The Journal of the American Dental Association (JADA)

Recruitment/Classified Sales Advertising

Ariel Medina  
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Editorial

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.

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

Journal Contacts

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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

Cover Tips

$27,000 Net Client Provided (Standard 2-sided; please contact your sales representative for larger unit pricing)

Outserts

Contact your sales representative for rates and opportunities.

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>POSITION</td>
<td>DIMENSIONS</td>
<td>RATE</td>
</tr>
<tr>
<td>----------------</td>
<td>----------------</td>
<td>-----------------------</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

<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

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: 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).

Right hand column of journal page, displays on all non-

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.
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: page, displays on HOMEPAGE only (content pages = abstract and full text articles*)
- Journal Title
- Issue date
- Advertiser

* 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

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### Table of Contents (TOC) Email Banner Ads

#### Creative Sizes

<table>
<thead>
<tr>
<th>Creative Size</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Small Rectangle</td>
<td>125 x 125</td>
</tr>
</tbody>
</table>

#### Specifications

<table>
<thead>
<tr>
<th>Specification</th>
<th>Value</th>
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</thead>
<tbody>
<tr>
<td>Size</td>
<td>200K max</td>
</tr>
<tr>
<td>Rotation</td>
<td>No</td>
</tr>
</tbody>
</table>

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Page 9 of 11
<table>
<thead>
<tr>
<th>Required Resolution:</th>
<th>72 dpi</th>
</tr>
</thead>
<tbody>
<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

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 order acknowledgment of Elsevier, constitutes the complete agreement between the parties. The parties agree that any purchase order or other request for purchase of the Products and/or Services is subject to these terms and conditions, unless otherwise agreed by Elsevier in writing. If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be in writing.

2. Offer and acceptance/Description

Each order for the Products and Services by the Client from Elsevier shall be deemed to be an offer by the Client to purchase the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until a written order acknowledgment is issued by Elsevier. The Client shall allow Elsevier’s authorized representative at any reasonable time to have access to the Client’s premises (or to any other relevant premises) for the purpose of inspecting the Client’s copies of the Products and Services and other relevant matters under this TC.

3. Execution and modification of the order

Any modifications to the printed service description, budget or schedule, if 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 makes additional services in connection with the performance of this TC, Elsevier shall act in the name of, and at the risk of, the Client. Any additional services offered by Elsevier for delivery performance of the Services and Products are intended to be an estimate and time and delivery performance shall not be made of the estimate by the Client. If no dates are specified, delivery/performance will be within a reasonable time.

4. Prices, taxes and currencies

All prices and rates quoted are subject to change at any time and are exclusive of any value-added tax or other taxes levied by any government or other authority on the sale or supply of the Products and Services. The Client shall allow Elsevier to alter the rate if Elsevier determines, in its sole discretion, that there have been any changes in the scope, size, nature or any other aspect which may affect the rates.

5. Payment

Unless otherwise agreed in writing, payments shall be effectedwithin thirty (30) days of the invoice date in the currency invoiced. Time for payment of the invoice shall be of the essence. Elsevier may set and vary any credit limits for any Client and shall be entitled to refuse to supply to any Client which has exceeded credit limit.

6. Distribution

The Client shall notify Elsevier in writing of any piracy, reproduction, or distribution of the Products or any products of Elsevier or its affiliates or any unauthorised use or display of any advertising的内容 shall be materially altered or not in accordance with the Client’s request. Elsevier’s authorised representatives to have access to other relevant premises for the purpose of inspecting Client’s copies of the Products and Services and other relevant matters under this TC. Any right of the Client to modify the space or alter the date or position of insertion or make any other alteration, the Client will have the right to cancel the order for the Products and Services. All such cancellations must be in writing and received before the Closing Date, copy run in previous issue may be inserted. Client shall retain a complete copy of all copy and should be allowed to review a copy of the advertisement a reasonable amount of time before it is published.

9. Warranty

Elsevier’s liability for any loss or damage (including but not limited to any loss of profit, damage to or destruction of any material or space) shall not be limited to the extent permitted by law.

10. Advertisements & Advertising

Client is solely responsible for ensuring promotional advertising copy is received by 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 received at all, Elsevier may not be able to arrange for such copy to be published on the agreed date or for the agreed period. Payment for the campaign will however be required in full. When change of copy is not at all, although Elsevier will endeavour to do so, Elsevier may not be able to arrange for such copy to be published on the agreed date or for the agreed period.

11. Compliance with laws

Client shall allow Publisher’s authorized representative at any reasonable time to have access to Client’s premises (or to any other relevant premises) for the purpose of inspecting Client’s relevant premises. Elsevier shall be entitled, at any time, to demands and payments in advance and may suspend performance of its obligations arising from this TC until such advance payment has been received. Client shall allow Elsevier’s representative to have access to Client’s premises (or to any other relevant premises) for the purpose of inspecting Client’s copies of the Products and Services for the purpose of confirming to the Client that the publication conform to the quality, size, and any other specification set forth by Elsevier in the relevant TC.

12. Satisfaction with results

The Client shall, within twenty (20) days after the date of delivery by Elsevier of the Products, Services or Advertising Content, notify IfElsevier of Client’s satisfaction or dissatisfaction with such delivery. If Elsevier is not notified by the Client of any dissatisfaction within twenty (20) days of delivery, Elsevier shall be deemed to have completed its performance under this TC.

13. Cancellations & Returns

If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be in writing. This fee will be calculated to cover any external or internal costs which have been incurred or committed up to and including the date of cancellation. Any such cancellations must be in writing and received before the Closing Date.

14. Legal advice

If you have any legal advice, disputes, relating to breach of contract, material fire or other occurrence of the elements, accidents, power or telecommunications failure, customs delays, government restrictions or appropriation or any other events beyond the control of Elsevier, the Client shall be entitled to use such legal advice, disputes, relating to breach of contract, material fire or other occurrence of the elements, accidents, power or telecommunications failure, customs delays, government restrictions or appropriation or any other events beyond the control of Elsevier.

15. Liability and claims

If any claim is made against Elsevier, neither Elsevier nor its agents shall be liable for any indirect, consequential, or special damages or losses, including, but not limited to, the loss of profits or the loss of goodwill of the injured party or any of its customers or suppliers.

16. Force majeure

If any reason of force majeure, strikes, inability to deliver materials, fire or other occurrence of the elements, accidents, power or telecommunications failure, customs delays, government restrictions or appropriation or any other events beyond the control of Elsevier, the Client shall be entitled to use such legal advice, disputes, relating to breach of contract, material fire or other occurrence of the elements, accidents, power or telecommunications failure, customs delays, government restrictions or appropriation or any other events beyond the control of Elsevier.

17. Legal advice

If you have any legal advice, disputes, relating to breach of contract, material fire or other occurrence of the elements, accidents, power or telecommunications failure, customs delays, government restrictions or appropriation or any other events beyond the control of Elsevier, the Client shall be entitled to use such legal advice, disputes, relating to breach of contract, material fire or other occurrence of the elements, accidents, power or telecommunications failure, customs delays, government restrictions or appropriation or any other events beyond the control of Elsevier.