



JADA: The Journal of the American Dental Association



JADA
THE JOURNAL OF THE AMERICAN DENTAL ASSOCIATION

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By the Numbers



Print Circulation*

139,687

Average Monthly Visits†

42,504

Average Monthly Pageviews†

82,426

Opt-in Email Subscribers†

211,753



*BPA Audit Statement June 2022

†Adobe Analytics: Averages of January - June 2022

Editorial Overview



Editorial Direction

The Journal of the American Dental Association (JADA) is the premier dental journal; a reliable source of information on dentistry and dental science. Each monthly issue of JADA is available in print and online at jada.ada.org, which provides full-text articles as an added member benefit from the current issue as well as a searchable archive dating back to 1913.

Established	1913
Issuance	12 times per year
Circulation	139,687
Website	jada.ada.org/



Editor-in-Chief

J. Tim Wright, DDS, MS, Adams School of Dentistry, University of North Carolina at Chapel Hill, Chapel Hill, NC

Publisher and Vice President, Publishing

Michelle Hoffman

Interim Publisher and Vice President

Tony Frankos

Societies & Affiliations

American Dental Association (ADA)

Market

Dentistry and Dental Science

Editorial Overview



Editorial Direction

JADA Foundational Science, the ADA's cross-disciplinary, open access journal, bridges basic and clinical sciences in oral health research. Led by Editor-in-Chief Jack L. Ferracane, PhD, *JADA Foundational Science* publishes research reports, review articles, and short scientific communications in biology, chemistry, engineering, and technology that are foundational to new theories of disease and new approaches to diagnosis and treatment. *JADA FS* also reports on the technical breakthroughs underpinning the new clinical tools that advance oral and craniofacial health.

Established	2022
Issuance	1 time per year
Circulation	Open Access, e-Only
Website	jadafs.ada.org



Editor-in-Chief

Jack L. Ferracane, PhD, Oregon Health & Science University, Department of Restorative Dentistry, Portland, Oregon, United States of America

Publisher and Vice President, Publishing

Michelle Hoffman

Interim Publisher and Vice President

Tony Frankos

Societies & Affiliations

American Dental Association (ADA)

