



# JOE: Journal of Endodontics



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# By the Numbers



Print Circulation

6,303

Average Monthly Visits\*

23,879

Average Monthly Pageviews\*

76,100

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	<a href="http://www.jendodon.com">www.jendodon.com</a>

## 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

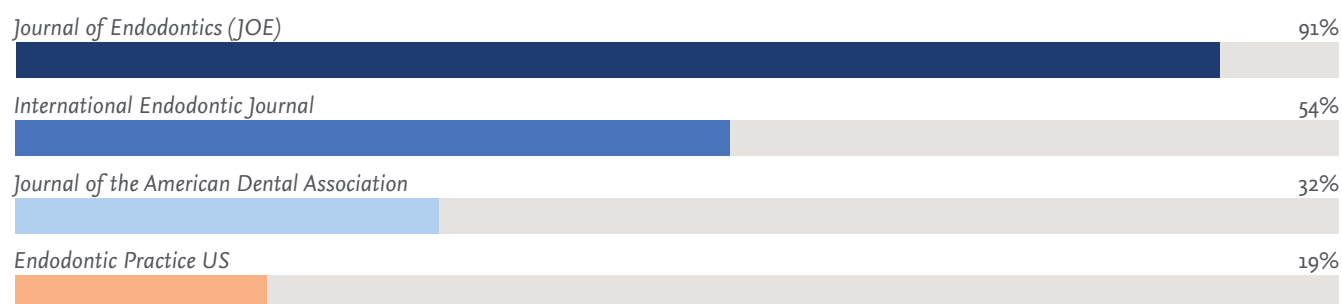
Endodontists



# Readership

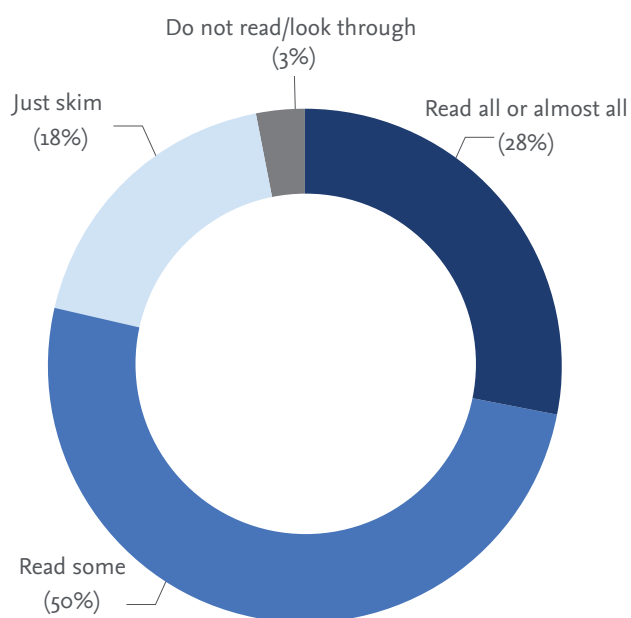
## Journal Value\*

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



