Journal of Cranio-Maxillofacial Surgery

Overview

The Journal of Cranio-Maxillofacial Surgery publishes articles covering all aspects of surgery of the head, face and jaw. Specific topics covered recently have included: distraction osteogenesis, synthetic bone substitutes, fibroblast growth factors, fetal wound healing, skull base surgery, computer-assisted surgery, vascularized bone grafts.

Display Advertising

Adam Moorad United States
212-633-3122
a.moorad@elsevier.com

Robert Bayliss Europe
44 20 7424 4454
r.bayliss@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
212-633-3189
a.medina@elsevier.com

Global Print Circulation
1,305
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>51/1</td>
<td>January 2023</td>
<td>12/27/2022</td>
<td>01/04/2023</td>
<td>01/04/2023</td>
</tr>
<tr>
<td>51/2</td>
<td>February 2023</td>
<td>01/24/2023</td>
<td>01/31/2023</td>
<td>01/31/2023</td>
</tr>
<tr>
<td>51/3</td>
<td>March 2023</td>
<td>02/02/2023</td>
<td>02/09/2023</td>
<td>02/09/2023</td>
</tr>
<tr>
<td>51/4</td>
<td>April 2023</td>
<td>03/06/2023</td>
<td>03/13/2023</td>
<td>03/13/2023</td>
</tr>
<tr>
<td>51/5</td>
<td>May 2023</td>
<td>03/29/2023</td>
<td>04/05/2023</td>
<td>04/05/2023</td>
</tr>
<tr>
<td>51/6</td>
<td>June 2023</td>
<td>05/01/2023</td>
<td>05/08/2023</td>
<td>05/08/2023</td>
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<tr>
<td>51/7</td>
<td>July 2023</td>
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<td>06/05/2023</td>
<td>06/05/2023</td>
</tr>
<tr>
<td>51/8</td>
<td>August 2023</td>
<td>07/12/2023</td>
<td>07/19/2023</td>
<td>07/19/2023</td>
</tr>
<tr>
<td>51/9</td>
<td>September 2023</td>
<td>08/22/2023</td>
<td>08/29/2023</td>
<td>08/29/2023</td>
</tr>
<tr>
<td>51/10</td>
<td>October 2023</td>
<td>09/21/2023</td>
<td>09/28/2023</td>
<td>09/28/2023</td>
</tr>
<tr>
<td>51/11</td>
<td>November 2023</td>
<td>10/23/2023</td>
<td>10/30/2023</td>
<td>10/30/2023</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>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 1,800</td>
<td>$ 975</td>
<td>$ 740</td>
</tr>
</tbody>
</table>
Premium Positions

Cover 4: 50% B/W
Page rate Cover 2: 35%
B/W Page rate
Cover 3: 25% B/W Page rate
Opposite TOC: 25% B/W Page rate
First Right Hand Page: 25% B/W Page rate
Other Preferred Positions: 10% B/W Page rate

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>51/1</td>
<td>January 2023</td>
<td>01/04/2023</td>
</tr>
<tr>
<td>51/2</td>
<td>February 2023</td>
<td>01/31/2023</td>
</tr>
<tr>
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<td>March 2023</td>
<td>02/09/2023</td>
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<td>51/4</td>
<td>April 2023</td>
<td>03/13/2023</td>
</tr>
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<td>May 2023</td>
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<td>51/10</td>
<td>October 2023</td>
<td>09/28/2023</td>
</tr>
<tr>
<td>51/11</td>
<td>November 2023</td>
<td>10/30/2023</td>
</tr>
<tr>
<td>51/12</td>
<td>December 2023</td>
<td>11/29/2023</td>
</tr>
</tbody>
</table>

**Cancellations:**

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

Classified / back of book print advertising

**Rates**

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 1,050</td>
<td>$ 580</td>
<td>$ 420</td>
</tr>
<tr>
<td>3x</td>
<td>$ 945</td>
<td>$ 525</td>
<td>$ 370</td>
</tr>
<tr>
<td>6x</td>
<td>$ 840</td>
<td>$ 475</td>
<td>$ 315</td>
</tr>
<tr>
<td>12x</td>
<td>$ 790</td>
<td>$ 475</td>
<td>$ 315</td>
</tr>
</tbody>
</table>
## Classifieds (Back-Of-Book): Color

<table>
<thead>
<tr>
<th></th>
<th>4 Color</th>
<th>2 Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 690</td>
<td>$ 1,000</td>
<td>$ 700</td>
</tr>
</tbody>
</table>

### Confidential Email Inbox

Cost: $40.