Market

Dentistry and Dental Science

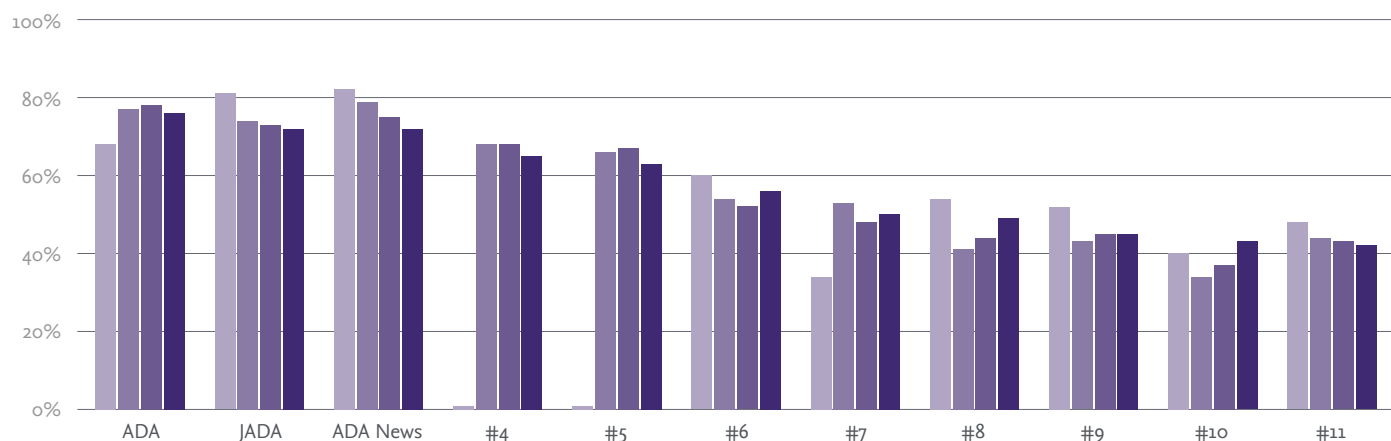


JADA Readership

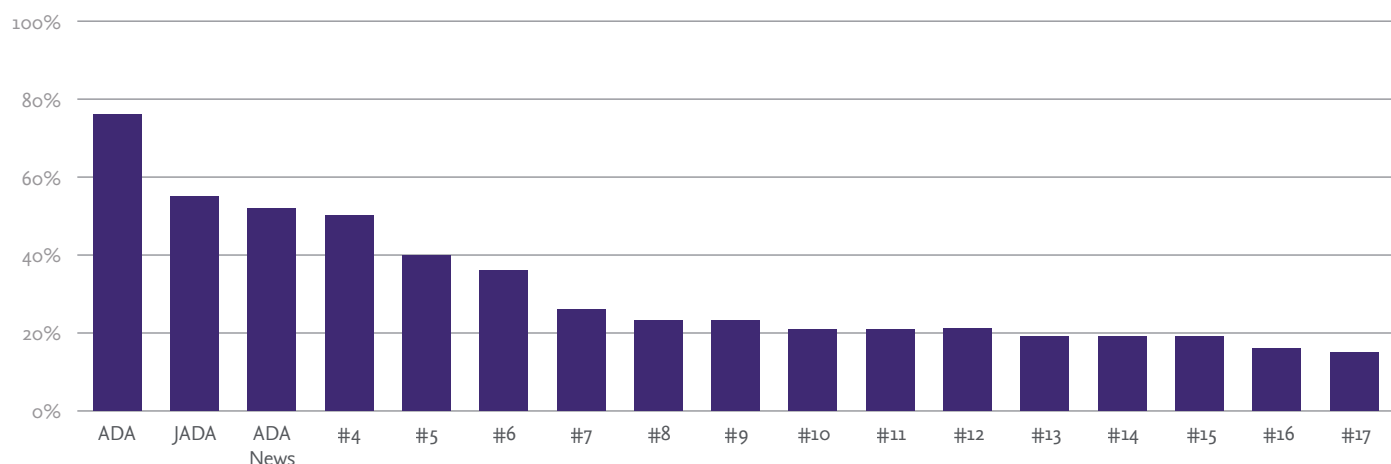
Information in the following three pages is from Kantar Media, an independent research company that surveys the reading habits of U.S. dentists. Survey is based on a universe of 215,999 U.S. dentists.

Media Used Within the Past 6 Months (trends)

Includes a combination of print and online readership



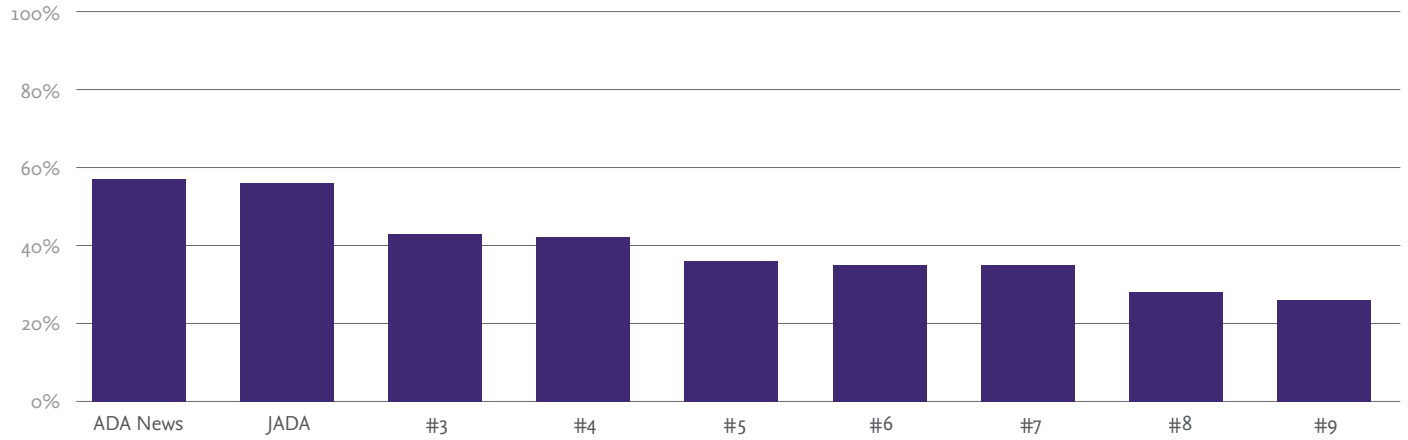
Websites Visited in the Past 6 Months



*Kantar Research, 2023

JADA Readership (cont'd)