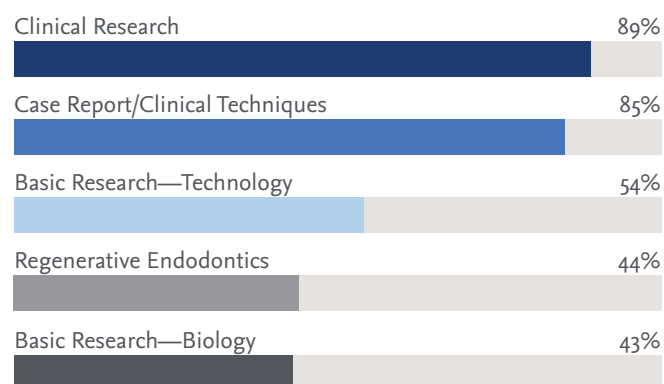
## Journal Usage\*

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



## Content Value\*

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



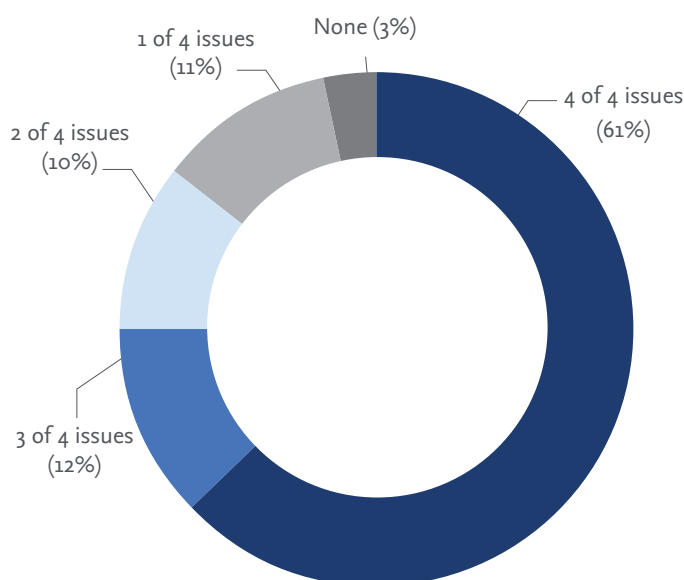
# Readership (cont'd)

## Readership Frequency\*

How many of the last 4 issues of JOE have you read or looked through?

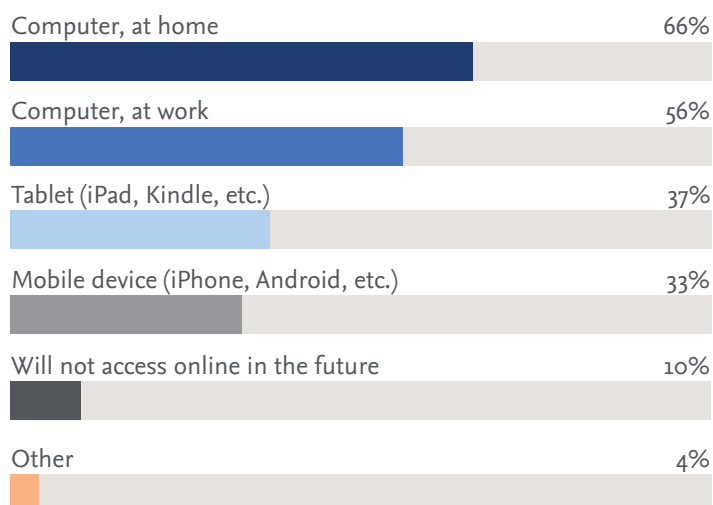
*Regular Readers*  
(3 issues or more):

**73%**



## Online Format Preference\*

In the future, how would you prefer to access JOE online?

