## 2017 PRINT ADVERTISING RATES

<table>
<thead>
<tr>
<th>Display and Classified</th>
<th>1x</th>
<th>2x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>B&amp;W</td>
<td>$2,225</td>
<td>$2,180</td>
<td>$1,895</td>
<td>$1,805</td>
<td>$1,625</td>
</tr>
<tr>
<td>½ page</td>
<td>$1,780</td>
<td>$1,745</td>
<td>$1,520</td>
<td>$1,440</td>
<td>$1,300</td>
</tr>
<tr>
<td>¼ page</td>
<td>$1,070</td>
<td>$1,050</td>
<td>$910</td>
<td>$865</td>
<td>$780</td>
</tr>
</tbody>
</table>

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%
- **Inside Back Cover:** Earned B&W rate + 25%
- **Back Cover:** Earned B&W rate + 50%
- **Facing Table Of Contents:** Earned B&W rate + 30%
- **Facing First Text Page:** Earned B&W rate + 25%
- **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

<table>
<thead>
<tr>
<th>Month</th>
<th>Space reservation due</th>
<th>Materials due</th>
<th>Inserts due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>11/14/16</td>
<td>11/21/16</td>
<td>12/2/16</td>
</tr>
<tr>
<td>February</td>
<td>12/9/16</td>
<td>12/16/16</td>
<td>12/29/16</td>
</tr>
<tr>
<td>March</td>
<td>1/10/17</td>
<td>1/18/17</td>
<td>1/27/17</td>
</tr>
<tr>
<td>April</td>
<td>2/15/17</td>
<td>2/23/17</td>
<td>3/6/17</td>
</tr>
<tr>
<td>May</td>
<td>3/16/17</td>
<td>3/23/17</td>
<td>4/3/17</td>
</tr>
<tr>
<td>June</td>
<td>4/13/17</td>
<td>4/20/17</td>
<td>5/1/17</td>
</tr>
<tr>
<td>July 1</td>
<td>5/17/17</td>
<td>5/24/17</td>
<td>6/5/17</td>
</tr>
<tr>
<td>July 2</td>
<td>5/31/17</td>
<td>6/7/17</td>
<td>6/16/17</td>
</tr>
<tr>
<td>August</td>
<td>6/14/17</td>
<td>6/21/17</td>
<td>6/30/17</td>
</tr>
<tr>
<td>September</td>
<td>7/13/17</td>
<td>7/20/17</td>
<td>7/31/17</td>
</tr>
<tr>
<td>October</td>
<td>8/16/17</td>
<td>8/23/17</td>
<td>9/1/17</td>
</tr>
<tr>
<td>November</td>
<td>9/14/17</td>
<td>9/21/17</td>
<td>10/2/17</td>
</tr>
<tr>
<td>December</td>
<td>10/12/17</td>
<td>10/19/17</td>
<td>10/30/17</td>
</tr>
</tbody>
</table>
ADVERTISING OPPORTUNITIES WITH
JOURNAL OF DENTAL RESEARCH
Published by the International and American Associations for Dental Research
All Advertising subject to IADR/AADR approval.

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

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>EVENT AND OPPORTUNITY</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>IADR/AADR/CADR General Session &amp; Exhibition</td>
<td>Contact your SAGE Representative</td>
</tr>
</tbody>
</table>

ARTWORK SPECIFICATIONS

Trim Size: 8 3/8" w x 11" h
- Non-Bleed: 7" w x 10" h
- Bleed: 8 5/8" w x 11 1/8" h
- Full page:
- ½ page horizontal:
- ½ page vertical:
- ¼ page vertical:
- Live matter: ¼" from trim
- Binding: Perfect

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.

BINE 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 1/4" 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

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

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