Society Affiliation: The International Association for Dental Research (IADR) and the American Association for 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-in-Chief: William Giannobile

The *JDR* is the leading peer-reviewed scientific journal dedicated to the dissemination of new knowledge and information on all sciences relevant to areas of clinical research in the dental, oral and craniofacial sciences.

In 2019, the *JDR* celebrates its Centennial! The *JDR* will feature a year-long commemorative article series and podcast series that connects the *JDR*'s significant research and discoveries of the past 100 years to the research currently underway across the globe, engaging established researchers with the next generation of scientists.

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**

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>North America</td>
<td>82%</td>
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<tr>
<td>Europe</td>
<td>12%</td>
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<tr>
<td>Asia</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
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</table>

**Online**

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

**Digital usage**

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Americas</td>
<td>35.1%</td>
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<tr>
<td>Europe</td>
<td>21.7%</td>
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<tr>
<td>Asia</td>
<td>35.9%</td>
</tr>
<tr>
<td>Other</td>
<td>7.3%</td>
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</table>

### Advertising Rates & Information

#### Closing dates for print advertising

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space reservation</th>
<th>Materials closing</th>
<th>Inserts due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>14-Nov-18</td>
<td>21-Nov-18</td>
<td>04-Dec-18</td>
</tr>
<tr>
<td>February</td>
<td>10-Dec-18</td>
<td>17-Dec-18</td>
<td>28-Dec-18</td>
</tr>
<tr>
<td>March</td>
<td>10-Jan-19</td>
<td>18-Jan-19</td>
<td>29-Jan-19</td>
</tr>
<tr>
<td>April</td>
<td>18-Feb-19</td>
<td>25-Feb-19</td>
<td>06-Mar-19</td>
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<tr>
<td>May</td>
<td>18-Mar-19</td>
<td>25-Mar-19</td>
<td>03-Apr-19</td>
</tr>
<tr>
<td>June</td>
<td>15-Apr-19</td>
<td>22-Apr-19</td>
<td>01-May-19</td>
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<td>July A</td>
<td>17-May-19</td>
<td>24-May-19</td>
<td>05-Jun-19</td>
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<tr>
<td>July B</td>
<td>31-May-19</td>
<td>07-Jun-19</td>
<td>18-Jun-19</td>
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<tr>
<td>August</td>
<td>14-Jun-19</td>
<td>21-Jun-19</td>
<td>02-Jul-19</td>
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<td>September</td>
<td>15-Jul-19</td>
<td>22-Jul-19</td>
<td>31-Jul-19</td>
</tr>
<tr>
<td>October</td>
<td>16-Aug-19</td>
<td>23-Aug-19</td>
<td>04-Sep-19</td>
</tr>
<tr>
<td>November</td>
<td>16-Sep-19</td>
<td>23-Sep-19</td>
<td>02-Oct-19</td>
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#### Print advertising rates

<table>
<thead>
<tr>
<th>Black and white rates</th>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$2,445</td>
<td>$2,395</td>
<td>$2,085</td>
<td>$1,980</td>
<td>$1,785</td>
<td></td>
</tr>
<tr>
<td>½ page</td>
<td>$1,955</td>
<td>$1,920</td>
<td>$1,670</td>
<td>$1,585</td>
<td>$1,425</td>
<td></td>
</tr>
<tr>
<td>¼ page</td>
<td>$1,175</td>
<td>$1,150</td>
<td>$1,000</td>
<td>$950</td>
<td>$855</td>
<td></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:** Full page 4-Color charge (in addition to B&W rate above) ............... $1,115

**AGENCY COMMISSION:** 15%

**COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)**

<table>
<thead>
<tr>
<th>Placement</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>Earned B&amp;W rate + 35%</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>Earned B&amp;W rate + 25%</td>
</tr>
<tr>
<td>Facing Table of Contents</td>
<td>Earned B&amp;W rate + 30%</td>
</tr>
<tr>
<td>Facing First Text Page</td>
<td>Earned B&amp;W rate + 25%</td>
</tr>
<tr>
<td>Other Specified Positions</td>
<td>Earned B&amp;W rate + 15%</td>
</tr>
</tbody>
</table>

**Other Promotional Opportunities**

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

**Event sponsorship:**

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

**Online Advertising**

A: 728x90 Leaderboard
B: 300x250 Banner Ad
C: various options

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**Policy and Guidelines**

**Trim size:** 8.385 x 10.785
**Binding:** Perfect Bind
**All advertising is subject to IADR approval.**
**Ad dimensions are listed in inches.**
**All live copy should be no closer than ¼” from the trim.**

<table>
<thead>
<tr>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page:</td>
<td>7.885 x 10.285</td>
</tr>
<tr>
<td>½ page vertical:</td>
<td>3.7 x 10.285</td>
</tr>
<tr>
<td>¼ page horizontal:</td>
<td>7.9 x 4.9</td>
</tr>
<tr>
<td>¼ page vertical:</td>
<td>3.7</td>
</tr>
</tbody>
</table>

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

**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.

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**Contact Details**

**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**
Cody Michel
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7231
Fax: (805) 410-7009
E-mail: cody.michel@sagepub.com

**PRE-PRINTED INSERTS**
(list journal name, issue # and quantity on boxes/skid)
Ship To:
Mary Heiliger
CSR
Sheridan Press
450 Fane 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