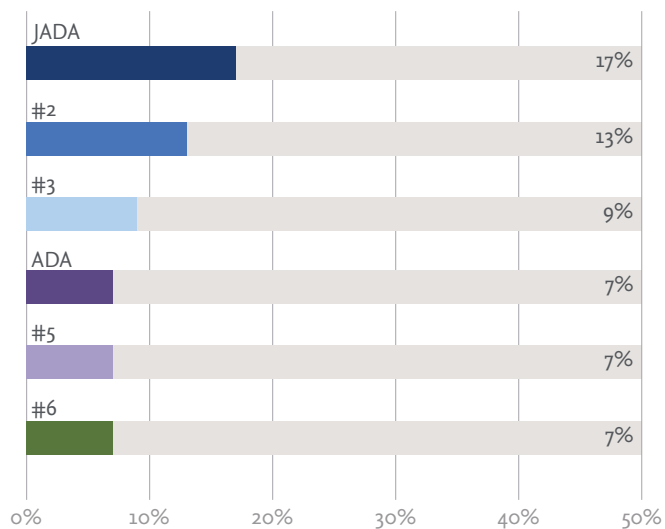
Publications: Total Readers



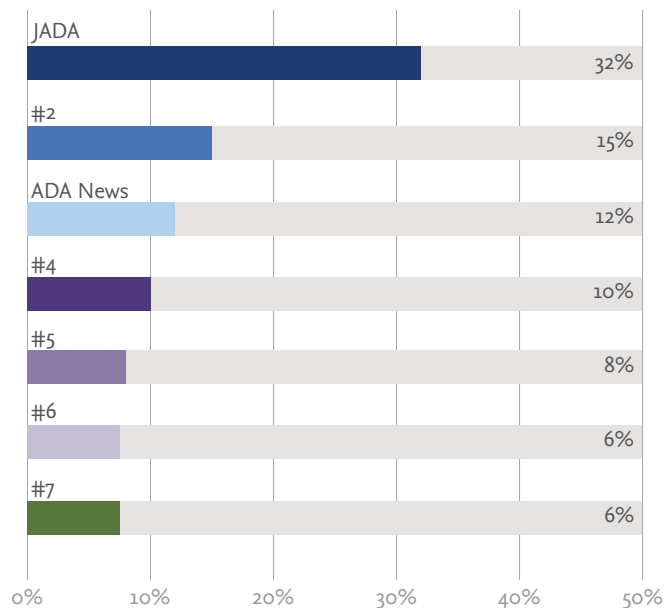
*Kantar Research, 2023

JADA Readership (cont'd)

Where to Go to First When Looking for Quality Clinical Content to Use in Practice



Publication Would Most Like to Recieve



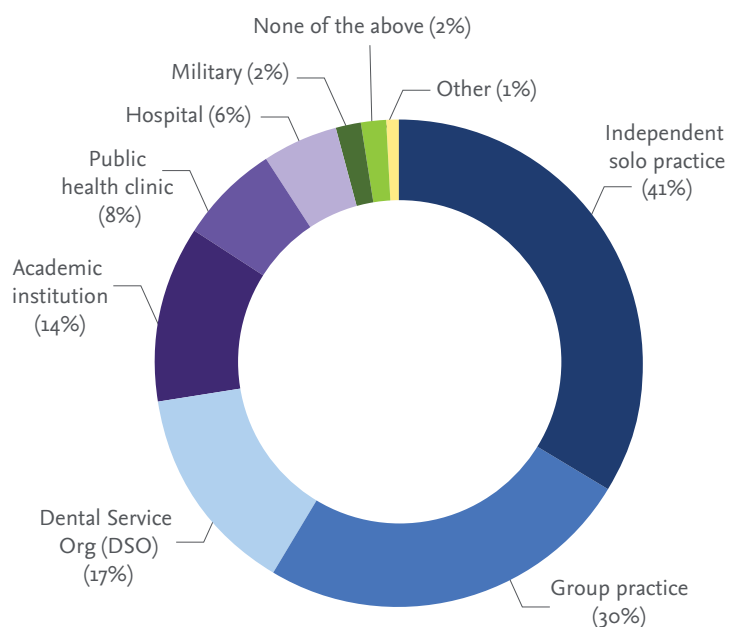
*Kantar Research, 2023

Readership

Information in the following six (6) pages is from the recent ADA Member Survey conducted by Signet Research.

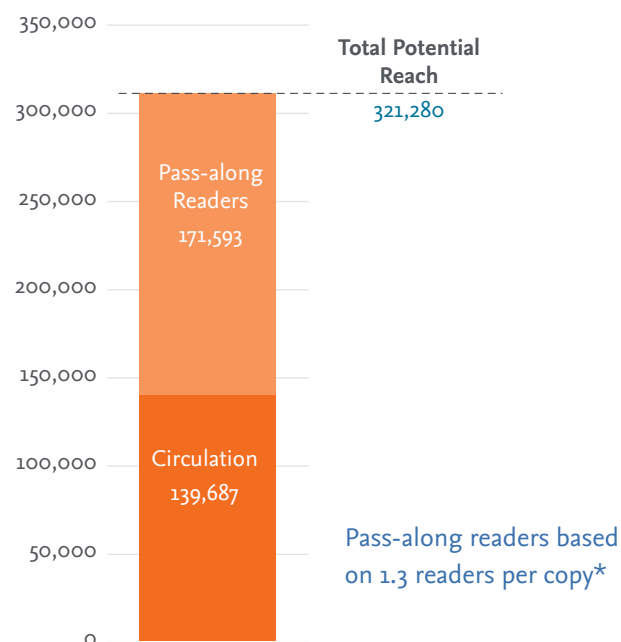
Journal Subscribers*

Workplace Location



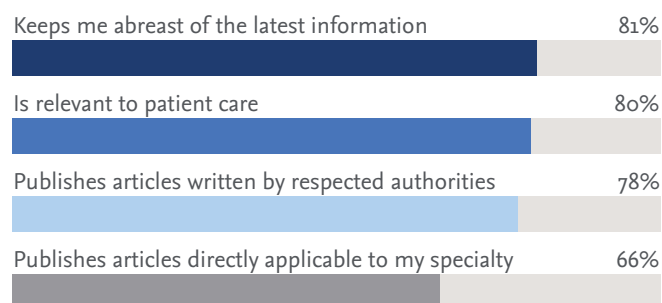
Readership Pass Along Copies*

How many people besides you usually read or look through your copy of JADA?



