JOE: Journal of Endodontics
# Table of Contents

*Click to view*

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By the Numbers

Print Circulation
6,303

Average Monthly Pageviews*
76,100

Average Monthly Visits*
23,879

Opt-in Email Subscribers*
27,744

*Adobe Analytics: Averages of January - June 2022
Amazon SES: Averages of January - June 2022
Editorial Overview

Editorial Direction
The Journal of Endodontics (JOE) publishes scientific articles, case reports, and comparison studies evaluating materials and methods of pulp conservation and endodontic treatment. Endodontists and general dentists can learn about new concepts in root canal treatment and the latest advances in techniques and instrumentation in the one journal that helps them keep pace with rapid changes in this field.

Established 1975
Issuance 12 times per year
Circulation 6,303
Website www.jendodon.com

Editor-in-Chief
Kenneth M. Hargreaves, DDS, PhD, Professor and Chair, Department of Endodontics, University of Texas Health Science Center, San Antonio, TX

Publisher
Lindsay Allen

Societies & Affiliations
Official Journal of the American Association of Endodontists and Verband Deutscher Zertifizierter Endodontologen

Market
Endodontists
Readership

Journal Value*
In general, how valuable do you find the following publications?

<table>
<thead>
<tr>
<th>Publication</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Journal of Endodontics (JOE)</td>
<td>91%</td>
</tr>
<tr>
<td>International Endodontic Journal</td>
<td>54%</td>
</tr>
<tr>
<td>Journal of the American Dental Association</td>
<td>32%</td>
</tr>
<tr>
<td>Endodontic Practice US</td>
<td>19%</td>
</tr>
</tbody>
</table>

Journal Usage*
How thoroughly do you read or look through a typical issue of JOE?

- Do not read/look through (3%)
- Just skim (18%)
- Read some (50%)
- Read all or almost all (28%)

Content Value*
Which of these topics in JOE do you find most valuable?

<table>
<thead>
<tr>
<th>Topic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clinical Research</td>
<td>89%</td>
</tr>
<tr>
<td>Case Report/Clinical Techniques</td>
<td>85%</td>
</tr>
<tr>
<td>Basic Research—Technology</td>
<td>54%</td>
</tr>
<tr>
<td>Regenerative Endodontics</td>
<td>44%</td>
</tr>
<tr>
<td>Basic Research—Biology</td>
<td>43%</td>
</tr>
</tbody>
</table>

*Signet Research Inc, JOE AdEngage™ Master Report, August 2022
Readership Frequency*
How many of the last 4 issues of JOE have you read or looked through?

Regular Readers
(3 issues or more):
73%

Online Format Preference*
In the future, how would you prefer to access JOE online?

Computer, at home 66%
Computer, at work 56%
Tablet (iPad, Kindle, etc.) 37%
Mobile device (iPhone, Android, etc.) 33%
Will not access online in the future 10%
Other 4%

*Signet Research Inc, JOE AdEngage™ Master Report, August 2022
Readership (cont’d)

Have you ever purchased a product/service you have seen advertised in JOE?*

50% of respondents purchased a product/service advertised in JOE

If yes, what type of product(s)/service(s) were they†?

- Files: 86%
- Needles/tips: 41%
- Irrigation systems: 34%
- Imaging systems: 21%
- Office technology: 20%
- Microscopes: 20%
- Patient management systems: 5%
- Dental implants: 5%
- Other: 7%

Top 5 information sources for new products and services*
Which of the following publications do you use as a source of information about new products and services?

- Journal of Endodontics (JOE): 90%
- International Endodontic Journal: 35%
- Journal of the American Dental Association: 28%
- Endodontic Practice US: 16%
- None of the above: 8%

*Signet Research Inc, JOE AdEngage™ Master Report, August 2022
†Multiple responses permitted Base is respondents who have purchased a product/service seen as advertised in The Journal of Endodontics (JOE)
Trends in Endodontic Patient Cases

Patient volume is increasing*

Overall, we are hearing positive things about our members' busyness.

