The Journal of the American Dental Association (JADA)

Recruitment/Classified Sales Advertising
Ariel Medina  
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a.medina@elsevier.com

The Journal of the American Dental Association (JADA), the premier journal in dentistry, contains peer-reviewed editorial on the latest developments in practice and research. Clinical reports, original research, case reports, and editorial on new techniques and improvements affecting dentistry serve to enhance the delivery of dental care.

Since its debut in 1913, JADA has cornered the market in dental science publishing. No other journal commands the same respect. JADA is the "must-read" publication for the practicing dentist, the dental researcher, the dental educator.

Today's JADA continues to offer a wide range of information. Readers benefit from Clinical information in such areas as biomaterials, pharmacology, and cosmetic and esthetic dentistry, as well as general dental practice; Reports on the increasingly important relationship between dental health and overall health; Views on the issues of the day; and a continuing education program. Yearly independent readership studies consistently rank JADA as the nation's best-read dental journal.

Editor-in-Chief:  Jeffrey Platt, DDS, MS (Interim Editor)

Affiliation:  American Dental Association

Audience:  Dentists, dental researchers, and dental educators.

Total Circulation:  137,859  
Issuance:  12 times per year

Journal Contacts

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www.jada.ada.org
Print Closings

**Cancellations:** No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>CLASSIFIED AD CLOSING AND MATERIAL DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>151/1</td>
<td>January 2020</td>
<td>11/22/2019</td>
</tr>
<tr>
<td>151/2</td>
<td>February 2020</td>
<td>12/20/2019</td>
</tr>
<tr>
<td>151/3</td>
<td>March 2020</td>
<td>1/22/2020</td>
</tr>
<tr>
<td>151/4</td>
<td>April 2020</td>
<td>2/24/2020</td>
</tr>
<tr>
<td>151/5</td>
<td>May 2020</td>
<td>3/24/2020</td>
</tr>
<tr>
<td>151/6</td>
<td>June 2020</td>
<td>4/21/2020</td>
</tr>
<tr>
<td>151/7</td>
<td>July 2020</td>
<td>5/22/2020</td>
</tr>
<tr>
<td>151/8</td>
<td>August 2020</td>
<td>6/23/2020</td>
</tr>
<tr>
<td>151/9</td>
<td>September 2020</td>
<td>7/23/2020</td>
</tr>
<tr>
<td>151/10</td>
<td>October 2020</td>
<td>8/21/2020</td>
</tr>
<tr>
<td>151/11</td>
<td>November 2020</td>
<td>9/24/2020</td>
</tr>
<tr>
<td>151/12</td>
<td>December 2020</td>
<td>10/21/2020</td>
</tr>
</tbody>
</table>

**Bonus Distribution**

Contact your sales representative for more details.
Print Advertising

Rates (Include print ad, 30-day online job posting on myHealthTalent.com and eNewsletter)

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/3 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
<th>1/6 PAGE (BLACK &amp; WHITE)</th>
<th>COLUMN INCH (31-60 WORDS)</th>
<th>WORD AD (30 WORDS MAX) (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$3,215</td>
<td>$2,140</td>
<td>$1,605</td>
<td>$1,070</td>
<td>$535</td>
<td>$395</td>
<td>$160</td>
</tr>
</tbody>
</table>

4 COLOR

$515

Confidential Email Inbox

Cost: $40.

Agency Discount

AGENCY DISCOUNT 15% - All rates noted on this card are GROSS for 1/4 page or larger size ads.

Composition

<table>
<thead>
<tr>
<th>PRINTING</th>
<th>FULL PAGE</th>
<th>HALF PAGE</th>
<th>QUARTER PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black &amp; White only</td>
<td>$150</td>
<td>$125</td>
<td>$95</td>
</tr>
</tbody>
</table>

All production charges are net and non-commissionable

Cancellations

Must be received in writing on or before the announced closing date.

Digital Advertising

myHealthTalent.com Career Resource

All rates noted on this card include a 30-day online job posting on myHealthTalent.com (same text as print ad). Contact Traci Peppers at t.peppers@elsevier.com to learn other opportunities available for myHealthTalent.com.

Banner Ads – Journal Website

<table>
<thead>
<tr>
<th>POSITION</th>
<th>DIMENSIONS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
<td>$70 CPM</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 px</td>
<td>$70 CPM</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>300 x 250 px</td>
<td>$70 CPM</td>
</tr>
</tbody>
</table>

Banner Ads – Table of Contents (TOC) Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>DIMENSIONS</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90 px</td>
<td>$1,900</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600 px</td>
<td>$1,900</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>300 x 250 px</td>
<td>$1,900</td>
</tr>
<tr>
<td>Small Rectangle</td>
<td>125 x 125 px</td>
<td>35% Leaderboard rate</td>
</tr>
</tbody>
</table>

Additional Notes:
1. All rates in digital are NET.
2. Digital campaigns (including banner ads on journal website, Table of Contents (TOC) email and mobile apps) lasting 8 weeks or shorter are subject to 20% premium charge to regular CPM/flat fee.
4. See Digital Specs for detailed specifications.
Acceptance of Advertising

The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

*State and local taxes may apply.
Production Specs

**Mechanical Specifications**

Trim: 8-1/8" x 10-7/8"

Keep live matter 1/4" from all trim edges.

