

# JOURNAL OF DENTAL RESEARCH

Official Journal of the International and American Associations for Dental Research



- Print Advertising
- Online Advertising
- Mobile Advertising
- E-mail Marketing
- Article Reprints
- Supplements
- Sponsored Subscriptions



**MEDIA KIT**  
*Effective January 2013*



# INTEGRATED MARKETING OPPORTUNITIES



## MARKETING TIPS AND STATISTICS

### DYNAMIC LOGIC, ASSESSING AD IMPACT 2009

<http://www.magazine.org/advertising/accountability/assessing-ad-impact.aspx>

- Print publications provide the highest ROI of any individual medium
- The most effective combination of media always includes print
- If choosing only one medium, print provides the best return
- Adding online increases overall media buy impact by as much as 33%
- An integrated buy increases purchase intent by 56%
- An integrated buy increases brand favorability by 60%

### PERQ HCI, INSIGHTS INTO PHYSICIAN MEDIA USAGE, 2009

- Physicians ranked print medical journals as their #1 source of information and Journals accessed online as their #6 source of information
- Physicians ranked online journals as their #2 reason to access the Internet (behind searching for info on drugs)

### READER RESEARCH®, SUMMARY OF AD EFFECTIVENESS STUDIES, 2010

- Ads in print publications seen and read more strongly than ever
- Print ads still prompting reader action as high or higher than in previous years
  - In 2010, 69% of readers reported that they saw a 1 pg/4C ad, up from 65% in 2006
  - In 2010, 25% of readers actually read the ad, up from 23% in 2006
  - In 2010, 34% of readers responded to ads or plan to respond, up from 27% in 2006
- Ad location in publications has no discernable effect on readership of ad
- Larger and color ads increase readership
  - 30% more respondents read 1 page ads than ½ page ads
  - 28% more respondents read 4/C ads vs. B/W ads
- Content of ad more important than position

## INCENTIVE DISCOUNT

Advertisers reserving print and online together may take a 5% discount across the entire campaign.

# GENERAL INFORMATION

**FREQUENCY:**

Monthly

**PUBLISHER:**

SAGE Publications, 2455 Teller Road, Thousand Oaks, California 91320,  
Phone: (805) 499-0721, Fax: (805) 410-7009

**ASSOCIATION AFFILIATION:**

Official Journal of the International Association for Dental Research and  
the American Association for Dental Research

**ABOUT THE SOCIETY:**

The International Association for Dental Research (IADR), headquartered in Alexandria, Va. USA, is a nonprofit organization with more than 11,000 members worldwide. Its mission is : (1) to advance research and increase knowledge for the improvement of oral health worldwide; (2) to support and represent the oral health research community; and (3) to facilitate the communication and application for research findings.

**ABOUT THE JOURNAL:**

The *Journal of Dental Research* is dedicated to the dissemination of new knowledge and information on all sciences relevant to dentistry and to the oral cavity and associated structures in health and disease. JDR publishes original research in all fields of dental, oral and craniofacial sciences, as well as timely and oft-cited review articles in the Critical Reviews in Oral Biology & Medicine (CROBM) section.

**READERSHIP:**

- Oral, dental and craniofacial researchers and clinical scientists
- Dentists
- Oral and dental policy-makers
- Dental educators
- Hard-tissue scientists

**CIRCULATION BY GEOGRAPHY:**

5% - Africa/Middle East  
26% - Asia Pacific  
22% - Europe  
13% - Latin America  
34% - North America

**5-YEAR IMPACT FACTOR:** 4.102 / ranked #2

**2011 IMPACT FACTOR:** 3.486 / ranked #3

**EIGENFACTOR™ SCORE:** 0.02171 / ranked #1

**GENERAL POLICY ON ACCEPTANCE OF ADVERTISING:**

All advertising is subject to the publisher's and the association's approval. The advertiser and/or advertising agency assume liability for all contents of advertising and any claims against the publisher as the result of the advertisement.

## BONUS DISTRIBUTION – 2013

Issue	Conference Distribution	Dates - 2013	Location
February	General Session and Exhibit - AADR/IADR	March 20-23	Seattle, WA

*\*Bonus distribution at these conferences is not guaranteed. SAGE will make every effort to distribute the issues as scheduled but is not responsible for compensation to advertisers if journals do not make shipments as planned.*

# PRINT ADVERTISING

## ADVERTISING RATES – 2013

### DISPLAY AND CLASSIFIED:

#### B&W

	1x	3x	6x	12x	24x
1 page	\$1,495	\$1,415	\$1,290	\$1,220	\$1,165
½ page	\$1,045	\$990	\$900	\$850	\$810
¼ page	\$715	\$675	\$615	n/a	n/a