Based on responses, the trend is shifting towards patient volume staying the same or increasing

*AAE 2019 Quadrennial Member Satisfaction & Needs Survey
Maximize your reach by adding a digital advertising campaign to your print schedule.

The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign. Digital advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

**Banner Positions**

- **Homepage**
  - Leaderboard: 728 x 90
  - skyscraper: 160 x 600
  - Rectangle: 300 x 250

- **Rest of Site (ROS)**
  - Leaderboard: 728 x 90
  - Skyscraper: 160 x 600

**Leaderboard Sticky Banner**
Leaderboard remains in place during scroll for 8 seconds. Rectangle and Skyscraper on ROS pages remains in place on right side throughout scroll.

**Global Monthly Metrics***

- www.jendodon.com

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pageviews</td>
<td>76,100</td>
</tr>
<tr>
<td>Unique Visitors</td>
<td>14,779</td>
</tr>
<tr>
<td>Visits</td>
<td>23,879</td>
</tr>
</tbody>
</table>

**Rate**

$100 CPM Net

*Adobe Analytics: Averages of January - June 2022
DIGITAL ADVERTISING OPPORTUNITIES

Table of Contents Email (eTOC) Advertising

Monthly eTOCs
Each month, registered subscribers receive the Table of Contents (eTOC) email for Journal of Endodontics providing a preview of what’s coming in their next issue. Metrics are sent on a monthly basis.

eTOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

Position Ad Size (pixels)
Top leaderboard 728 x 90
Middle MPU 300 x 250

*MPU banners, positions 2, 3, are stacked vertically

Formats jpeg, png, gif, (static image only)
Tracking pixels No
Max file size 200 KB

Metrics*
Opt-in Distribution 27,744
Opt-in Distribution
Rate $1,300 (728 x 90) $1,100 (300 x 250)

*Amazon SES: Averages of January - June 2022
**Article-In-Press Email Alerts**

Each month, JOE sends out an average of 10 article-in-press email alerts to a separate list of opt-in subscribers.

<table>
<thead>
<tr>
<th>Banner Positions</th>
<th>Metrics*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>Opt-in Distribution: 4,900</td>
</tr>
<tr>
<td>Rectangle</td>
<td>728 x 90</td>
</tr>
<tr>
<td></td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

**Rate**

- $3,000/month
- 2-month minimum

*Amazon SES: Averages of January-June 2022
## Print Rates

### Black & White Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$3,060</td>
<td>$2,065</td>
<td>$1,455</td>
</tr>
<tr>
<td>3x</td>
<td>$2,910</td>
<td>$1,990</td>
<td>$1,405</td>
</tr>
<tr>
<td>6x</td>
<td>$2,790</td>
<td>$1,810</td>
<td>$1,340</td>
</tr>
<tr>
<td>12x</td>
<td>$2,585</td>
<td>$1,700</td>
<td>$1,300</td>
</tr>
<tr>
<td>24x</td>
<td>$2,490</td>
<td>$1,640</td>
<td>$1,245</td>
</tr>
</tbody>
</table>

### Color Rates

- Standard Color: $880
- Matched Color: $920
- 4 Color: $1,665

### 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

### Cover Tips

- $14,900 Client-provided Net
  Place (3) cover tips within a 3-month period and receive a 4th cover tip during same time period at no charge.

### Outserts

- $16,200 Client-provided Net

### Business Reply Card

- $1,800
  A full page ad is required to place a business reply card.