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON BLEED</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7-1/8&quot; x 9&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7-1/8&quot; x 4-5/16&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3-7/16&quot; x 9&quot;</td>
<td></td>
</tr>
<tr>
<td>1/3 Page Square</td>
<td>4.685&quot; x 4-5/16&quot;</td>
<td></td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2-1/4&quot; x 9&quot;</td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-7/16&quot; x 4-5/16&quot;</td>
<td></td>
</tr>
<tr>
<td>1/4 Page Horiz Strip</td>
<td>7-1/8&quot; x 2&quot;</td>
<td></td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2-1/4&quot; x 4-5/16&quot;</td>
<td></td>
</tr>
<tr>
<td>Column inch (31-60 words)</td>
<td>2-1/4&quot; x 1&quot;</td>
<td></td>
</tr>
<tr>
<td>Word ad (30 word max.)</td>
<td>2-1/4&quot; width</td>
<td></td>
</tr>
</tbody>
</table>

**Binding:** Perfect; Jogs to head

**Printing Process:** Litho Web

**Halftone Screen:** Cover: 150 line screen Text: 150 line screen

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**Print Ad Specifications**

**File Format**

Preferred format is PDF created with high-resolution PostScript from the native application. Convert the PostScript to PDF with Acrobat 4 or 5 Distiller set for compatibility to PDF version 1.3 (Acrobat 4). Other acceptable formats are PDF/X-1a, EPS and TIFF. All files must be correctly named with proper extensions.

The following source files are accepted and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher (native formats only; no Quark .eps are accepted)
- Adobe Illustrator (eps only)
- Adobe Photoshop (tiff)

Additional costs may apply if problems are encountered.

NOTE: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

NOTE: Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

**Fonts**

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3, Multiple Master or CID fonts. Avoid using menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

**Images**

TIFF and EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

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Right hand column of journal page, displays on all non-content journal pages (content pages = abstract and full text articles*)

NOTE: Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

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Recruitment/Classified Advertising Rate Card - US

Effective January 2020

The Journal of the American Dental Association (JADA)
Files containing layers and/or transparent objects must be flattened prior to submission. PDF version 1.3 will ensure a flattened file.

**Page Layout**

Regardless of the file format supplied, all ads must conform to the following specifications:

- Pages must be built to the final trim size. Any content that prints to the trim line must be extended an additional 1/8" (0.125") minimum bleed allowance beyond the trim on all sides.
- Any essential images or text (“live matter”) should be positioned at least 1/4" (0.25") from trim edges.
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No Rotation.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Special effects (ex. gradient, transparency, shadow, 3D effect) will be converted to raster object due to file compatibility.
- If needed, crop marks and SWOP color bars should be positioned 1/2" (0.50") outside trim (cannot appear within bleed area).

**Color Space**

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

**Spot Colors**

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

**Trapping and Screening**

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. However, these trap settings may force small text and fine graphics to overprint to hold registration on press.

**Proofs**

If submitting a proof for color match on press, please send a SWOP-certified contract color proof (with SWOP proofing bar or GATF proof comparator), produced from the final submitted file and imaged at 100% scale. Revised proofs must be supplied whenever a text or design change is made. For a list of current SWOP-approved proofs visit [www.swop.org/certification/systemlist.asp](http://www.swop.org/certification/systemlist.asp). Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract proof is not supplied Elsevier will run to standard ink densities and dot gains.

**Delivery**

Email high-res PDF ad file(s) to sales contact and include the following information:
- Journal Title
- Issue date
- Advertiser
- Page, displays on HOMEPAGE only (content pages = abstract and full text articles*)

*Generic list of non-content pages available upon request though will vary by journal

**Conformance to Specs**

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

**Disposition Of Reproduction Material**

All digital ad files will be held for twelve months only unless otherwise notified.
Digital Specs

Journal Website Banner Ads

**Creative Sizes**

- **Leaderboard:** 728 x 90
- **Placement:** Journal pages
- **Wide Skyscraper:** 160 x 600
- **Placement:** Journal pages
- **Large Rectangle:** 300 x 250
- **Placement:** Journal pages