Editorial Quality*

How strongly do you agree or disagree with each of the following statements as they relate to JADA?

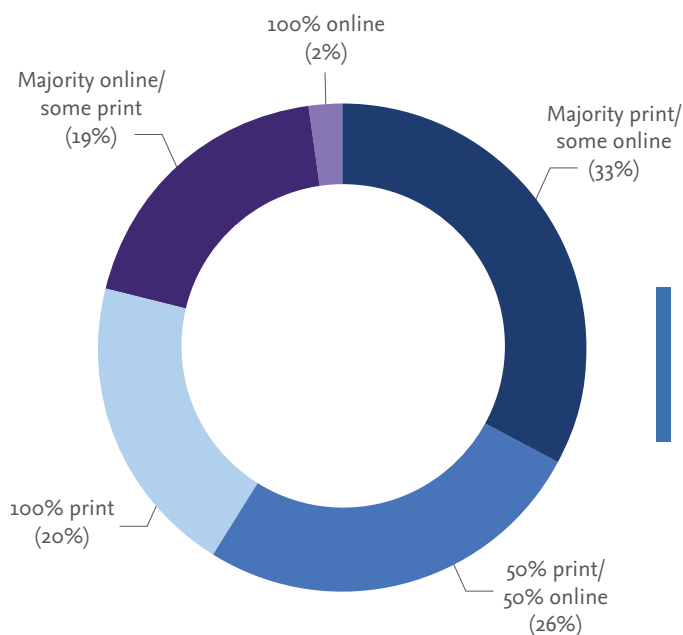


*Signet Research, August 2022

Readership (cont'd)

Print vs. Online*

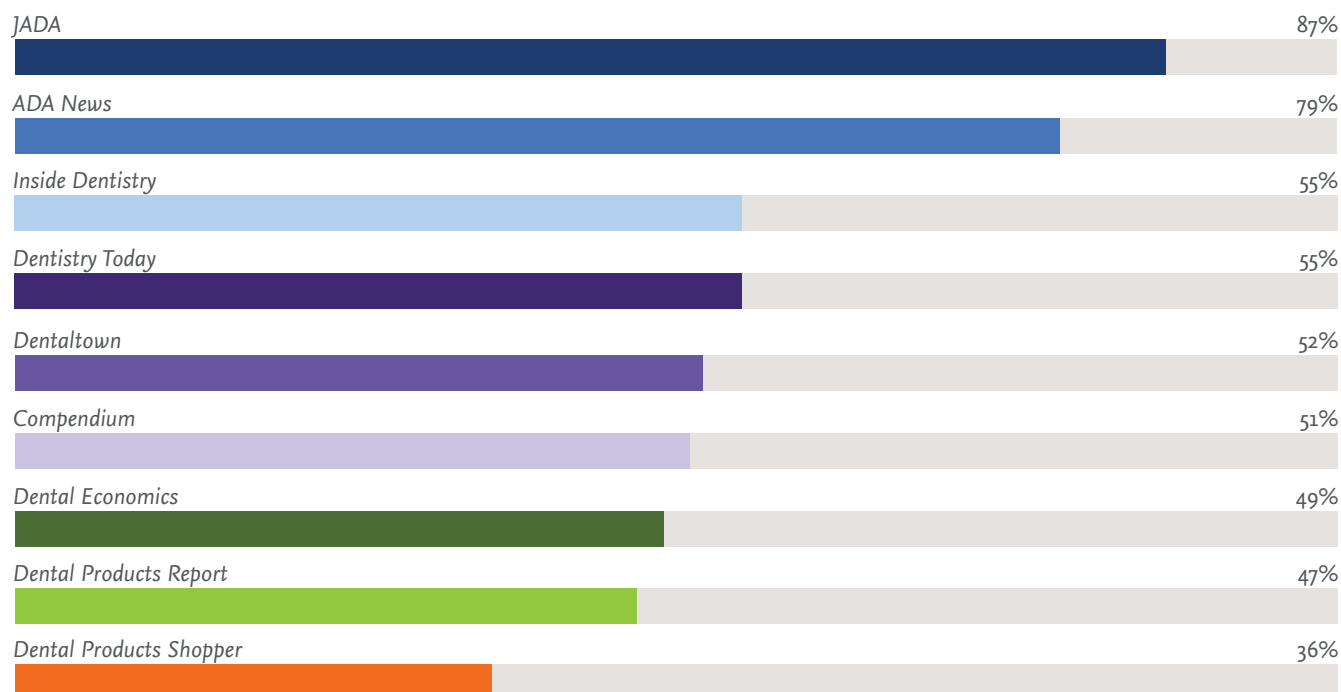
How strongly do you agree or disagree with each of the following statements as they relate to JADA?



