Overview

The Journal of Dentistry appeals to a substantial international readership with the desire to keep up to date with research and developments occurring in the field of dental science, and explains the relevance of these innovations to the contemporary practice of clinical dentistry. The journal provides clinicians, scientists and students of dentistry with a comprehensive bi-monthly periodical publishing original research papers, reviews and leaders, and supportive material including a calendar. Topics covered in the journal include management of dental disease; long term clinical trials; evaluation of dental equipment; new experimental techniques; epidemiology and oral health; dental biomaterials science; restorative dentistry; periodontology; endodontology; operative dentistry; prosthodontics and paediatric dentistry, including orthodontics.

The Journal of Dentistry has also recently been quoted on the BBC News:
http://news.bbc.co.uk/1/hi/health/3500817.stm
http://news.bbc.co.uk/1/hi/health/2995209.stm

Display Advertising

Jim Shavel United States
215-499-7342
jim@ssmediasol.com

Kate Lach Europe
48 500 259 970
k.lach.1@elsevier.com

Virginia Van Homrigh APAC
61 448 008159
v.vanhomrigh@elsevier.com

Derek Zakaib Canada
514-730-8837
derekjohnzakaib@gmail.com

Recruitment Advertising

Ariel Medina Global
212-633-3689
a.medina@elsevier.com

Global Print Circulation
Online Only
### Audience
Dental research scientists, materials scientists, clinicians, students of dentistry, dental materials and equipment manufacturers.

### Editor-in-Chief
Damien Walmsley, University of Birmingham, Birmingham, UK.

### Digital Specs

#### Website

<table>
<thead>
<tr>
<th>Positions</th>
<th>AD</th>
<th>Size (Pixels)</th>
<th>Expandable (Pixels)</th>
<th>Expandable Direction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
</tr>
<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 120 x 600</td>
<td>320 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

#### Formats
- jpeg, png, gif, HTML5\(\d\), 3rd party tags

#### Tracking Pixels
- Yes

#### Max File Size
- 200 KB

#### Max Animation (Time/Loops)
- 15 seconds/3 loops

#### Prestitial Frequency
- 1 impression/6hrs/user

*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitial banners.

†Excluding personally identifiable information (PII).
## eTOC Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

- FORMATS: jpeg, png, gif, (static image only)
- TRACKING PIXELS: No
- MAX FILE SIZE: 200 KB

MPU banners, positions 1, 2, 3, are stacked vertically
Animation and expandable banners unavailable

## AIP Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

- FORMATS: jpeg, png, gif, (static image only)
- TRACKING PIXELS: No
- MAX FILE SIZE: 200 KB

Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
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 relevant Elsevier order acknowledgment, shall form the entire agreement between the parties (the “TC”). They supersede any previous supply terms and conditions. For the purposes of the TC, Elsevier shall mean the company within the Elsevier group that is providing the Products or Services as set out on the invoice. The terms and conditions shall not apply to any transaction in which Elsevier is acting as a consumer.

2. Notice and order modification
No modifications to the agreed product or service description, budget, schedule or order set out in the order acknowledgment, may result in an adjustment to the final price and/or delivery schedule at Elsevier’s discretion.

3. Prices, terms and currencies
Unless otherwise agreed by Elsevier in writing, the prices to be charged shall be those set out in Elsevier’s current price list (whether print or online). All such prices shall be exclusive of any handling, packing, loading, freight, insurance, duty or taxes payable by the Client. The prices shall be subject to change without notice in the event of any increase in costs actually incurred by Elsevier, including, without limitation, fuel surcharges, exchange rate fluctuations, or any other factor or event or occurrence.

4. Payment
The Client shall allow Publisher’s authorized representative at any reasonable time to have access to Client’s premises (or other relevant premises) for the purpose of inspecting Client’s facilities, books and records to determine whether the Client is in compliance with the terms of the TC.