**Specifications**

- **HTML5:** Desktop/Tablet 150kB, Mobile (mWeb or In-App) 40kB
- **Size:** 200K max
- **Rotation:** Accepted
- **Animated GIF:** Max 3 loops of animation – up to 15 seconds per loop
- **Required Resolution:** 72 dpi
- **Acceptable File Format:** GIF, JPEG
- **Rich Media and HTML5:** Yes. Supplied as 3rd party tags only
- **Target URL:** Required
## Rich Media Expanding & HTML In-Page Ads*

<table>
<thead>
<tr>
<th></th>
<th>728X90</th>
<th>300X250</th>
<th>160X600</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expanded (wXh pixels)</td>
<td>728X315</td>
<td>600X250</td>
<td>300X600</td>
</tr>
<tr>
<td>Expand direction</td>
<td>▼ Down</td>
<td>▷ Right</td>
<td>◄ Left</td>
</tr>
<tr>
<td>Initial size</td>
<td>150 KB</td>
<td>150 KB</td>
<td>150 KB</td>
</tr>
<tr>
<td>Subsequent size</td>
<td>2.2 MB</td>
<td>2.2 MB</td>
<td>2.2 MB</td>
</tr>
<tr>
<td>Back-up GIF</td>
<td>200 KB</td>
<td>200 KB</td>
<td>200 KB</td>
</tr>
<tr>
<td>Animation</td>
<td>15 seconds or 3 loops of 5 seconds</td>
<td>15 seconds or 3 loops of 5 seconds</td>
<td>15 seconds or 3 loops of 5 seconds</td>
</tr>
<tr>
<td>Video</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Max video file size</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Expansion method</td>
<td>On click</td>
<td>On click</td>
<td>On click</td>
</tr>
<tr>
<td>Hotspot requirements</td>
<td>Not to exceed 1/4 size of original ad</td>
<td>Not to exceed 1/4 size of original ad</td>
<td>Not to exceed 1/4 size of original ad</td>
</tr>
<tr>
<td>Close button requirements</td>
<td>8pt - 16 pt (11px - 21px)</td>
<td>8pt - 16 pt (11px - 21px)</td>
<td>8pt - 16 pt (11px - 21px)</td>
</tr>
</tbody>
</table>

*Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.

### Additional Notes:
- Third party tags must be SSL compliant
- Ads served via DFP by Google

## Table of Contents (TOC) Email Banner Ads

### Creative Sizes

- **Leaderboard**: 728 x 90
- **Wide Skyscraper**: 160 x 600
- **Large Rectangle**: 300 x 250
- **Small Rectangle**: 125 x 125

### Specifications

- **Size**: 200K max
- **Rotation**: No
<table>
<thead>
<tr>
<th>Requirement</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Required Resolution</td>
<td>72 dpi</td>
</tr>
<tr>
<td>Acceptable File Format</td>
<td>.gif or .jpg</td>
</tr>
<tr>
<td>Rich Media</td>
<td>No</td>
</tr>
<tr>
<td>Animation</td>
<td>No</td>
</tr>
<tr>
<td>Target URL</td>
<td>Required</td>
</tr>
<tr>
<td>3rd Party Tags</td>
<td>No</td>
</tr>
</tbody>
</table>
1. Applicability of Terms and Conditions of Supply

These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the specific instructions or purchase order, constitute the entire agreement between the parties. The Client is solely responsible for any legal liability arising out of or relating to any Client advertisement or other content (the "Advertising Content"). Client represents and warrants that (i) Client holds the necessary rights to permit the use of the Advertising Content by Elsevier for the purpose of the TC; (ii) the use, reproduction, distribution, in any manner and form, without the specific prior written permission of Elsevier. Any variation to the Client's order, unless agreed in writing by an authorised signatory of Elsevier. Nothing in the TC will affect the inability of Elsevier to perform the TC. Publishing errors, including, but not limited to, typographical errors, having no significant effect on the editorial content or design characteristics of the Products and Services, cannot be considered a reason for rejecting delivery or, as the case may be, modifying the agreement.

3. Execution and modification of the order

Any modifications to the agreement or service description, budget, schedule, or any other terms, will be set out in the order acknowledgment, may result in an adjustment to the final price and delivery schedule at Elsevier's discretion. If, at the request of the Client, Elsevier decides to supply any products in conjunction with the performance of the TC, Elsevier shall act in the name of, and at the risk of the Client. Any late, exactly specified Elsevier for delivery/performance of the Products and Services are intended to be an estimate and time for delivery/performance shall not be made of the essence by the Client. If no dates are specified, delivery/performance will be within a reasonable time.

4. Prices, taxes and currencies

All prices are stated by Elsevier in the currency of supply or, if not stated, in USD. Clients are solely responsible for all costs associated with the delivery of the Products, including freight, transport and insurance charges, unless otherwise agreed in writing.