98%
of ADA members still
read JADA in print

Readership by Publication*

How frequently do you read each of the following publications?



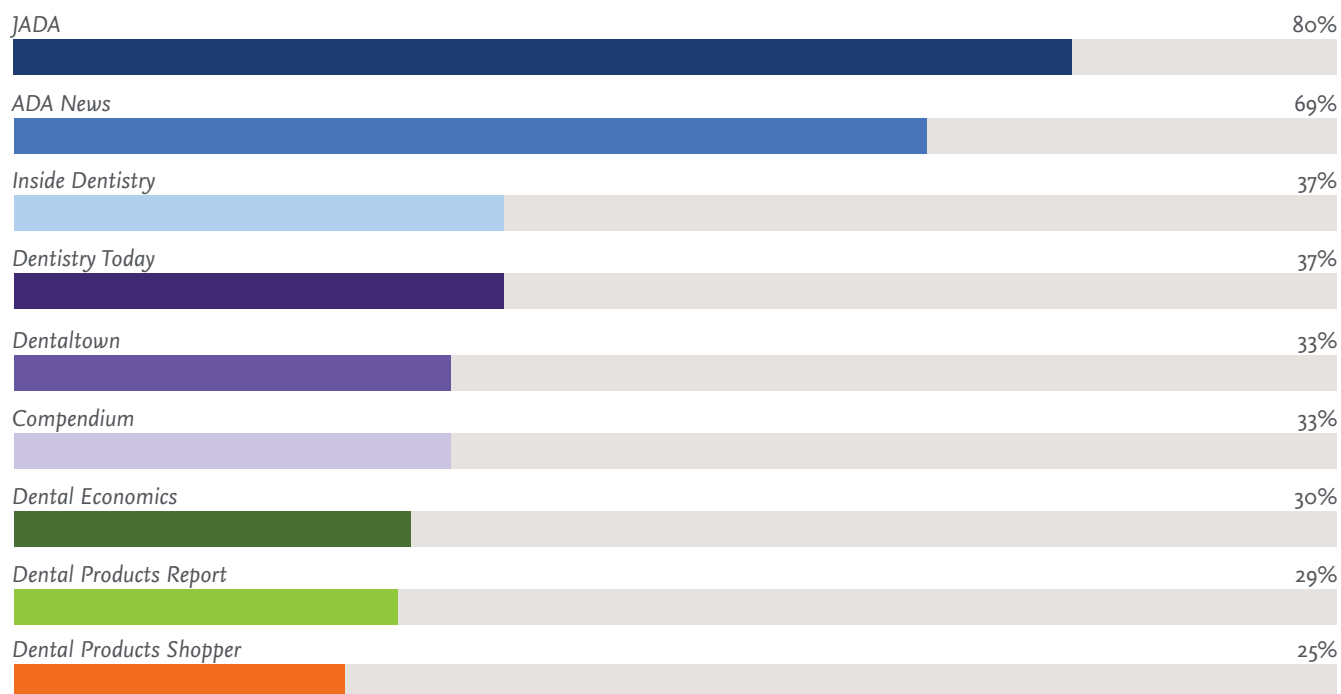
ELSEVIER

*Signet Research, August 2022

Readership (cont'd)

