The Journal of the American Dental Association (JADA)

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.

Visit Website

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Affiliation
American Dental Association

Audience
Dentists, dental researchers, and dental educators.

Rate Card
Effective January 2024

Global Print Circulation
132,293

Avg. Global Monthly Visits
77,361

Avg. Global Monthly Unique Visitors
32,755

Avg. Global Monthly Page Views
39,535

Avg. Global eTOC Distribution
215,839

Page 1 of 10
### 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>155/1</td>
<td>January 2024</td>
<td>12/04/2023</td>
<td>12/07/2023</td>
<td>12/14/2023</td>
</tr>
<tr>
<td>155/2</td>
<td>February 2024</td>
<td>01/04/2024</td>
<td>01/09/2024</td>
<td>01/17/2024</td>
</tr>
<tr>
<td>155/3</td>
<td>March 2024</td>
<td>02/05/2024</td>
<td>02/08/2024</td>
<td>02/15/2024</td>
</tr>
<tr>
<td>155/4</td>
<td>April 2024</td>
<td>03/06/2024</td>
<td>03/11/2024</td>
<td>03/18/2024</td>
</tr>
<tr>
<td>155/5</td>
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<td>04/09/2024</td>
<td>04/16/2024</td>
</tr>
<tr>
<td>155/6</td>
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<td>05/07/2024</td>
<td>05/11/2024</td>
<td>05/17/2024</td>
</tr>
<tr>
<td>155/7</td>
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<td>06/04/2024</td>
<td>06/07/2024</td>
<td>06/14/2024</td>
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<td>155/12</td>
<td>December 2024</td>
<td>11/04/2024</td>
<td>11/07/2024</td>
<td>11/14/2024</td>
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</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>
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<td>6x</td>
<td>$13,165</td>
<td>$9,725</td>
<td>$8,695</td>
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<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>
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<tr>
<td>36x</td>
<td>$12,020</td>
<td>$8,600</td>
<td>$8,080</td>
<td>$5,730</td>
<td>$4,205</td>
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<td>$8,460</td>
<td>$7,930</td>
<td>$5,690</td>
<td>$4,135</td>
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<td>60x</td>
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<td>$8,350</td>
<td>$7,820</td>
<td>$5,615</td>
<td>$4,080</td>
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<td>72x</td>
<td>$11,625</td>
<td>$8,185</td>
<td>$7,685</td>
<td>$5,545</td>
<td>$4,030</td>
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<tr>
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<td>$7,885</td>
<td>$6,970</td>
<td>$4,950</td>
<td>$3,710</td>
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<tr>
<td>96x</td>
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<td>$7,800</td>
<td>$6,890</td>
<td>$4,910</td>
<td>$3,670</td>
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<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>

### 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.
**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>155/1</td>
<td>January 2024</td>
<td>12/01/2023</td>
</tr>
<tr>
<td>155/2</td>
<td>February 2024</td>
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<tr>
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</tr>
<tr>
<td>155/12</td>
<td>December 2024</td>
<td>11/01/2024</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>1/3 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>
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<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>
</tr>
</tbody>
</table>

Page 4 of 10
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"
- **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

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON-BLEED</th>
<th>BLEED</th>
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<tbody>
<tr>
<td>Trim</td>
<td>8-1/8&quot; x 10-7/8&quot;</td>
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<tr>
<td>Full Page</td>
<td>7-5/8&quot; x 10-3/8&quot;</td>
<td>8-3/8&quot; x 11-1/8&quot;</td>
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<tr>
<td>Spread</td>
<td>15&quot; x 10&quot;</td>
<td>16-1/2&quot; x 11-1/8&quot;</td>
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<tr>
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<td>4-1/2&quot; x 9-3/4&quot;</td>
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</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7-1/8&quot; x 4-5/8&quot;</td>
<td></td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2&quot; x 9-3/4&quot;</td>
<td></td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2-1/4&quot; x 9-3/4&quot;</td>
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<tr>
<td>1/4 Page</td>
<td>3-1/2&quot; x 4-5/8&quot;</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.

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: 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
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>
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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 300 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>
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<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>
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</thead>
<tbody>
<tr>
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<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>
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<tbody>
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</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**

- The terms and conditions shall apply to the offer, proposals and agreements made between the Client and the party in whose name and on whose behalf the Client is purchasing the Products or Services, known as “Elsevier”.

2. **Offer and acceptance**

- The Client’s order personal subscriptions in a representative capacity, for the account and use of no more than one identified third party, shall be deemed to be an offer to Elsevier, which Elsevier shall be deemed to have accepted by delivery of the Products and/or Services.

3. **Price**

- The price of the Products and/or Services shall be due and payable, and shall be invoiced in the currency specified in the Order confirmation or quotation. No change or adjustment of the price and/or terms will be made after delivery and/or invoicing of the Products and/or Services unless agreed in writing by the parties. Payment shall be due within thirty (30) days from the date of invoice. The Client shall not be entitled to any discount or remission of the price unless agreed in writing. The price quoted is exclusive of any taxes, import duties or other levies imposed on the sale of the Products or Services.

4. **Payments**

- Unless otherwise agreed in writing between the parties, the Products and/or Services shall be delivered to the Client in accordance with the delivery terms specified in the Order confirmation or quotation.

5. **Delivery**

- title=“The Journal of the American Dental Association (JADA)”></title>