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International Journal of Orthodontics

General Advertising Rate Information Effective January 1, 2010

ISSUANCE:

Quarterly — Spring/March, Summer/June,
Fall/September, Winter/December

MAILING DATE:

15th of month published

SUBSCRIPTION DATA:

Single Copies — Within United States \$15
Foreign Prepaid \$20
Annual Rate — Within United States \$40
Foreign Prepaid \$60

PRODUCTS ELIGIBLE FOR ADVERTISING:

Dental products or services, especially those of interest to general and pediatric dentists, including orthodontics and TMJ.

CIRCULATION:

3,700 (3,000 North America; 700 Foreign)

CLOSING DATES:

First of month preceding date of issue (February, May, August, November)

AGENCY COMMISSION:

15%

RATES:

PAGE	1 TIME	4 TIMES
Full Page	\$1,352	\$1,172
1/2 Page	\$715	\$615

Above rates are for materials provided in digital form (either tiff, eps, jpeg, or pdf document) with all images and fonts included on CD or zip disk, with proof included.

COLOR:

All advertisements are color.

BLEED:

No Charge. Add an additional 1/4" on all 4 sides for a full bleed.

PREFERRED POSITIONS:

Inside front cover	\$1,807
Inside back cover	\$1,705
Outside Back cover	\$1,950

INSERTS:

Available with purchase of full page ad. Call for prices.

AD SIZES:

SIZES	WIDTH X DEPTH	WIDTH X DEPTH
Full Page	7" X 10"	
Full Page Bleed	8.75" x 11.25"	
1/2 Page	7" X 4-7/8"	OR 3-3/8" X 10"
1/4 Page	7" X 2-3/8"	OR 3-3/8" X 4-7/8"

ARTWORK SUBMISSION SPECIFICATIONS:

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are NOT suitable for printing. All color artwork must be in CMYK mode, black and white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

PAPER STOCK:

80 lb. enamel finish

BINDING:

Saddlestitch

PUBLISHER:

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