Overview

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.

Display Advertising

BroadcastMed Europe
ADASales@broadcastmed.com

BroadcastMed United States
ADASales@broadcastmed.com

BroadcastMed APAC
ADASales@broadcastmed.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
135,364

Avg. Global Monthly Visits
42,504

Avg. Global Monthly Unique Visitors
34,867

Avg. Global Monthly Page Views
82,426

Avg. Global eTOC Distribution
211,753

Affiliation
American Dental Association

Audience
Dentists, dental researchers, and dental educators.
Print Closings

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>SPACE CLOSING</th>
<th>RUN OF BOOK ARTWORK DUE</th>
<th>PREPRINTED SUPPLIED PIECES DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>154/1</td>
<td>January 2023</td>
<td>11/28/2022</td>
<td>12/01/2022</td>
<td>12/08/2022</td>
</tr>
<tr>
<td>154/2</td>
<td>February 2023</td>
<td>12/20/2022</td>
<td>12/27/2022</td>
<td>01/04/2023</td>
</tr>
<tr>
<td>154/3</td>
<td>March 2023</td>
<td>01/23/2023</td>
<td>01/26/2023</td>
<td>02/02/2023</td>
</tr>
<tr>
<td>154/4</td>
<td>April 2023</td>
<td>02/13/2023</td>
<td>02/18/2023</td>
<td>03/07/2023</td>
</tr>
<tr>
<td>154/5</td>
<td>May 2023</td>
<td>03/27/2023</td>
<td>03/30/2023</td>
<td>04/06/2023</td>
</tr>
<tr>
<td>154/6</td>
<td>June 2023</td>
<td>04/25/2023</td>
<td>04/38/2023</td>
<td>05/03/2023</td>
</tr>
<tr>
<td>154/7</td>
<td>July 2023</td>
<td>05/26/2023</td>
<td>05/31/2023</td>
<td>06/07/2023</td>
</tr>
<tr>
<td>154/8</td>
<td>August 2023</td>
<td>06/22/2023</td>
<td>06/27/2023</td>
<td>07/06/2023</td>
</tr>
<tr>
<td>154/9</td>
<td>September 2023</td>
<td>07/26/2023</td>
<td>07/28/2023</td>
<td>08/07/2023</td>
</tr>
<tr>
<td>154/10</td>
<td>October 2023</td>
<td>08/24/2023</td>
<td>08/29/2023</td>
<td>09/06/2023</td>
</tr>
<tr>
<td>154/11</td>
<td>November 2023</td>
<td>09/26/2023</td>
<td>09/29/2023</td>
<td>10/06/2023</td>
</tr>
<tr>
<td>154/12</td>
<td>December 2023</td>
<td>10/24/2023</td>
<td>10/27/2023</td>
<td>11/03/2023</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>2/3 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>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$14,070</td>
<td>$10,145</td>
<td>$8,880</td>
<td>$6,280</td>
<td>$4,710</td>
</tr>
<tr>
<td>3x</td>
<td>$13,635</td>
<td>$9,900</td>
<td>$8,780</td>
<td>$6,230</td>
<td>$4,600</td>
</tr>
<tr>
<td>6x</td>
<td>$13,165</td>
<td>$9,725</td>
<td>$8,695</td>
<td>$6,125</td>
<td>$4,465</td>
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<td>9x</td>
<td>$13,070</td>
<td>$9,455</td>
<td>$8,600</td>
<td>$6,085</td>
<td>$4,425</td>
</tr>
<tr>
<td>12x</td>
<td>$12,670</td>
<td>$9,065</td>
<td>$8,460</td>
<td>$6,030</td>
<td>$4,380</td>
</tr>
<tr>
<td>18x</td>
<td>$12,425</td>
<td>$8,880</td>
<td>$8,350</td>
<td>$5,905</td>
<td>$4,330</td>
</tr>
<tr>
<td>24x</td>
<td>$12,120</td>
<td>$8,695</td>
<td>$8,185</td>
<td>$5,855</td>
<td>$4,240</td>
</tr>
<tr>
<td>36x</td>
<td>$12,020</td>
<td>$8,600</td>
<td>$8,080</td>
<td>$5,730</td>
<td>$4,205</td>
</tr>
<tr>
<td>48x</td>
<td>$11,940</td>
<td>$8,460</td>
<td>$7,930</td>
<td>$5,690</td>
<td>$4,135</td>
</tr>
<tr>
<td>60x</td>
<td>$11,740</td>
<td>$8,350</td>
<td>$7,820</td>
<td>$5,615</td>
<td>$4,080</td>
</tr>
<tr>
<td>72x</td>
<td>$11,625</td>
<td>$8,185</td>
<td>$7,685</td>
<td>$5,545</td>
<td>$4,030</td>
</tr>
<tr>
<td>84x</td>
<td>$11,205</td>
<td>$7,885</td>
<td>$6,970</td>
<td>$4,950</td>
<td>$3,710</td>
</tr>
<tr>
<td>96x</td>
<td>$11,090</td>
<td>$7,800</td>
<td>$6,890</td>
<td>$4,910</td>
<td>$3,670</td>
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<tr>
<td>120x</td>
<td>$10,940</td>
<td>$7,700</td>
<td>$6,805</td>
<td>$4,850</td>
<td>$3,630</td>
</tr>
</tbody>
</table>

### 3 COLOR
- 3 COLOR: $2,185
- STANDARD COLOR: $965
- MATCHED COLOR: $1,235
- 4 COLOR: $2,140

### Cover Tips
- $29,200

### Outserts
- $29,700

## Premium Positions
- C4 30%
- C2 20%
- C3 10%
- TOC 10%

## Earned Rates

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.
Inserts

Furnished inserts are billed at the black and white rate times the number of insert pages.