Journal Value*

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

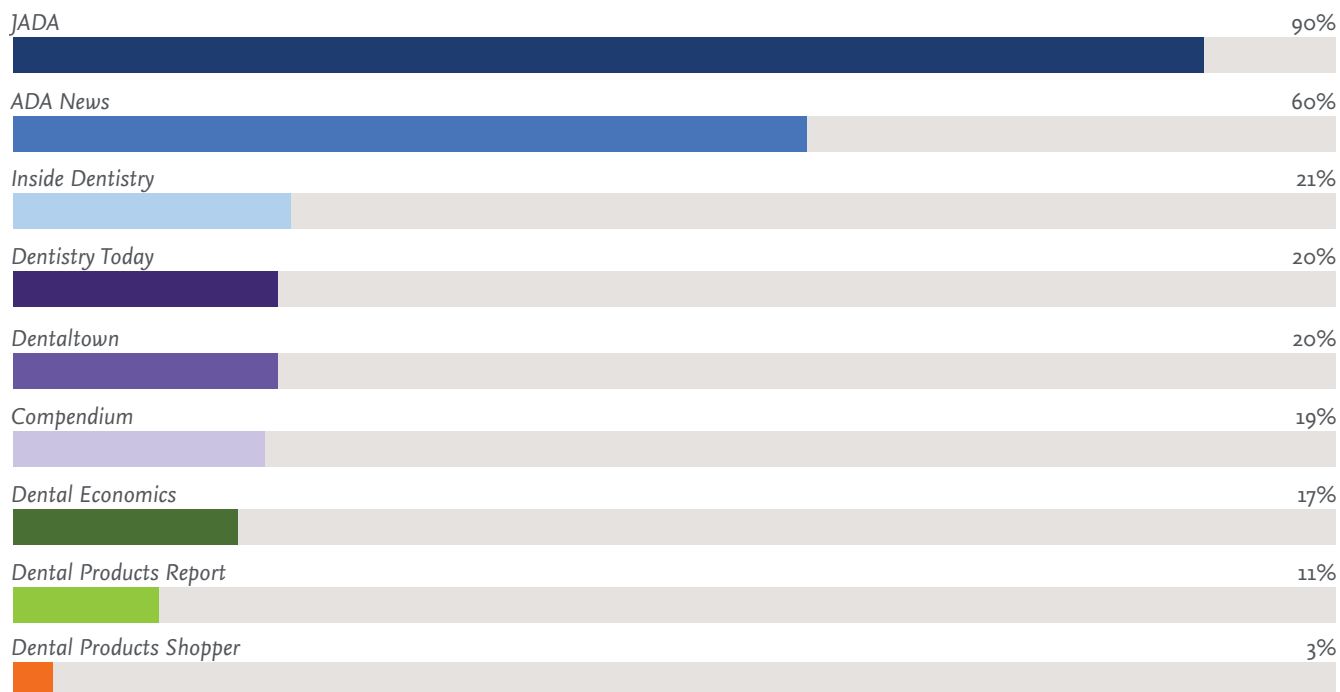


*Signet Research, August 2022

Readership (cont'd)

Journal Trust*

Which of the following publications do you trust to provide you with unbiased, evidence based, accurate information?

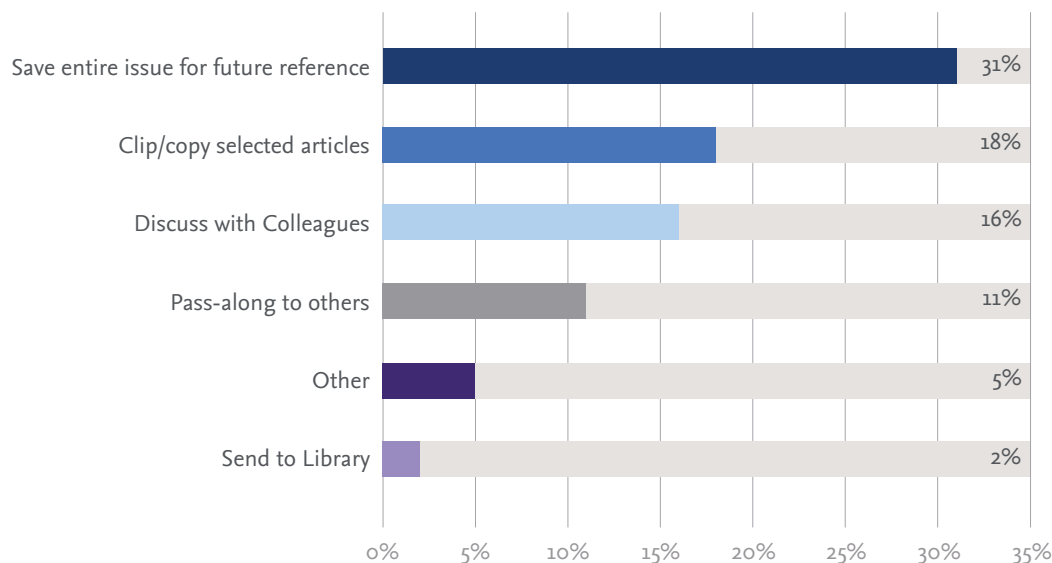


*Signet Research, August 2022

Readership (cont'd)

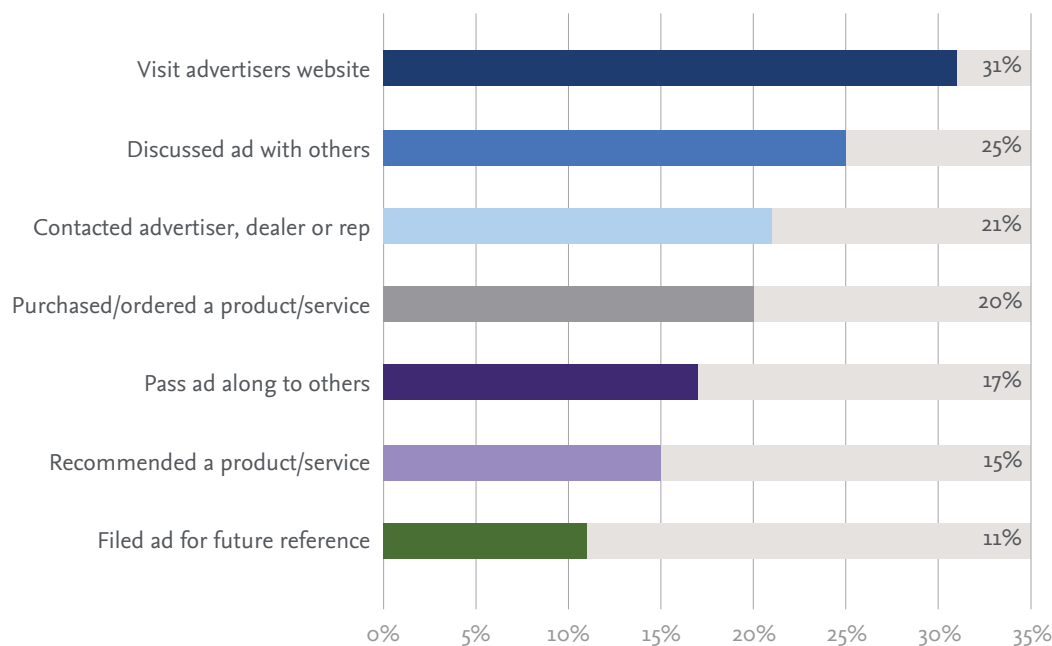
Issue Longevity*

After you (and others) are finished with your printed copy of JADA, what is generally done with it?



Actions Taken Due to Advertisements*

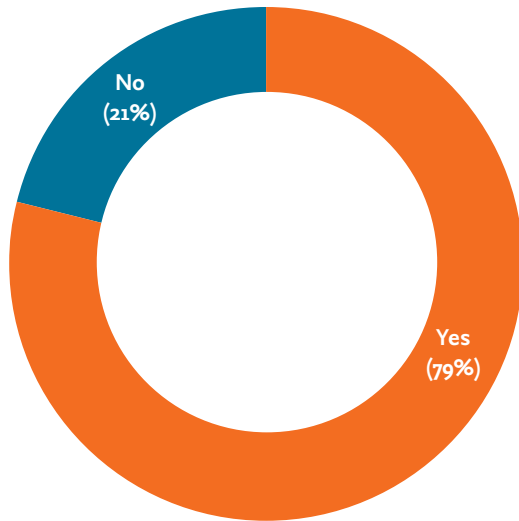
In the last 12 months, what action/s have you taken as a result of seeing ads in JADA?



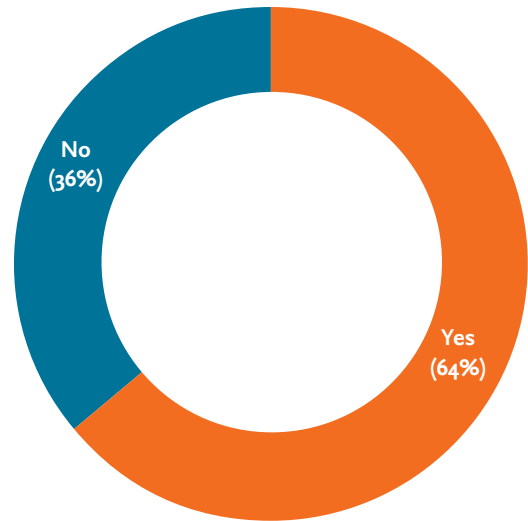
*Signet Research, August 2022

Readership (cont'd)

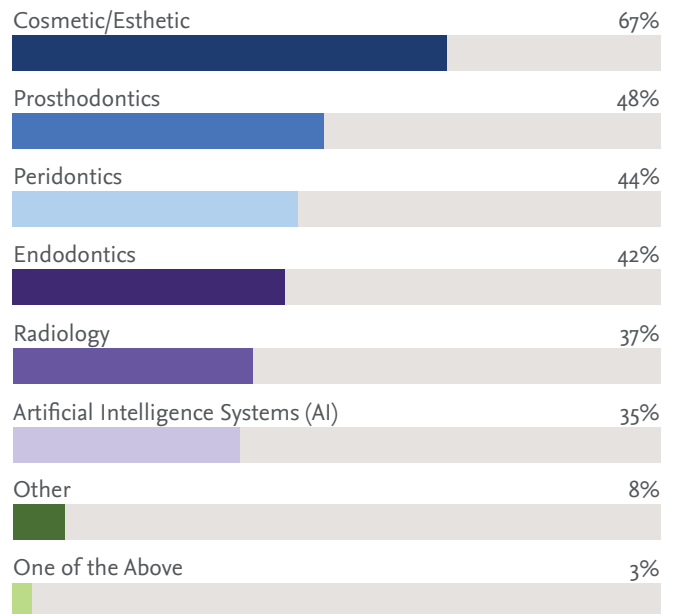
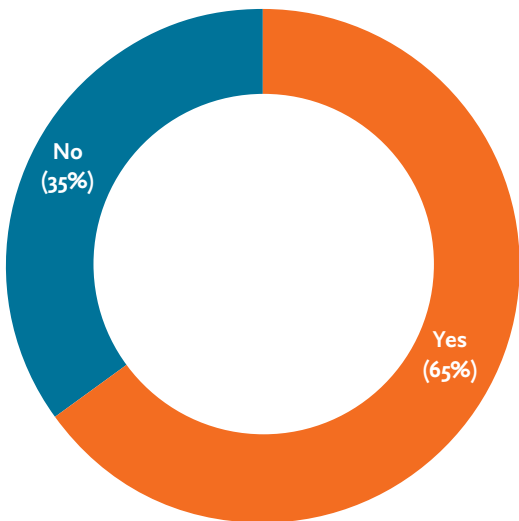
Does the fact that the ADA reviews and approves all advertising in JADA cause you to place additional trust in the quality and integrity of the advertisers/advertisements?



Are you involved in recommending, advising or approving the purchase of capital equipment for your organization?



Do you find single topic supplements useful in your practice?



Journal Website Banner Advertising (ROS)



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*

jada.ada.org/

Pageviews	82,426
Unique Visitors	34,867
Visits	42,504

Rate

\$75 CPM Net

For JADA Foundational Science advertising, contact your sales representative.



*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 *The Journal of the American Dental Association* 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
Middle	MPU	300 x 250	Rate
MPU banners, positions 1, 2, 3, are stacked vertically			\$1,900 (728 x 90)
Formats	jpeg, png, gif, (static image only)		\$1,700 (300 x 250)
Tracking pixels	No		For JADA Foundational Science advertising, contact your sales representative.
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, JADA 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	3,925
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Rate

\$2,000/month 100% SOV
2-month minimum

For JADA Foundational Science advertising,
contact your sales representative.



*Amazon SES: Averages of January-June 2022

Print Rates

Black & White Rates

Frequency	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page
1x	\$14,070	\$10,145	\$8,880	\$6,280	\$4,710
3x	\$13,635	\$9,900	\$8,780	\$6,230	\$4,600
6x	\$13,165	\$9,725	\$8,695	\$6,125	\$4,465
9x	\$13,070	\$9,455	\$8,600	\$6,085	\$4,425
12x	\$12,670	\$9,065	\$8,460	\$6,030	\$4,380
18x	\$12,425	\$8,880	\$8,350	\$5,905	\$4,330
24x	\$12,120	\$8,695	\$8,185	\$5,855	\$4,240
36x	\$12,020	\$8,600	\$8,080	\$5,730	\$4,205
48x	\$11,940	\$8,460	\$7,930	\$5,690	\$4,135
60x	\$11,740	\$8,350	\$7,820	\$5,615	\$4,080
72x	\$11,625	\$8,185	\$7,685	\$5,545	\$4,030
84x	\$11,205	\$7,885	\$6,970	\$4,950	\$3,710
96x	\$11,090	\$7,800	\$6,890	\$4,910	\$3,670
120x	\$10,940	\$7,700	\$6,805	\$4,850	\$3,630

Color Rates

3 Color	\$2,185
Standard Color	\$965
Matched Color	\$1,235
4 Color	\$2,140

Premium Positions

Cover 4	30% B/W page rate
Cover 2	20% B/W page rate
Cover 3	10% B/W page rate
Opposite TOC	10% B/W page rate
First right hand page	10% B/W page rate
Other preferred positions	10% B/W page rate

Cover Tips

\$29,200 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

\$29,700 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
154/1	January 2023	11/28/23	12/1/23	12/8/23
154/2	February 2023	12/20/23	12/27/23	1/4/23
154/3	March 2023	1/23/23	1/26/23	2/2/23
154/4	April 2023	2/23/23	2/28/23	3/7/23
154/5	May 2023	3/27/23	3/30/23	4/6/23
154/6	June 2023	4/25/23	4/28/23	5/5/23
154/7	July 2023	5/25/23	5/31/23	6/7/23
154/8	August 2023	6/22/23	6/27/23	7/6/23
154/9	September 2023	7/26/23	7/31/23	8/7/23
154/10	October 2023	8/24/23	8/29/23	9/6/23
154/11	November 2023	9/26/23	9/29/23	10/6/23
154/12	December 2023	10/24/23	10/27/23	11/3/23

Meeting Issues

Yankee Dental

January 26-28, 2023 (Boston, MA)

Meeting Issue: January

Chicago Dental Society Mid-Winter Meeting

February 23-25, 2023 (Chicago, IL)

Meeting Issue: February

SmileCon

October 5-7, 2023 (Orlando, FL)

Meeting Issue: October

Greater New York Dental Meeting

November 24-29, 2023 (New York, NY)

Meeting Issue: November



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

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.



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



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



Rich Media Expanding & HTML In-Page Ads[†]

Creative Sizes

Leaderboard	728 x 90
Expands ▼ down (maximum size)	728 x 315
Skyscraper	160 x 600
Expands ◀ left (maximum size)	300 x 600
Large Rectangle	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)



[†]Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.



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. 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:

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

The Journal of the American Dental Association
 LSC Communications
 Attn: Elsevier Team
 1600 North Main Street
 Pontiac, IL 61764
 Office: 815-844-1385

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.


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

Contacts

Display Advertising

BroadcastMed

Email: ADASales@broadcastmed.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



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