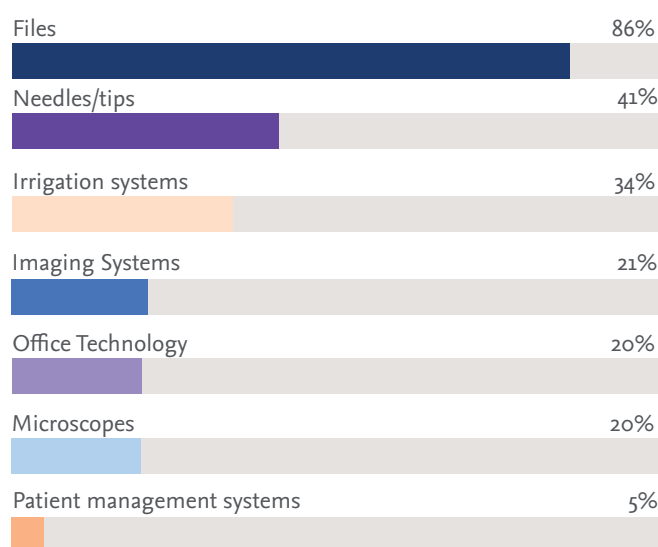


# Readership (cont'd)

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

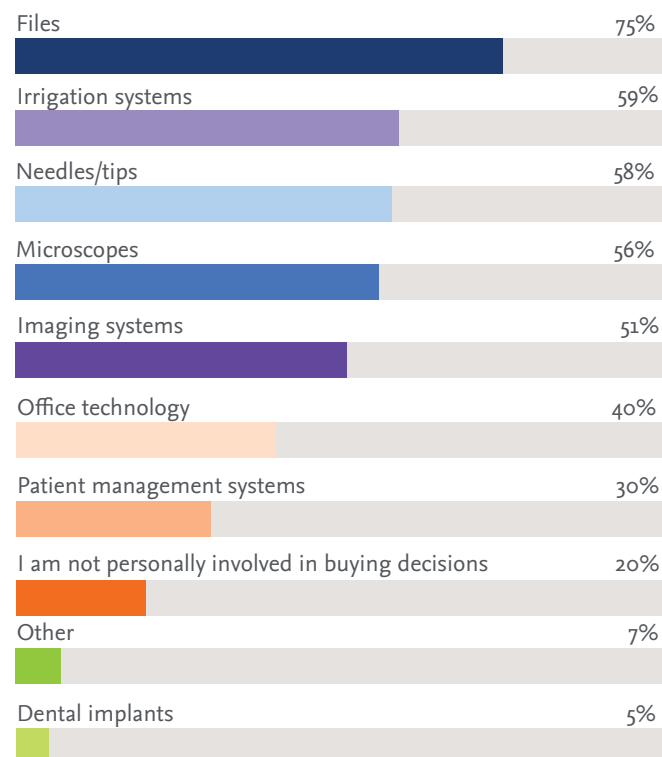
50% of respondents purchased a product/service advertised in JOE

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



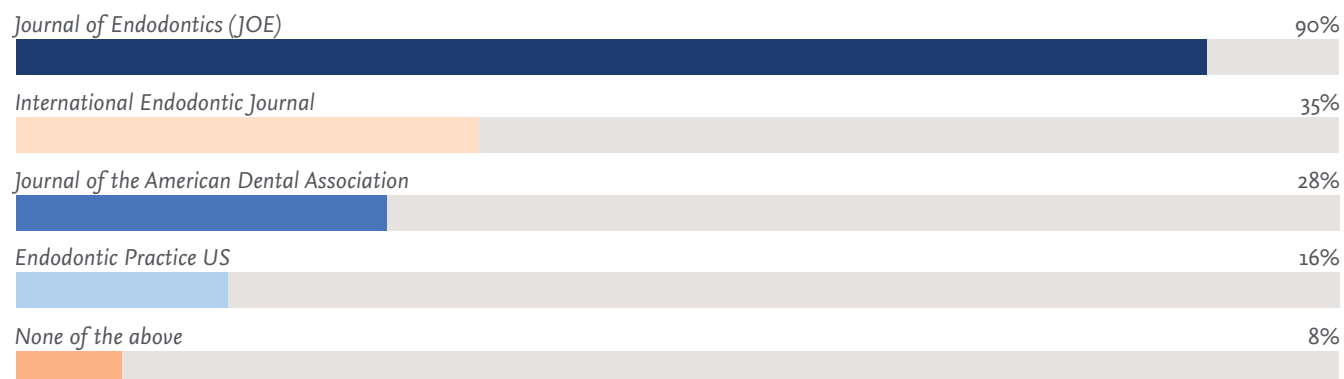
## Buying Decisions\*

For what products/services are you personally involved in your organization's buying decisions?