**Two-page insert (one leaf):** Two-times earned frequency rate.

**Four-page or larger insert:** Black & White earned frequency rate.

Composition

All production charges are net and non-commissionable

<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>

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.

Classified / back of book print closings

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>CLASSIFIED SPACE CLOSING &amp; RUN OF BOOK ARTWORK DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>154/1</td>
<td>January 2023</td>
<td>11/23/2022</td>
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<tr>
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<td>12/19/2022</td>
</tr>
<tr>
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<td>March 2023</td>
<td>01/20/2023</td>
</tr>
<tr>
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<td>April 2023</td>
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Cancellations:

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.
### Classified / back of book print advertising

#### Rates

<table>
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<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) (BLACK &amp; WHITE)</th>
<th>WORD AD (30 WORDS MAX) (BLACK &amp; WHITE)</th>
<th>4 COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$3,375</td>
<td>$2,245</td>
<td>$1,685</td>
<td>$1,125</td>
<td>$560</td>
<td>$415</td>
<td>$170</td>
<td>$415</td>
</tr>
</tbody>
</table>

**Cancellations:**

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

### Run of Book Print Ads

#### Sizing

- **Trim:** 8-1/8” x 10-7/8”
- Keep live matter 1/4” from all trim edges.
- **Binding:** Perfect; Jogs to head
- **Printing Process:** Litho Web
- **Halftone Screen:** Cover: 150 line screen Text: 150 line screen

#### Confidential Email Inbox

Cost: $40.

#### Agency Discount

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.
Specifications

File Format

**PDF or PDF/X-1a compliant files, saved as PDF version 1.3.**

Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

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.*

Images

All high-resolution images and fonts must be included. TIFF & 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.

Fonts

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

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

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset.
- No content is to be within 1/4" of all 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 (e.g., 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.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

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 (e.g., Do not define both PMS 201CV and PMS 201CVC). Any non-intended spot colors will be converted to CMYK.

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. Note that 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 https://idealliance.org/systems-certification/certified-hard-copy-proofing-systems/. 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

Submit PDF ad files to Elsevier ad portal at www.ads4els.com

Conformance to Specs

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

Size - 2 page: 8-3/8” x 11-1/8”
Size - 4 page: 16-3/4” x 11-1/8”

Trimming: For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.

Closing Date for Booking Inserts: Same as ad space closing

Insert delivery date: All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order. Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Insert Quantity

Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

Insert Packing & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

Insert Shipments Address

The Journal of the American Dental Association (JADA)
LSC Communications
1600 North Main Street
Pontiac, IL 61764
United States
Attn: Elsevier Team

Disposition of Reproduction Materials

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

For Contracts, Insertion Orders & Production Materials

Send new print ad files and submit pickup ads to www.ads4els.com.
## 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></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†
- 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>
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</tr>
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<tbody>
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<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 apply to all offers, proposals, communications 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 acknowledgement, shall form the entire agreement between the parties for the TC. These terms supersede any previous oral or written agreements between the parties. Failure to agree to the terms and conditions of this TC must be notified in writing.

2. Price List

The Client shall be supplied with a price list on request which will be the basis of all quotations. Any variation of the TC and any representations about the Products and Services shall be null and void if agreed to in writing and signed by an authorized signature of Elsevier. Nothing in the TC will exclude or limit Elsevier’s Liability for fraud or fraudulent misrepresentation.

3. Cancellations & Returns

If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, force majeure or appropriation or other causes beyond the control of a party, such party is unable to perform in whole or in part its obligations under the TC, such party shall give written notice to the other party without delay and shall endeavor to minimize the effects of such event. The liability of Elsevier is to be limited in accordance with these terms and conditions and the Client acknowledges that liability of Elsevier is to be limited in accordance with these terms and conditions and the Client acknowledges that any loss of anticipated profits or expected future business; (b) damage to reputation or goodwill; (c) any loss that was not foreseeable by the Client and Elsevier at the time this TC was entered into; or (f) any loss not covered by the limited and specific rights granted by Elsevier are restricted to use solely by the Client and may not be assigned, transferred or sublicensed in any manner or form, without the specific prior written permission of Elsevier. 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 or assist any other party in engaging in these activities. The Client shall promptly notify Elsevier of any piracy, reproduction, or plagiarism of the Products by any third party. The Client is solely responsible for collecting from its customers any amounts due in respect of the sale of the Products. The Client agrees to make payments to Elsevier under the TC, including without limitation all bank charges and foreign exchange charges. Each order for the Products and Services by the Client shall be deemed to be an offer by the Client to purchase the Products and Services on the terms and conditions of the TC and these terms and conditions and the Client agrees to be bound by such terms.

4. Liability and claims

The Client acknowledges that sale of the Products and Services by Elsevier to a Client is for the Client’s own use and not for the use of a third party unless the Client has been granted a written agreement to do so. The Client shall be responsible for the payment of any taxes or duties that may be levied on the sale of any Product or Service to a third party.

5. Payment

Payment shall be made to Elsevier within thirty (30) days of the invoice date in the currency then prevailing. Failure to make payment in full shall be sufficient grounds for termination of the TC. The Client shall not have any right to withhold payment from Elsevier for any原因. The Client shall be responsible for all costs and expenses associated with the provision of the Products and Services.

6. Distribution

When Products are sold to the Client that contain third party product or software such use may be subject to additional terms and conditions.

7. Force Majeure

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