

2017 *Rate Card*



International Journal of Evidence-Based Practice for the Dental Hygienist is targeted at dental hygienists, researchers, public health dentistry professionals and educators, as well as dentists and other members of the dental team, who will benefit from extending their professional knowledge and training.

This unique new journal aims to:

- Present clinically relevant articles on current scientific evidence
- Prepare practicing hygienists and the entire dental team to answer their patients' questions with authority
- Teach them the skills they need to conduct their own scientific inquiry

Editor-in-Chief: Julie Frantsve-Hawley, RDH, PhD

Production Specifications

Trim size must be 8.125" x 10.875" (206.375 mm x 276.225 mm) and there must be a .125" (3.175 mm) bleed.

Please check to make sure the file is flattened with no transparencies, no spot colors and all colors are CMYK.

Images must be CMYK and at least 300 dpi at full size. Live type area should be .25" (6.35 mm) from the trim size. Crop marks and registration marks must fall outside the bleed area (.125" or 3.175 mm offset).

Required ad file submission format is composite PDF (PDF/X-1a preferred).

For a more detailed list of requirements or submissions in other formats, contact Paul Lochner (plochner@quintbook.com) prior to the material deadline.

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

Files under 10MB can be emailed to plochner@quintbook.com.

Larger files should be sent using a cloud storage service or file-delivery service.

Publication Data

Issue No.	Publication Date	Insertion Order Closing	Material Closing
1	Mar 8, 2017	Feb 3, 2017	Feb 10, 2017
2	Jun 8, 2017	May 5, 2017	May 12, 2017
3	Sep 6, 2017	Aug 4, 2017	Aug 11, 2017
4	Dec 7, 2017	Nov 3, 2017	Nov 10, 2017

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.

International Journal of Evidence-Based Practice for the Dental Hygienist

Editor-in-Chief

Julie Frantsve-Hawley, RDH, PhD

Black/White Advertising Rates (effective October 1, 2016)

Frequency*	1x	2x	4x
1 page	\$2,700	\$2,400	\$2,250
½ page	2,380	2,080	1,930

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

Color Advertising Rates

Four-color rate.....\$1,950 per page plus earned rate
Custom orders will be quoted on request.

Special Inserts

Second cover.....add 40% to earned black & white rate
Opening right-hand page.....add 35% 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.

Preprinted Belly Bands..... \$12,500

Agency Commission

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

Acceptance of Advertising

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

Online Journal

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

Website Advertising

Paid subscribers have free access to the web edition and unlimited use of the archives. Contact us for information on website advertising.

Frequency

Quarterly

Subscription Rate

\$98 per year

Circulation

3,000

Year Established

2015

Contracts and Materials

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

Paul Lochner	or	William G. Hartman
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Quintessence Publishing Co, Inc		Quintessence Publishing Co, Inc
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