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

### COLOR RATES:

4-Color charge (in addition to B&W rate above).....\$1,115

### AGENCY COMMISSION: 15%

### COVER AND PREFERRED POSITION RATES (NON-CANCELABLE):

Inside Front Cover .....	Earned B&W rate + 35%
Inside Back Cover.....	Earned B&W rate + 25%
Back Cover.....	Earned B&W rate + 50%
Facing Table of Contents .....	Earned B&W rate + 30%
Facing First Text Page.....	Earned B&W rate + 25%
Other specified positions .....	Earned B&W rate + 15%

### INSERTS (BOUND):

2 page insert – 3 times the earned B&W rate
4 page insert – 5 times the earned B&W rate
6 page insert - 6 times the earned B&W rate
8 page insert – 8 times the earned B&W rate
Business reply cards – earned B&W rate

Outserts, loose inserts, gatefolds, tip-ins, and die cuts are available. Sample must be submitted to the Publisher for approval. Please call for rates.

### INSERT QUANTITY:

Please call prior to each issue because the quantity fluctuates.

### PAYMENT TERMS:

Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

## CLOSING DATES – 2013

ISSUE	SPACE RESERVATIONS	MATERIALS DUE	PRE-PRINTED INSERTS
January	11/8/2012	11/13/2012	11/20/2012
February	12/13/2012	12/18/2012	12/25/2012
March	1/16/2013	1/21/2013	1/28/2013
April	2/21/2013	2/26/2013	3/5/2013
May	3/22/2013	3/27/2013	4/3/2013
June	4/17/2013	4/22/2013	4/29/2013
July	5/23/2013	5/28/2013	6/4/2013
August	6/19/2013	6/24/2013	7/1/2013
September	7/19/2013	7/24/2013	7/31/2013
October	8/22/2013	8/27/2013	9/3/2013
November	9/18/2013	9/23/2013	9/30/2013
December	10/14/2013	10/18/2013	10/25/2013

Insertions made after the printed space reservation deadline are non-cancelable.

If artwork cannot be provided by the above deadlines or an extension approved by the publisher, then the publisher will run the most recent artwork submitted. If no artwork is on hand, then the advertiser will still be responsible for payment on the space reserved.

## HIGH-IMPACT PRINT ADVERTISING

- **Cover tips** - An exclusive way to place your message front and center with each journal reader. Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.
- **Belly Bands** - Another exclusive visibility option. Your ad would wrap around the entire journal.
- **Outserts** - Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers

Please contact your representative for pricing and details on any of these options. Samples must be provided.

# ONLINE / DIGITAL ADVERTISING

**JOURNAL WEBSITE:** <http://jdr.sagepub.com>

## HOME PAGE:



## INTERNAL PAGES:



## ONLINE ADVERTISING RATES

- **Banner 1:** Leaderboard (728 x 90) ..... \$75 CPM
- **Banner 2:** Skyscraper (160 x 600) ..... \$75 CPM

Minimum buy: 25,000 impressions per month per banner

- Exclusive Visibility may be available in any of the locations. Please contact your representative.
- Please note that some locations may not be available for all sites.
- Banner advertising may be available across multiple publications. Please contact your representative.
- Geo-targeting is available. Please contact us if you would like your ad to run in specific countries/regions.

## BANNER AD SPECIFICATIONS

- Acceptable File Formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size on banners: 100K
- All artwork is subject to review/acceptance by publisher prior to placement.
- Third party ad tags accepted

## HIGH-IMPACT ONLINE ADS

Expandable ads, roadblocks and other rich media ads may be available. Please contact us for availability.

## ONLINE / DIGITAL ADVERTISING (continued)

### MOBILE WEBSITE

Each SAGE journal's website has a complementary mobile website, optimized for smaller mobile screens.

*Please contact your sales representative for more information about advertising opportunities.*

### MOBILE APPLICATION

*Please contact your sales representative for more information about advertising opportunities.*

### MICROSITES

SAGE offers our industry partners the opportunity to collaborate with us in the development of microsites on specific topics pertinent to their businesses and product lines.

These sites will become destination sites for any practitioners seeking information on the specific topic.

Information included on the microsites:

- The most relevant journal content from all of SAGE's journals
- Feature article highlighted
- Links and related content provide by the sponsor
- "About the Sponsor" section
- Leaderboard banner for the sponsor

SAGE will host and update the site, which will be fully linkable to the sponsor's site and the related SAGE journal sites.

This is an excellent opportunity to drive traffic to your own corporate or product sites while branding your company as the leader in that specific topic.

*Please contact your sales representative for more information.*

## OTHER MARKETING OPPORTUNITIES

### ARTICLE REPRINTS, E-PRINTS, TRANSLATED REPRINTS

Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference hand-outs, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via email.

SAGE can also arrange for translation of reprints into the local language of your target audience.

### SUPPLEMENTS

Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company's business.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be pre-approved by the editor, and all articles must undergo peer review.

### TRANSLATED REGIONAL EDITIONS

Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

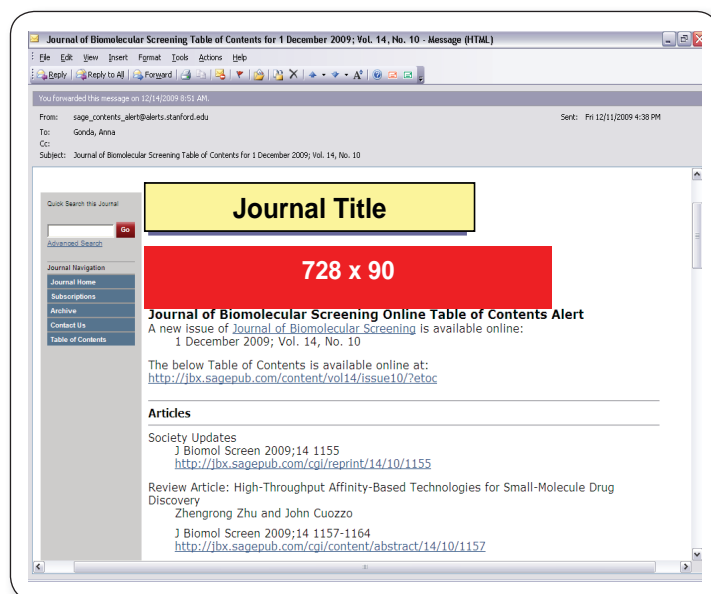
### SPONSORED SUBSCRIPTIONS

Target the mailing list of your choice by sponsoring subscriptions to the journal.

# E-MAIL MARKETING

## ELECTRONIC TABLE OF CONTENTS (E-TOC) ALERT SPONSORSHIPS

Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing.  
Subject to Association approval.



Type of Ad	Specs	1x	3x	6x	12x
Banner Ad	728 x 90	\$1,250	\$1,150	\$1,000	\$850

Advertisers are also required to provide 40 words of text which will appear in the event the e-TOC subscriber has elected to receive the e-TOC as text only.

## BANNER AD SPECIFICATIONS FOR E-TOC

- Acceptable File Formats: GIF, JPG, PNG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement.

# ARTWORK SPECIFICATIONS

Trim Size: 8 3/8" w x 11" h

	<b>Non-Bleed</b>	<b>Bleed</b>
Full page:	7" w x 10" h	8 5/8" w x 11 1/8" h
1/2 page horizontal:	7" w x 4 7/8" h	
1/2 page vertical:	3 3/8" w x 10" h	
1/4 page vertical:	3 3/8" w x 4 7/8" h	

Live matter: 1/4" from trim

Binding: Perfect

## REQUIREMENTS FOR ELECTRONIC DELIVERY:

### General Instructions:

A High Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is **300 dpi** for color or grayscale images and 900-1200 dpi for line art (1-bit) images. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

### Image Size/Crop:

Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

### Proof Instructions:

- **Color Ads:** An identifiable **SWOP-certified proof** (Specifications Web Offset Publications—[www.swop.org](http://www.swop.org)) must be supplied with the final digital file. If a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.

- **B&W Ads:** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

### File Submission Instructions:

Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

### BIND-IN CARDS AND INSERTS:

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the Head, Foot, Gutter and Face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than 1/4" from the trim.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

### POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS:

Final size of all BRCs must be 4 1/4" h x 6" w.

Minimum paper weight is 7 pt.

Recommended stock is 75# hlb. It meets the requirements set forth by the USPS for reply cards.

**Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.**

# CONTACT INFORMATION

## FOR ALL ADVERTISING INQUIRIES:

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## FOR ARTWORK DELIVERY:

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Fax: 805-410-7009  
E-mail: [advertising@sagepub.com](mailto:advertising@sagepub.com)

## PRE-PRINTED INSERTS:

*(list journal name, issue # and quantity on boxes/skid)*  
Ship to:  
Mary Heiliger  
Sheridan Press  
450 Fame Avenue  
Hanover, PA 17331 USA  
Phone: 800-635-7181 ext. 8145

## FOR REPRINT AND SUPPLEMENT SALES:

Barbara Eisenberg  
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
Phone: 805-410-7763  
Fax: 805-410-7009  
E-mail: [reprint@sagepub.com](mailto:reprint@sagepub.com)