5. Payment

Unless otherwise agreed in writing, payment shall be effected within thirty (30) days of the invoice date in the currency invoiced. Time for payment shall be of the essence.

6. Intellectual property

The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products of Elsevier or its affiliates, nor shall it directly or indirectly facilitate any other party to engage in such activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiarism of the Products and/or Services by the Client or any third party.

7. Force majeure

If by reason of strike, obstructions, inability to obtain labor, materials, fire or other action of the elements, accidents, power or telecommunications failure, customs delays, government restrictions or appropriation or other causes beyond the control of any party, all or any part of the TC cannot be performed, such party shall notify the other party accordingly; provided, however, that the TC shall remain in full force and effect until such time as the TC can be performed. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with the provisions of this TC and to avoid the effects of such event to the extent possible.

8. Liability and claim

The Client is liable to Elsevier for any damage or loss suffered by Elsevier, its employees or agents as a result of any breach of this TC by the Client, or any breach or alleged breach of any of the Client's representations and warranties. The Client shall indemnify Elsevier against any loss, cost or expense incurred by Elsevier as a result of any such breach or alleged breach, whether or not that loss, cost or expense was foreseeable by the Client.

9. Arrears and cancellations

If the Client cancels an order either partially or completely, a cancellation fee may be charged by Elsevier. All payments made by the Client will be non-refundable, except as otherwise agreed in writing by an authorised signatory of Elsevier. If the Client fails to make any payment when due, Elsevier reserves the right to charge interest at a rate not less than 1% per month on the outstanding amounts until paid in full.

10. Advertisements & Reprints

Client is solely responsible for ensuring promotional advertising copy is received at Elsevier in electronic form (or such other form as specified by Elsevier) and within the relevant deadline set by Elsevier (the "Closing Date"). Where copy is received late or not at all, Elsevier shall be entitled to refuse the copy and to cancel the campaign. The Client shall not be entitled to receive any copy that is rejected by Elsevier or otherwise not accepted for publication. The Client agrees to indemnify Elsevier against any costs, damages, expenses, or liabilities incurred by Elsevier in connection with the Client's failure to comply with this clause. Client shall be entitled, at its sole discretion, to cancel the campaign and/or the order if the Client's failure to comply with this clause is not remedied within a reasonable time and manner that have good faith efforts to comply as closely as possible with the provisions of this TC, and to avoid the effects of such event to the extent possible.

11. Additional terms and conditions

The Client shall comply with all applicable laws, customs, and regulations of any country involved in the delivery of the Products. The Client shall obtain any necessary licenses or permits for the importation of the Products. The Client shall be responsible for any tariffs, duties, or charges levied by any government agency or authority.

12. Compliance with laws

Client acknowledges that the highest price would be payable for the Products or Services for such transportation. The Client shall ensure that all persons or entities who are involved in any aspect of the transportation or handling of the Products are aware of the Client's obligations under this clause of the TC.

13. Cancellations & Returns

If the Client cancels an order, until such time as the Products or Services are shipped, the Client shall be liable to pay all costs and charges incurred by Elsevier in connection with the order. The Client shall not cancel any order once it has been accepted by Elsevier, unless agreed in writing by an authorised signatory of Elsevier. If the Client cancels an order, the Client shall pay all costs and charges incurred by Elsevier in connection with the order. Returns cannot be accepted once the Products or Services have been shipped.

14. Applicable law

These terms and conditions shall be governed by and construed in accordance with the laws of the State of New York, United States of America, without giving effect to any conflicts of law provisions. The Client and Elsevier agree to submit to the exclusive jurisdiction of the courts of the State of New York, United States of America, for the resolution of any disputes arising under or related to the TC and to waive any right to a jury trial. Any legal action or proceeding against Elsevier arising out of or relating to this TC shall be brought in the courts of the State of New York, United States of America, and the Client agrees to submit to the exclusive jurisdiction and venue of such courts.

15. Notice

Notices or communications required or permitted under the TC shall be in writing and shall be deemed to have been given on the date of receipt if delivered personally, or five business days after being deposited in the mail, postage prepaid, return receipt requested, or transmitted by facsimile, electronic mail, or other means of electronic communication, if receipt is acknowledged.

16. Entire agreement

These terms and conditions constitute the entire agreement between the parties and supersede all prior agreements, understandings, negotiations, and discussions, whether written or oral, relating to the subject matter of the TC and any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed by an authorised signatory of Elsevier. Orders for advertisements must be confirmed in writing prior to the commencement of the campaign. The Client acknowledges that all representations and warranties made by the Client shall be deemed severable and the remaining provisions of the TC shall continue in full force and effect.