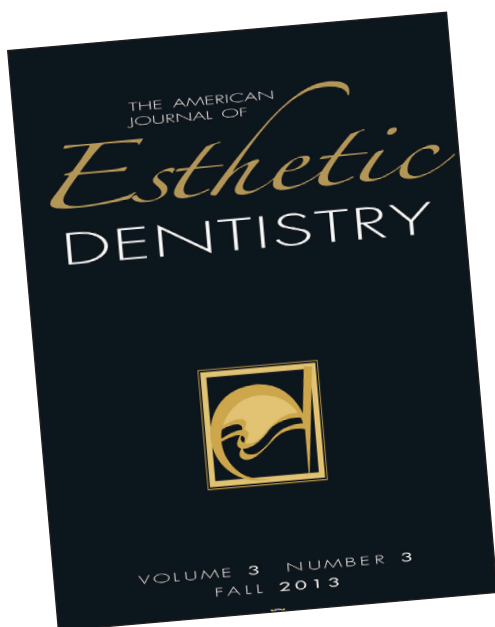


2014 Rate Card



The American
Journal of

Esthetic DENTISTRY

The American Journal of Esthetic Dentistry is targeted at dentists in general practice, as well as specialists, who must meet an ever-growing demand by increasingly informed patients for high-quality esthetic dental treatment. Like its sister publication, *The European Journal of Esthetic Dentistry*, it presents clinical articles, beautifully designed and exquisitely produced, that will both educate and inspire readers. A distinguished editorial board oversees the quality of the articles and the validity of the techniques presented.

Production Specifications

Journal trim: 8 $\frac{1}{8}$ " wide × 10 $\frac{7}{8}$ " deep.

Bleed size: 8 $\frac{3}{8}$ " wide × 11 $\frac{1}{8}$ " deep.

Printing: text is sheet-fed offset on 80# matte; covers 10 pt coated enamel.

Binding: perfect.

Production service: any extra mechanical work done by the Publisher on any submitted ad materials will be billed at prevailing rates (noncommissionable).

Delivery of Files

You can send your files to us in 3 ways:

1. On disk, mailed to: Advertising Manager, 4350 Chandler Drive, Hanover Park, IL 60133
2. By email (5-MB file limit): whartman@quintbook.com
3. By FTP: Please visit <http://www.quintpub.com/dropbox> for further instructions

Publication Data

| Issue No. | Publication Date | Insertion Order Closing | Material Closing |
|-----------|------------------|-------------------------|------------------|
| 1 | Mar 14, 2014 | Feb 7, 2014 | Feb 14, 2014 |
| 2 | Jun 6, 2014 | May 2, 2014 | May 9, 2014 |
| 3 | Sep 12, 2014 | Aug 8, 2014 | Aug 15, 2014 |
| 4 | Dec 9, 2014 | Oct 31, 2014 | Nov 7, 2014 |

Mechanical Requirements

Advertising materials should be supplied as an electronic file, such as PDF, Adobe Photoshop, or Adobe Illustrator application files as well as EPS files. A high-resolution digital color proof must be supplied with the electronic file. For a more detailed list of requirements or submissions in other formats, contact the Publisher prior to the material deadline.

The American
Journal of
Esthetic
DENTISTRY

Editor-in-Chief
Richard J. Simonsen, DDS

Black/White Advertising Rates (effective October 1, 2013)

| Frequency* | 1x | 2x | 4x |
|------------|---------|---------|---------|
| 1 page | \$1,300 | \$1,250 | \$1,050 |
| ½ page | 1,050 | 1,000 | 950 |
| ¼ page | 900 | 850 | 800 |

*Earned rates are based on frequency of insertions within calendar year.

Color Advertising Rates

Matched color rate \$780 per page plus earned rate
Metallic color rate \$920 per page plus earned rate
Three- or four-color rate \$1,850 per page plus earned rate
Additional color will be quoted on request.

Special Positions

Second cover add 40% to earned black & white rate
Third cover add 30% to earned black & white rate
Fourth cover add 60% to earned black & white rate
Specified position add 20% to earned black & white rate

Inserts

Two page 3 times earned black & white rate
Four page 4 times earned black & white rate

Bleeds

No charge.

Agency Commission

15% on space and color charges only if paid within 30 days of invoice date.

Online Journal

Paid subscribers have free access to the web edition and unlimited use of the archives.

Acceptance of Advertising

All advertisements are subject to review and approval by the Editorial Board. Copy in duplicate should be sent to the Journal Publisher as far in advance as possible for submission to the committee.

Frequency
Quarterly

Circulation
2,000

Subscription Rate
\$188

Year Established
2011

Contracts and Materials

All insertion orders, contracts, films, reproduction materials, plus any advertising-related inquiries should be addressed to:

William G. Hartman
Executive Vice President
Quintessence Publishing Co, Inc
4350 Chandler Drive
Hanover Park, IL 60133
Tel: 630/736-3600 x413
Fax: 630/736-3633
Email: whartman@quintbook.com

Website Advertising

Website advertising available on www.quintpub.com.
Contact us for more information.

Visit our website at: www.quintpub.com

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