## 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?

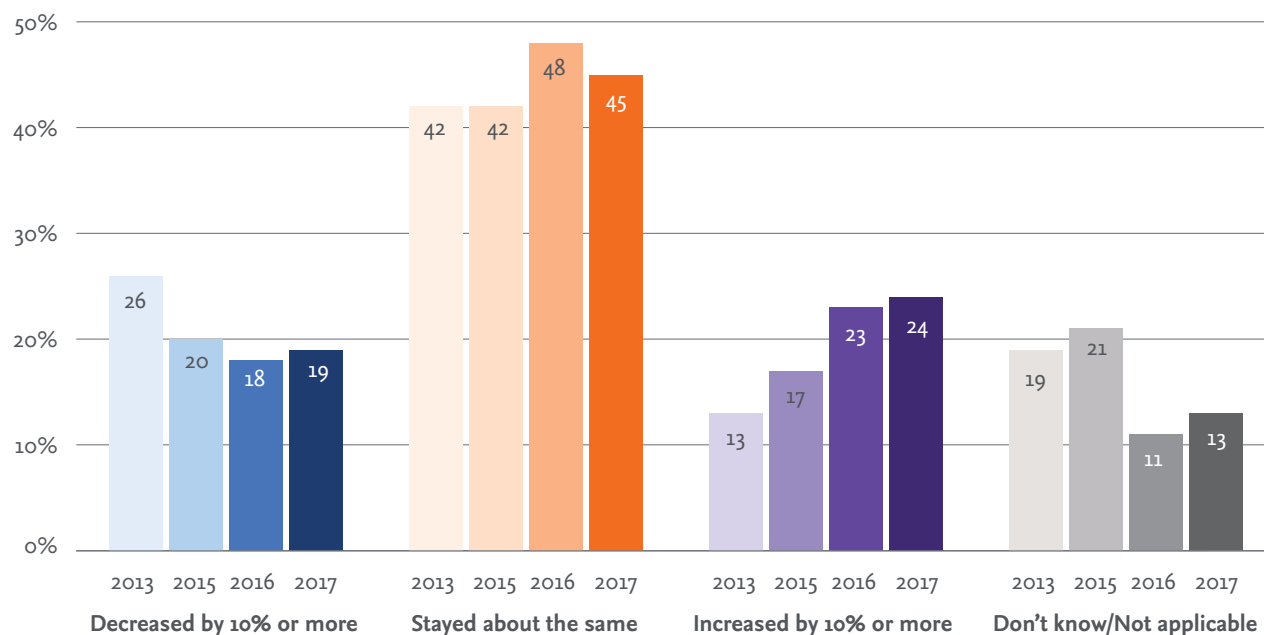


\*Signet Research Inc, JOE AdEngage™ Master Report, August 2022

†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 between 2013-2018



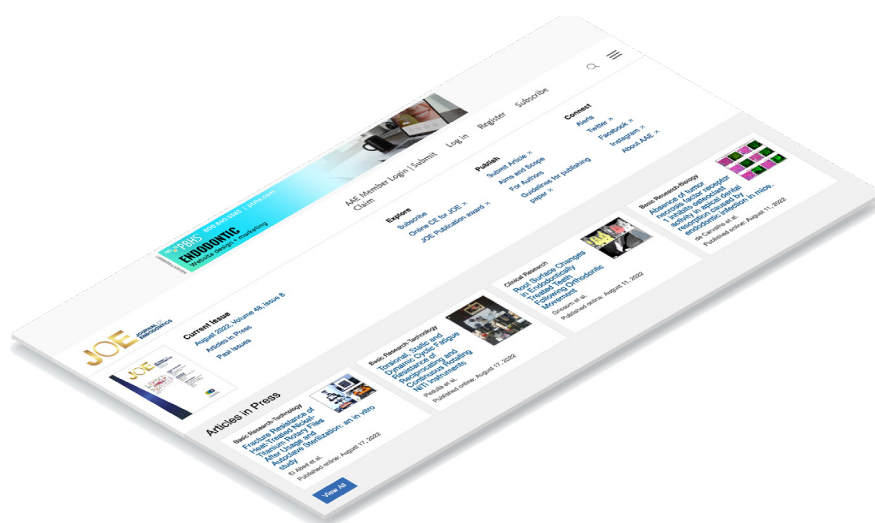
### Patient volume is increasing\*

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*



# Journal Website Banner Advertising



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](http://www.jendodon.com)

