AJO-DO Clinical Companion

Overview

For more than a century, the American Journal of Orthodontics and Dentofacial Orthopedics (AJO-DO) has been the leading orthodontic resource. The success of the journal, however, has resulted in a significant increase in submissions to the extent that a backlog of accepted articles has been created. This bottleneck in the publication process slows the dissemination of information that is certain to be of value to the orthodontic community. This community is inclusive of those involved in education, research, and patient care.

In response, the American Association of Orthodontists has approved the creation of a related publication titled the AJO-DO Clinical Companion, which will be an international journal dedicated to excellence in clinical orthodontics.

Every other month, readers will have online access to featured information and original peer-reviewed articles that examine all aspects of orthodontic treatment.

Visit Website

Display Advertising

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v.vanhomrigh@elsevier.com

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derekjohnzakaib@gmail.com

Recruitment Advertising

Ariel Medina Global
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Rate Card
Effective January 2024

AJO-DO Clinical Companion

Affiliation
American Association of Orthodontists

Audience
Orthodontists

Editor-in-Chief
Rolf G. Behrents, DDS, MS, PhD

Global Print Circulation
Online Only
Av. Global Monthly Visits
3,024
Av. Global Monthly Unique Visitors
647
Av. Global Monthly Page Views
1,055
Av. Global eTOC Distribution
6
Digital Specs

Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
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<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
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<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>
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</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

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<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
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</table>

FORMATS
- jpeg, png, gif, (static image only)

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AIP Email

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Contact your sales representative for all digital advertising rates and opportunities.
5. Payment

Monthly average web metrics based on the period of July 2022 to June 2023
eTOC Metrics: 12 Month Average of eTOC sends - July 2022 to June 2023
Partially enforcing any provision (or prosecuting any breach) of the TC will not be construed as a waiver of any of its rights under the TC.

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