*All ads must go through an approval process*
## Print Closing Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication date</th>
<th>Space Closing</th>
<th>Print Materials Due</th>
<th>Inserts Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>49/2</td>
<td>February 2023</td>
<td>12/30/22</td>
<td>1/5/23</td>
<td>1/12/23</td>
</tr>
<tr>
<td>49/3</td>
<td>March 2023</td>
<td>1/31/23</td>
<td>2/3/23</td>
<td>2/10/23</td>
</tr>
<tr>
<td>49/4</td>
<td>April 2023</td>
<td>3/2/23</td>
<td>3/7/23</td>
<td>3/14/23</td>
</tr>
<tr>
<td>49/5</td>
<td>May 2023</td>
<td>3/31/23</td>
<td>4/5/23</td>
<td>4/12/23</td>
</tr>
<tr>
<td>49/7</td>
<td>July 2023</td>
<td>6/5/23</td>
<td>6/8/23</td>
<td>6/15/23</td>
</tr>
<tr>
<td>49/8</td>
<td>August 2023</td>
<td>6/30/23</td>
<td>7/7/23</td>
<td>7/14/23</td>
</tr>
<tr>
<td>49/9</td>
<td>September 2023</td>
<td>8/7/23</td>
<td>8/10/23</td>
<td>8/17/23</td>
</tr>
<tr>
<td>49/10</td>
<td>October 2023</td>
<td>8/31/23</td>
<td>9/6/23</td>
<td>9/13/23</td>
</tr>
<tr>
<td>49/11</td>
<td>November 2023</td>
<td>10/4/23</td>
<td>10/9/23</td>
<td>10/16/23</td>
</tr>
<tr>
<td>49/12</td>
<td>December 2023</td>
<td>11/1/23</td>
<td>11/6/23</td>
<td>11/13/23</td>
</tr>
<tr>
<td>50/1</td>
<td>January 2024</td>
<td>11/27/23</td>
<td>11/30/23</td>
<td>12/7/23</td>
</tr>
</tbody>
</table>
Meeting Issues

AAE Annual Meeting
May 3 - May 6, 2023 (Chicago, IL)

AdEngage™ Study (August 2023)
- Place an ad in this issue and receive complimentary feedback from our readers – your potential customers!
- Quantitative and qualitative feedback is obtained including written verbatim comments.
- Contact your sales representative for further details.

Please Note: Meeting Issues subject to change. Please contact your Sales Representative prior to finalizing your media plan.
JOE Corporate Close-up Package

Delivers exclusive impact, exposure and added value for you prior to, during and after the AAE Annual Meeting. Participation is limited.

JOE Corporate Close-up

2-Page Spread
- Mails with the April issue of JOE
- Is handed out at the AAE ‘23 Annual Meeting in May

Your spread consists of an advertisement facing a full-page article that shares your corporate story or highlights a product.

April pre-show issue
Full-Page 4-Color Ad

May show issue
Full-page 4-Color Ad

Important due dates

<table>
<thead>
<tr>
<th>Space Reservation</th>
<th>1/20/23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Materials Due</td>
<td>2/3/23</td>
</tr>
</tbody>
</table>

Rate

$10,200 net cost, all-inclusive

Sales contact

Jim Shavel
Email: jim@ssmediasol.com
Tel: 215-499-7342

Ad Material Submission

Jim Shavel
Email: jim@ssmediasol.com
Tel: 215-499-7342

Only $11,250, your net cost, all inclusive.
Save $3,750 on a $15,000 value!
Reprint Capabilities

The Power of Credibility

Reach targeted HCPs with original, authoritative content

Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier article reprints provide an exclusive and distinctive way to promote your brand using the strengths of our multimedia programs and your published work.

Hard Copy Reprints

**Customizable Options**

**Printing**
- Article translation
- Inclusion of: company/brand logo, prescribing information & ISI and inventory number

**Packaging**
- Resizing: Pocket/Digest
- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs
Reprint Capabilities (cont’d)

ePrints
Educate HCPs on the latest treatment options, or help to drive a change in existing prescribing habits by using ePrints - encrypted, electronic copies of PDF articles that you can distribute by email, post on a website or use in Rep e-detailing.

Multicopy Prints
Elsevier ePrints are created with official journal covers. Any article available in Elsevier’s digital archive can be made into an ePrints PDF valid for 12 months.

Mobile ePrints
Downloadable ePrints designed for use on mobile and tablet devices. Can be used for email blasts and on-the-go consumption - perfect for Rep e-detailing.

QR Codes
Integrate QR codes into your advertising to allow quick mobile access to your reprint.

Order Reprints Online
Visit us at medreprints.com where selecting and ordering your reprints is simple:
- Search for articles by journal, specialty, keyword, and more
- Receive your quote online in 24 hours or less
- Place your order online, and track the production process

A digital reprint is a copy of an article in PDF format delivered as a hyperlink, which can be posted online, on a tablet, or disseminated via email.
# Digital Media

## Journal Website Banner Ads

<table>
<thead>
<tr>
<th>Creative Sizes</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard</strong></td>
<td><strong>Desktop/Tablet</strong>: HTML5, 150kB</td>
</tr>
<tr>
<td><strong>Size</strong></td>
<td><strong>Size</strong>: 200KB max</td>
</tr>
<tr>
<td><strong>Rotation</strong></td>
<td><strong>Accepted</strong></td>
</tr>
<tr>
<td><strong>Animated GIF</strong></td>
<td><strong>Max 3 loops of animation, up to 15 seconds per loop</strong></td>
</tr>
<tr>
<td><strong>File Format</strong></td>
<td><strong>.gif, .jpg or .swf [rich media]</strong></td>
</tr>
<tr>
<td><strong>Required Resolution</strong></td>
<td><strong>72 dpi</strong></td>
</tr>
<tr>
<td><strong>Rich Media and HTML5</strong></td>
<td><strong>Yes. Supplied as 3rd party tags only</strong></td>
</tr>
<tr>
<td><strong>Target URL</strong></td>
<td><strong>Required</strong></td>
</tr>
</tbody>
</table>

**Leaderboard**: 728 x 90

Placement: Journal pages. Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

**Skyscraper**: 160 x 600

Placement: Journal pages. Right hand column of journal page, displays on all noncontent pages (content pages = abstract and full text articles*).

**Large Rectangle**: 300 x 250

Placement: Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles*).

*Generic list of non-content pages available upon request though will vary by journal
Rich Media Expanding & HTML In-Page Ads†

<table>
<thead>
<tr>
<th>Creative Sizes</th>
<th>Rich Media Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard</strong></td>
<td>Desktop/Tablet HTML5, 150KB</td>
</tr>
<tr>
<td>Expands ▼ down (maximum size)</td>
<td>728 x 90</td>
</tr>
<tr>
<td></td>
<td>728 x 315</td>
</tr>
<tr>
<td><strong>Skyscraper</strong></td>
<td>Initial Size</td>
</tr>
<tr>
<td>Expands ◀ left (maximum size)</td>
<td>160 x 600</td>
</tr>
<tr>
<td></td>
<td>300 x 600</td>
</tr>
<tr>
<td><strong>Large Rectangle</strong></td>
<td>Subsequent Size</td>
</tr>
<tr>
<td>Expands ▶ right (maximum size)</td>
<td>300 x 250</td>
</tr>
<tr>
<td></td>
<td>600 x 250</td>
</tr>
</tbody>
</table>

**Additional Notes:**
- Third party tags accepted
- Ads served via DFP by Google

†Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.
### Digital Media (continued)

#### Table of Contents (TOC) Email Banner Ads

<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>

*MPU banners, positions 1, 2, 3, are stacked vertically*

- Formats: jpeg, png, gif (static image only)
- Tracking pixels: No
- Max file size: 200 KB

*Animation and expandable banners unavailable*

#### Email Specifications

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Size</strong></td>
<td>40KB (200KB max)</td>
</tr>
<tr>
<td><strong>Rotation</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Required Resolution</strong></td>
<td>72 dpi</td>
</tr>
<tr>
<td><strong>Acceptable File Format</strong></td>
<td>.gif or .jpg</td>
</tr>
<tr>
<td><strong>Rich Media</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Animation</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Target URL</strong></td>
<td>Required</td>
</tr>
<tr>
<td><strong>3rd Party Tags</strong></td>
<td>No</td>
</tr>
</tbody>
</table>
Print Media

Mechanical Specifications

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8-1/8&quot; x 10-7/8&quot;</td>
<td></td>
</tr>
<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>
</tr>
<tr>
<td>Spread</td>
<td>15&quot; x 10&quot;</td>
<td>16-1/2&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot; x 5&quot;</td>
<td>8-3/8&quot; x 5-11/16&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2&quot; x 10&quot;</td>
<td>4-5/16&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2&quot; x 5&quot;</td>
<td></td>
</tr>
</tbody>
</table>

Keep live matter 1/4” from all trim edges.

Binding          | Perfect; jogs to head       |
Printing process | Web                         |
Halftone screen  | Cover, 150 line screen      |
                  | Text, 150 line screen       |

Print Ad 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 menu-styled 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
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No rotation.
- No content is to be within 1/4” of all trim edges.
- All fonts and graphics must be either embedded or included with the files and conform to the format type

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.
SPECIFICATIONS

Print Media (continued)

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).

NOTE: 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
All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp. Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

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.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.
## Print Media (continued)

**Insert Requirements:**

<table>
<thead>
<tr>
<th>Insert Type</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page insert</td>
<td>8-3/8” x 11-1/8”</td>
</tr>
<tr>
<td>4-page insert</td>
<td>16-3/4” x 11-1/8”, furnish folded to 8-3/8” x 11-1/8”</td>
</tr>
</tbody>
</table>

**Trimming**
- 1/8” trimmed off top, bottom, gutter and face. Keep all live matter 1/4” from all trim edges. Note that a ½” safety must also be applied to both sides of the gutter/spine.

**Insert Stock Weight**
- 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.

**Insert Quality**
- 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.

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**Note:** Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

**Insert Shipment Address**

**Publishers Press**

*Journal of Endodontics*

LSC Communications

121 Matthews Drive

Senatobia, MS 38668

Attn: Elsevier Team

**Disposition of Reproduction Material**

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.
Contacts

Integrated Advertising

Jim Shavel
1554 Surrey Brook Court
Yardley, PA 19067

Cell: 215-499-7342
Email: jim@ssmediasol.com

Allen L. Schwartz
1239 NW Michelbook Ln
McMinnville, OR 97128-2820

Tel: 503-784-8919
Fax: 503-961-0445
Email: allen@ssmediasol.com

Visit www.elsmediakits.com to view other media kits and rate cards.

Contracts, Insertion Orders & Production Materials

Le-Andrea Sylvester
Elsevier
230 Park Avenue
New York, NY 10169

Tel: 212-633-3649
Fax: 212-633-3846
Email: le.sylvester@elsevier.com

Send new print ad files and submit pickup ads to www.ads4els.com

Recruitment & Classified Advertising

Ariel Medina
Elsevier
230 Park Avenue
New York, NY 10169

Tel: 212-633-3689
Fax: 212-633-3846
Email: a.medina@elsevier.com

Recruitment & Classified Production

Jaichand Ramsaroop
Elsevier
230 Park Avenue
New York, NY 10169

Tel: 212-633-3690
Fax: 212-633-3846
Email: j.ramsaroop@elsevier.com
AAE Advertising Standards

AAE Advertising Guidelines and Acceptance Policy

The American Association of Endodontists is dedicated to excellence in the art and science of endodontics and to the highest standard of patient care. The Association inspires its members to pursue professional advancement and personal fulfillment through education, research, advocacy, leadership, communication and service. The Association offers advertising opportunities in its publications when the inclusion of advertising material does not interfere with the purpose of those publications. While the Association acknowledges that advertisements concerning products or services related to the practice of endodontics are beneficial in keeping its members apprised of developments in the field, the Association also reserves the right to accept or reject advertising as its discretion for any product or service submitted for publication. The Association will not be bound by any condition appearing in the Advertising Agreement or other communication submitted by or on behalf of an advertiser, when such condition conflicts with any AAE policy. The inclusion of an advertisement in AAE publications shall not constitute an endorsement or approval by the AAE of such product or service, unless an endorsement or approval is authorized by the AAE in writing. The fact that an advertisement appears in an AAE publication may not be referred to in any collateral advertising. The following guidelines apply to all AAE publications in which advertising space is sold. Advertisers who submit material for publication agree to be bound by these guidelines and to ensure that all information in their advertisement is truthful and beneficial to those viewing it.

Eligibility

1. Products and services eligible for advertising in AAE publications must be intrinsically related to, effective and useful in the practice of endodontics.

2. Products or services that may be of interest to endodontists will be given consideration, with the exception of tobacco products, alcoholic beverages and investment opportunities.

3. Advertisements will not be acceptable if they are indecent, offensive or otherwise inappropriate in either text or artwork, if they contain attacks of a personal, racial or religious nature, or if they conflict with or appear to violate AAE policy, the AAE’s Constitution and Bylaws or the American Dental Association’s Principles of Ethics and Code of Professional Conduct.

4. An AAE publication will accept advertisements from a university or college-affiliated dental education course, either on a graduate level or on a continuing education level, if the institution is accredited by the ADA Commission on Dental Accreditation or the institution has a reciprocal agreement with the Commission. All such advertisements must clearly state the course sponsor and credit hours if applicable.

Advertising Copy

1. The advertiser and the product or service being offered should be clearly identified in the advertisement. In the case of pharmaceutical products, the full generic name of each ingredient shall be listed.

2. Artwork, format and layout should be such as to avoid confusion with editorial content of AAE publications. In some cases, the words “advertisement” or “paid advertisement” may be required.

3. Advertisements should not be deceptive or misleading.

4. Unwarranted disparagement and unfair comparisons of competitors’ products are prohibited. Advertisements may include the use of a competitor’s name, product or competitive price if the comparison is supported by acceptable references from dental, scientific or professional literature, and is done in a dignified manner as determined by the AAE.
5. It is the responsibility of the advertiser to comply with all governmental laws and regulations applicable to the marketing and sale of advertised products and services, including, but not limited to, any applicable laws and regulations of the Food and Drug Administration. Acceptance of advertising by the AAE should not be construed as a guarantee of such compliance.

6. All claims of fact are to be fully supportable and should be meaningful in terms of performance or any other benefit. Evidence such as scientific and technical data concerning the product’s safety, operation and usefulness may be required.

7. Guarantees may be used in advertisements provided the statements that are “guaranteed” are considered to be truthful, supportable and could be used whether or not they are guaranteed. No guarantee may be used without stating its conditions and limitations.

8. Advertisements containing testimonials or those that quote the names, statements or writings of any individual, public official, government agency, testing group or other organization may not be used without the written consent of such individual or entity, which must accompany the advertisement.

Advertising Procedures
All advertisements must be submitted to the appropriate party by the published deadline. Advertisements will then be reviewed by AAE for compliance with advertising guidelines. The AAE reserves the right to place context with each ad (example: using “Advertisement” above any ad).

Conclusion
The AAE periodically reviews its advertising standards with the objective of staying abreast of changes in the field of endodontics. This practice ensures the continued relevance, timeliness and quality of the advertising content in AAE publications.
JOE Advertising Policy: Review of Advertisements

In cases of controversial or questionable advertisements, a committee consisting of the Editor, an Associate Editor and a past president of the AAE will review proposed advertisements for inappropriate or inaccurate content. The recommendation will be for acceptance, revision or rejection.

Review of Advertisements

• All advertisements must be approved by the Editor.

• All potential advertisers will receive a copy of the AAE Advertising Guidelines and Acceptance Policy. In particular, Item #6 regarding all claims of fact will require inclusion in the ad of either a citation to peer-reviewed publications or a URL to an internal testing report supporting the claims of fact.

• In cases of controversial or questionable advertisements, a committee consisting of the Editor, an Associate Editor and a past president of the AAE will review proposed advertisements for inappropriate or inaccurate content. The recommendation will be for acceptance, revision or rejection.

• Proposed advertisements are provided by the publisher in a time-sensitive fashion, and the publisher has retained the authority to publish any advertisement if notification is not received within one week of submission to the editor. Thus, if the committee has not made a recommendation within this time period, the editor will make the decision and inform the publisher.

• Full or partial page ads describing job opportunities and associateships or posting of practices for sale will not be accepted for publication in the Journal of Endodontics. All advertisements and classified ads relating to associateships, sales of practices and practice transitions shall be placed in the JOE Associate Registry.