprint@sagepub.com