Pageviews	76,100
Unique Visitors	14,779
Visits	23,879

## Rate

\$100 CPM Net



\*Adobe Analytics: Averages of January - June 2022

# 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)	Metrics*
Top	Leaderboard	728 x 90	Opt-in Distribution 27,744
Middle	MPU	300 x 250	Rate
MPU banners, positions 1, 2, 3, are stacked vertically			\$1,300 (728 x 90)
Formats	jpeg, png, gif, (static image only)		\$1,100 (300 x 250)
Tracking pixels	No		
Max file size	200 KB		

Animation and expandable banners unavailable



\*Amazon SES: Averages of January - June 2022

# Article-In-Press Email Alerts



## Monthly AIP Email Alerts

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

### Banner Positions

Leaderboard	728 x 90
Rectangle	300 x 250

### Metrics\*

Opt-in Distribution	4,900
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### Rate

\$3,000/month  
2-month minimum

# Print Rates

## Black & White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$3,060	\$2,065	\$1,455
3x	\$2,910	\$1,990	\$1,405
6x	\$2,790	\$1,810	\$1,340
12x	\$2,585	\$1,700	\$1,300
24x	\$2,490	\$1,640	\$1,245

## 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

## Closing Dates

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

# Meeting Issues

## AAE Annual Meeting

May 3 - May 6, 2023 (Chicago, IL)

*JOE*

April 2023

## 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.

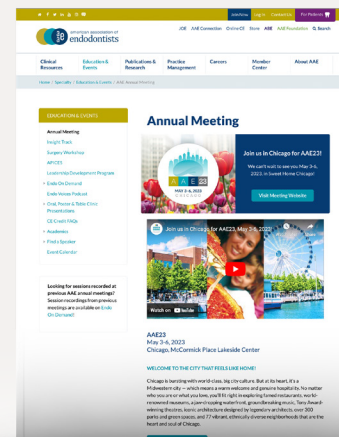
*JOE*

August 2023



Please Note: Meeting Issues subject to change.  
Please contact your Sales Representative prior to finalizing your media plan.

# AAE 2023 Annual Meeting



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

## 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

Space Reservation	1/20/23
Materials Due	2/3/23

### Rate

\$10,200 net cost, all-inclusive

### Sales contact

Jim Shavel

Email: [jim@ssmediasol.com](mailto:jim@ssmediasol.com)

Tel: 215-499-7342

### Ad Material Submission

Jim Shavel

Email: [jim@ssmediasol.com](mailto:jim@ssmediasol.com)

Tel: 215-499-7342



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# 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

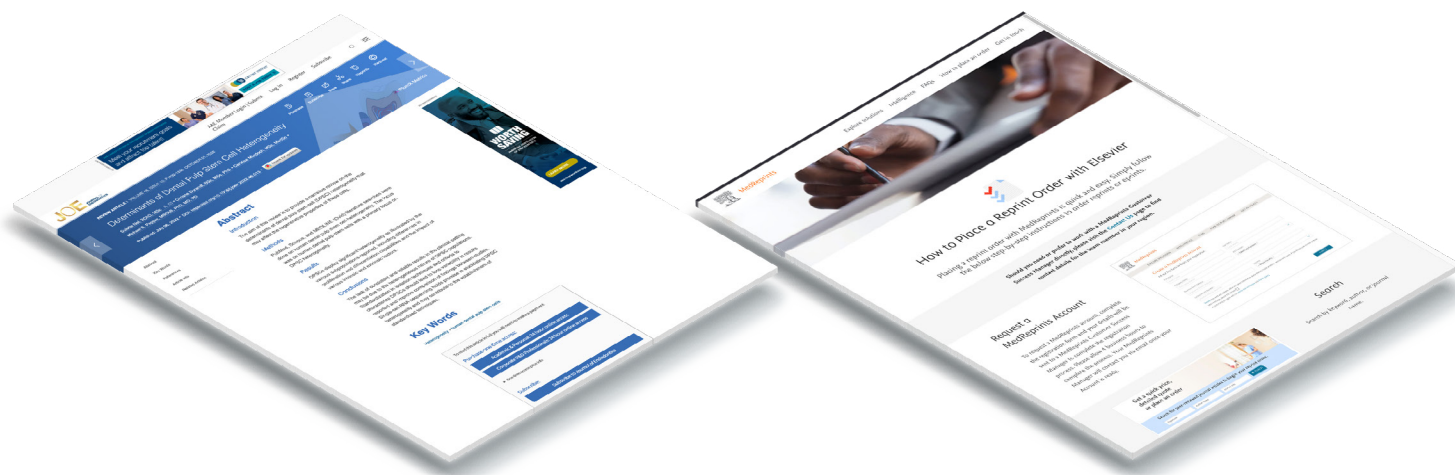
- Resizing: Pocket/Digest
- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs



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# 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](http://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.



## Journal Website Banner Ads

### Creative Sizes

#### 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\*)

### Specifications

Desktop/Tablet	HTML5, 150kB
Size	200KB max
Rotation	Accepted
Animated GIF	Max 3 loops of animation, up to 15 seconds per loop
File Format	.gif, .jpg or .swf [rich media]
Required Resolution	72 dpi
Rich Media and HTML5	Yes. Supplied as 3rd party tags only
Target URL	Required



\*Generic list of non-content pages available upon request though will vary by journal

# Digital Media (continued)



## Rich Media Expanding & HTML In-Page Ads<sup>†</sup>

### Creative Sizes

<b>Leaderboard</b>	728 x 90
Expands ▼ down (maximum size)	728 x 315
<b>Skyscraper</b>	160 x 600
Expands ◀ left (maximum size)	300 x 600
<b>Large Rectangle</b>	300 x 250
Expands ▶ right (maximum size)	600 x 250

### Additional Notes:

- Third party tags accepted
- Ads served via DFP by Google

### Rich Media Specifications

Desktop/Tablet	HTML5, 150KB
Initial Size	150KB
Subsequent Size	2.2 MB
Back-up .gif	200KB
Animation	15 seconds or 3 loops of 5 seconds
Video	No
Max Video File Size	N/A
Expansion Method	On click
Hotspot requirements	Not to exceed 1/4 size of original ad
Close Button Requirements	8pt - 16 pt (11px - 21px)



<sup>†</sup>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

Position	Ad	Size (pixels)
Top	Leaderboard	728 x 90
Middle	MPU	300 x 250
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	
Size	40KB (200KB max)
Rotation	No
Required Resolution	72 dpi
Acceptable File Format	.gif or .jpg
Rich Media	No
Animation	No
Target URL	Required
3rd Party Tags	No

# Print Media

## Mechanical Specifications

Ad Size	Non Bleed	Bleed
Trim	8-1/8" x 10-7/8"	—
Full Page	7-5/8" x 10-3/8"	8-3/8" x 11-1/8"
Spread	15" x 10"	16-1/2" x 11-1/8"
1/2 Horizontal	7" x 5"	8-3/8" x 5-11/16"
1/2 Vertical	3-1/2" x 10"	4-5/16" x 11-1/8"
1/4 Page	3-1/2" x 5"	—

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-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
- 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.



# 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](http://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](http://www.ads4els.com)

## Conformance to Specs

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.



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

# Print Media (continued)

## Insert Requirements:

2-page insert	8-3/8" x 11-1/8"
4-page insert	16-3/4" x 11-1/8", furnish folded to 8-3/8" x 11-1/8"
Trimming	1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/4" from all trim edges. Note that a 1/2" 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.

## 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.



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

# Contacts

## Integrated Advertising

### Jim Shavel

1554 Surrey Brook Court  
Yardley, PA 19067

Cell: 215-499-7342

Email: [jim@ssmediasol.com](mailto: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](mailto:allen@ssmediasol.com)

Visit [www.elsmediakits.com](http://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](mailto:le.sylvester@elsevier.com)

Send new print ad files and submit pickup ads to [www.ads4els.com](http://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](mailto: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](mailto:j.ramsaroop@elsevier.com)





## 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 at 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.



# AAE Advertising Standards

(continued)

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.