5. Copyright and other intellectual property rights
Copyright and other intellectual property rights to all Elsevier proposals, publications and other products or Services shall remain with Elsevier unless otherwise agreed in writing. The rights granted by Elsevier are non-exclusive and for the purpose expressly agreed upon. Any other use shall require the prior written permission of Elsevier. The Client shall not acquire any intellectual property rights in the Products. No part of the Elsevier proposals, publications or publications may be stored in any automated data base and/or reproduced, whether electronically, mechanically, by photocopying, recording or in any other manner or form, without the specific prior written permission of Elsevier.

6. Liability and claims
The formation, existence, construction, performance, validity and all aspects of the TC shall be governed by the law of the corporate domicile of the Elsevier company which is providing the Products or Services. The parties agree to submit to the exclusive jurisdiction of the English courts or to the English arbitration to resolve any dispute relating to the formation or construction of the TC, or to the terms and conditions contained in this TC or any negligent breach of this TC or any implied warranty, condition or other term, any representation or any duty of any kind owed by Elsevier to the Client who has exceeded its current credit limit. Legal and beneficial title in any tangible Products supplied by Elsevier to the Client shall pass from Elsevier to the Client at the time of delivery, or, if delivery is not made by Elsevier in accordance with the terms and conditions contained in this TC, at the time when the Clients order is cancelled. Legal and beneficial title to any intellectual property on the Client’s own behalf shall be held by Elsevier until receipt of payment in full by the Client of the price due for the Products. This TC shall be deemed not to create any contractual relationship between the Client and Elsevier and shall not create any contractual obligation or liability on the part of Elsevier to the Client which is capable of being divisible into separate and distinct contracts.

7. Intellectual property
The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products or Services of Elsevier or its affiliates, nor shall it directly or indirectly facilitate any other party to engage in those activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiarism of the Products by any third party. The Client is solely responsible for collecting from its customers amounts due in respect of its sales of the Products, exercising full credit control and solely bearing all of its own losses resulting from any uncollected amounts. Defaults or failures in obtaining such payments shall not affect the Client’s obligation to make payments to Elsevier under this TC.

8. Liability and claims
The Client shall be liable in accordance with these terms and conditions and the charges have been agreed accordingly. The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations.

9. Force majeure
If by reason of labor dispute, strikes, strike, or inability to obtain labor materials, fire or other action of the elements, accidents, war or telecommunications failure, customs delays, governmental restrictions or appropriation or other cause beyond the control of a party, such party is unable to perform in whole or in part in any obligation set forth in this TC, then such party shall be relieved of those obligations to the extent it is thereby unable to perform, and such inability to perform shall not make such party liable to any other party. The subject matter of the TC to which the liability of Elsevier is to be limited in accordance with these terms and conditions and the charges have been agreed accordingly. The Client represents that a higher price would be payable for the Products or Services but for such limitations.

10. Arbitration
Any disputes arising under this TC shall be settled by arbitration in London, England, in accordance with the Arbitration Rules of the London Court of Arbitration. Any award made under this arbitration agreement will be final and binding on the parties.

11. Audit
The Client shall at all times during the term strictly comply with all applicable laws, codes, regulations, standards and judicial or administrative order (jointly “Applicable Laws” or “Laws”) relating to its duties, obligations and performance under this TC.

12. Compliance with laws
The Client shall not engage in piracy, reproduction or plagiarism of the Products or any other products or Services of Elsevier or its affiliates, nor shall it directly or indirectly facilitate any other party to engage in those activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiarism of the Products by any third party. The Client is solely responsible for collecting from its customers amounts due in respect of its sales of the Products, exercising full credit control and solely bearing all of its own losses resulting from any uncollected amounts. Defaults or failures in obtaining such payments shall not affect the Client’s obligation to make payments to Elsevier under this TC.

13. General
This TC shall be deemed not to create any contractual relationship between the Client and Elsevier and shall not create any contractual obligation or liability on the part of Elsevier to the Client which is capable of being divisible into separate and distinct contracts. The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations.