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

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k.lach.1@elsevier.com

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a.medina@elsevier.com

Global Print Circulation
Online Only

Avg. Global Monthly Visits
Available upon request

Avg. Global Monthly Unique Visitors
Available upon request

Avg. Global Monthly Page Views
Available upon request
**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†, 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).

**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.
### eTOC Email

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<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

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Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
13. Cancellations & Returns

If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be notified in writing and signed by an authorized signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's liability for fraudulent misrepresentation. Where Products are sold to the Client that contain third-party software or services such a sale may be subject to additional licence fees.

12. Compliance with laws

All advertising and reprints shall be in accordance with any applicable laws, regulations, codes, standards and judicial or administrative orders (jointly “Applicable Laws” or “Laws”) relevant to its duties, obligations and performance under this Agreement. All advertising and reprints are subject to the BTSC Code of Supply and Support Practices (the “Code”).ELSEVIER EXPRESSLY DISCLAIMS ANY LIABILITY FOR BREACH OF ANY IMPLIED OR EXPRESS WARRANTY OF AS TO MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. NOTHING IN THIS CONTRACT SHALL LIMIT THE CLIENT'S EXISTING LEGAL OR STATUTORY RIGHTS WHERE THEY ARE NOT IN冲突的法律法规。

11. Audit

Client will be entitled to recover payment for the Product notwithstanding that ownership of any of the Products has not passed from Elsevier. For the avoidance of doubt no intellectual property or Elsevier properties shall transfer to the Client. Elsevier 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, counterclaim, discount, abatement or otherwise unless Elsevier has a valid court order requiring an amount equal to such deduction to be paid to Elsevier. From the due date of the invoice to the date of payment in full, interest at the rate of 5% may be charged to the Client on any outstanding balance. Together with any collection fees incurred by Elsevier. If the Client wishes to dispute any invoice or part thereof, the Client, shall 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 the disputed item(s). The Client’s notice of dispute must be in writing and signed by an authorized signatory of Elsevier. Each order for the Products and Services by the Client from Elsevier shall be deemed to be an offer by the Client to purchase the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until a written confirmation of acceptance of and variation to the order is received by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad date of cancellation. No new external costs will be incurred or committed from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements may be cancelled in writing in fire and ice of the TC and any costs incurred in fulfilling the order must be paid by the Client. All cancellations must be notified in writing and signed by an authorized signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's liability for fraudulent misrepresentation. Where Products are sold to the Client that contain third-party software or services such a sale may be subject to additional licence fees.

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9. Liability and claims

The party subject to an event of force majeure will use reasonable efforts to resume performance as quickly as practical. The party subject to an event of force majeure will remain liable for any breach of this TC that occurred prior to the date of the force majeure event.

8. Intellectual property

Provided to the Client upon request. Reprints cannot be returned once these have been printed. Date of cancellation. No new external costs will be incurred or committed from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad date of cancellation. No new external costs will be incurred or committed from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements may be cancelled in writing in fire and ice of the TC and any costs incurred in fulfilling the order must be paid by the Client. All cancellations must be notified in writing and signed by an authorized signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's liability for fraudulent misrepresentation. Where Products are sold to the Client that contain third-party software or services such a sale may be subject to additional licence fees.

7. Financial conditions

Any cancellation of this representation and warranty will cause irreparable harm to Elsevier. Upon any breach of this representation and warranty it will cause irreparable harm to Elsevier. To the extent that any representation or warranty is breached, Elsevier will be entitled to injunctive relief.

6. Force majeure

Otherwise expressly agreed in writing by Elsevier. Each order for the Products and Services by the Client from Elsevier shall be deemed to be an offer by the Client to purchase the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until a written confirmation of acceptance of and variation to the order is received by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad date of cancellation. No new external costs will be incurred or committed from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements may be cancelled in writing in fire and ice of the TC and any costs incurred in fulfilling the order must be paid by the Client. All cancellations must be notified in writing and signed by an authorized signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's liability for fraudulent misrepresentation. Where Products are sold to the Client that contain third-party software or services such a sale may be subject to additional licence fees.

5. Payment

Payment unless otherwise agreed in writing, payments shall be effected within thirty (30) days of the invoice date in the currency indicated. Time for payment shall be of the essence. Elsevier may set and vary credit limits for any Client account and shall be entitled to refuse to supply any party who has exceeded its current credit limit. Legal and beneficial title in any tangible Products supplied by Elsevier to the Client shall remain with Elsevier until Elsevier has received in full (net) or cleared funds all sums due to it in respect of the Products and all other sums which are or which become due to Elsevier from the Client on account.

4. Prices, taxes and currencies

Each order for the Products and Services by the Client from Elsevier shall be deemed to be an offer by the Client to purchase the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until a written confirmation of acceptance of and variation to the order is received by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad date of cancellation. No new external costs will be incurred or committed from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements may be cancelled in writing in fire and ice of the TC and any costs incurred in fulfilling the order must be paid by the Client. All cancellations must be notified in writing and signed by an authorized signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's liability for fraudulent misrepresentation. Where Products are sold to the Client that contain third-party software or services such a sale may be subject to additional licence fees.

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2. Offer and acceptance/ Description

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1. Applicability

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 jurisdiction of the court of the corporate domicile of the Elsevier company which is providing the Products or Services.