### Agency Discount

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

### Cancellations:

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

### Run of Book Print Ads

#### Sizing

- **Trim:** 210mm x 280 mm
- **1/4” from all trim edges.**

#### Printing Process:

- **Halftone Screen:** Cover: Text:

#### Halftone Screen

- **Cover:**
- **Text:**

#### AD Size

<table>
<thead>
<tr>
<th>AD Size</th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>210mm x 280 mm</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>180mm x 250mm</td>
<td>216mm x 286mm</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>180mm x 120mm</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>85mm x 250mm</td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>85mm x 120mm</td>
<td></td>
</tr>
</tbody>
</table>
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 (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.
- 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 (ex. 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.
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:**

**Size - 4 page:**

**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:** See Insert due dates

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

**Journal of Cranio-Maxillofacial Surgery**

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
### 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>

**FORMS**
- 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>

**FORMS**
- 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>
</thead>
<tbody>
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<tr>
<td>Middle</td>
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<td>300 x 250</td>
</tr>
</tbody>
</table>

**FORMS**
- 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
The 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 acknowledgement, 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 Rate Card opposite the Client’s name. The "Rate Card" shall mean the product price list (whether print or online). All such provisions shall be exclusive of any handling, packing, loading, freight, transport and insurance charges unless otherwise agreed in writing, and shall be exclusive of all taxes, import duties or other levies imposed on the sale or import of the Products or Services by local or national authorities, which shall be charged by Elsevier as applicable. Where applicable, Client shall provide to Elsevier Client’s VAT registration number or other evidence of tax exemption to Elsevier at the time of placing its order. Failure or delay by Elsevier in providing such evidence shall not be construed as a waiver of any of its rights under the TC. If Client is an agent, it represents and warrants that it is purchasing the Products from Elsevier for the account and use of no more than one identified institutional subscriber as principal or, if it is permitted to order personal subscriptions in a representative capacity, for the account and use of no more than one identifiable individual subscriber for valid personal use. Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any violation of this representation and warranty, Elsevier shall be entitled to immediate injunctive relief requiring Client to discontinue all recipients of the Products and Services from Elsevier, including all actual recipients that have not previously been properly identified by Client. Elsevier shall use commercially reasonable efforts to comply with the provisions and Services agreed by both parties in the relevant order, including but not limited to: provision of the Products and Services, including any text, images, sounds, graphics, data, software, or other material or information wherein it is agreed that ownership of any of the copies of the Product has not passed from Elsevier. For the avoidance of doubt, no intellectual property rights in any Elsevier Products shall transfer to the Client. Products shall be at the Client's risk as from delivery. The Client shall make all payments due under the TC without any deduction whether by way of set-off, discount, abatement or otherwise unless the Client has a valid court order requiring an amount equal to such deduction to be paid to Elsevier by the Client. From the due date of the invoice to the date of payment in full, interest at the rate of 5% per annum on any amounts outstanding, together with any collection fees incurred by Elsevier. If the Client wishes to dispute any invoice (or part thereof), the Client shall, as soon as reasonably practicable, but no later than the due date of such invoice, send full details of such dispute to Elsevier in writing. The Client shall remain liable for full payment of any amounts outstanding, together with interest at 5% per annum on any amounts outstanding, together with any collection fees incurred by Elsevier. If the Client is an agent, it represents and warrants that it is purchasing the Products or Services for the account and use of no more than one identified institutional subscriber as principal or, if it is permitted to order personal subscriptions in a representative capacity, for the account and use of no more than one identifiable individual subscriber for valid personal use. Upon any violation of this representation and warranty, Elsevier shall be entitled to immediate injunctive relief requiring Client to discontinue all recipients of the Products and Services from Elsevier, including all actual recipients that have not previously been properly identified by Client. Elsevier shall use commercially reasonable efforts to comply with the provisions and Services agreed by both parties in the relevant order, including but not limited to: provision of the Products and Services, including any text, images, sounds, graphics, data, software, or other material or information