Society Affiliation: the International Association of Dental Research (IADR) and the American Association of Dental Research (AADR)

Readership profile: The Journal of Dental Research (JDR) is read by oral, dental and craniofacial researchers, clinical scientists, dentists, oral and dental policy-makers, dental educators, and hard-tissue scientists.

Editor: Jocelyne S. Feine

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. The International Association for Dental Research is a nonprofit organization whose mission is to advance research and increase knowledge for the improvement of oral health worldwide, to support and represent the oral health research community, and to facilitate the communication and application for research findings.

Journal Information

Print

Circulation: 1,100
Frequency: This journal is published 13 times per year

Print distribution
North America: 82%
Europe: 12%
Asia: 5%
Other: 1%

Online

http://journals.sagepub.com/home/jdr

Advertising Rates & Information

Closing dates for print advertising

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space reservation</th>
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<tbody>
<tr>
<td>January</td>
<td>14-Nov-17</td>
<td>21-Nov-17</td>
<td>04-Dec-17</td>
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<tr>
<td>February</td>
<td>11-Dec-17</td>
<td>18-Dec-17</td>
<td>29-Dec-17</td>
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<td>March</td>
<td>10-Jan-18</td>
<td>10-Jan-18</td>
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<td>April</td>
<td>15-Feb-18</td>
<td>23-Feb-18</td>
<td>06-Mar-18</td>
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<td>16-Mar-18</td>
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<td>03-Apr-18</td>
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<td>24-May-18</td>
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<td>31-May-18</td>
<td>07-Jun-18</td>
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<td>21-Jun-18</td>
<td>02-Jul-18</td>
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<tr>
<td>September</td>
<td>13-Jul-18</td>
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Print advertising rates

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<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
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<tr>
<td>1 page</td>
<td>$2,345</td>
<td>$2,295</td>
<td>$1,995</td>
<td>$1,895</td>
<td>$1,710</td>
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<td>½ page</td>
<td>$1,875</td>
<td>$1,835</td>
<td>$1,600</td>
<td>$1,520</td>
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<td>¼ page</td>
<td>$1,125</td>
<td>$1,105</td>
<td>$960</td>
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<td>$820</td>
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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: Full page 4-Color charge (in addition to B&W rate above) $1,115

AGENCY COMMISSION: 15%

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 Promotional Opportunities

- Belly band
- Cover tip
- Inserts
- Outserts (product samples, brochures)
- Reprints
- Supplements
- Special Sections
- Custom Publications

Event sponsorship:
2018 AADR & CADR Annual Meeting & Exhibition, Fort Lauderdale, Florida, March 14-17, 2018
Digital advertising solutions:
- **A**: 728x90 Leaderboard (pictured) top of page ad position for immediate exposure
- **B**: 300x250 Banner Ad (pictured) middle right of page to engage the most invested users
- **C**: Either 300x250 banner ad (pictured), 160x600 skyscraper, or 300x600 expandable skyscraper Lower middle, right of page

Digital ad upgrades:
- **Rich media**: include active images or text
- **Expandability**: upgrade any ads to expand over or push down content
- **Video**: upgrade any ads with embedded video for greater engagement
- **Form/lead capture**: upgrade any ads with a contact information form for lead capture

Other digital solutions:
- **Webinars**: a custom digital event package that includes promotion and event hosting
- **eTOC alerts**: Leaderboard ad sponsorship of new issue email alerts sent to subscribers
- **Content gateways**: custom package to host your content and SAGE content in one place
- **Sponsored digital editions**: options include single article, full issue, or custom article compilations 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.

If e-mailing artwork, then send the proof in a separate package in the mail.

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Please supply files on one of the following media: CD-ROM or e-mail.

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**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.

**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.

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