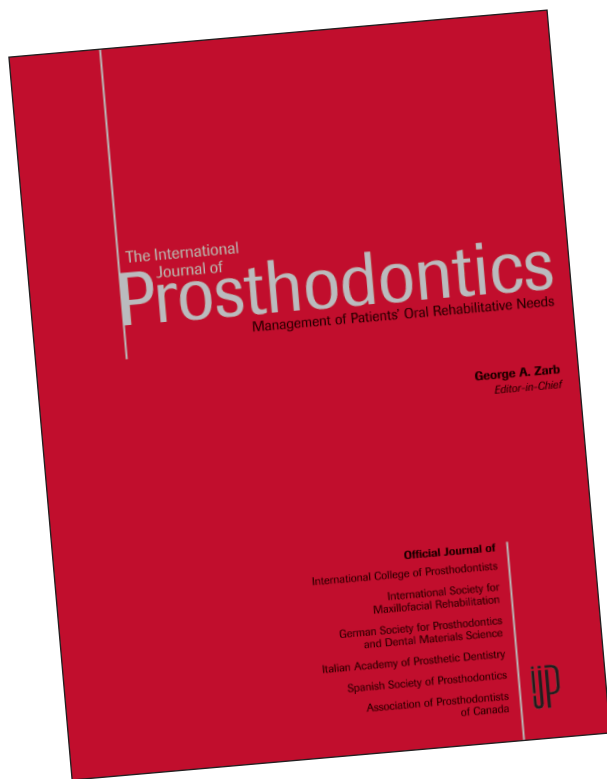


2012 *Rate Card*



Targeted at prosthodontists, general practitioners, technicians, educators, and researchers

- Provides the most current original articles on relevant prosthodontic clinical research and patients' oral rehabilitative needs
- Effective vehicle for informing opinion leaders about your product's unique attributes and applications
- Official journal of five professional societies, featuring articles on a wide range of clinically relevant subjects
- Prominent editor and editorial board make this journal a must-read for international leaders in the field

Editor-in-Chief: George Zarb, BChD, DDS, MS, MS, FRCD(C)

The official journal of
International College of Prosthodontists
International Society for Maxillofacial Rehabilitation
German Society for Prosthodontics and Dental Materials Science
Italian Academy of Prosthetic Dentistry
Spanish Society of Prosthodontics

Production Specifications

Journal trim: 8 $\frac{1}{8}$ " wide x 10 $\frac{7}{8}$ " deep.
Bleed size: 8 $\frac{3}{8}$ " wide x 11 $\frac{1}{8}$ " deep.
Printing: text is sheet-fed offset on 70# matte; cover is 80# 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@quintpub.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	Jan 12, 2012	Dec 9, 2011	Dec 16, 2011
2	Mar 9, 2012	Feb 3, 2012	Feb 10, 2012
3	May 10, 2012	Apr 6, 2012	Apr 13, 2012
4	Jul 9, 2012	Jun 1, 2012	Jun 8, 2012
5	Sep 10, 2012	Aug 3, 2012	Aug 10, 2012
6	Nov 9, 2012	Oct 5, 2012	Oct 12, 2012

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.



Editor-in-Chief
George Zarb, BChD, DDS, MS, MS, FRCD(C)
 Professor Emeritus, Prosthodontics
 Faculty of Dentistry, University of Toronto
 Toronto, Canada

Members of the International College of Prosthodontists, the German Society for Prosthodontics and Dental Materials Science, the International Society for Maxillofacial Rehabilitation, the Italian Academy of Prosthetic Dentistry, and the Spanish Society of Prosthodontics receive **The International Journal of Prosthodontics**, their official journal, as part of their membership benefits.

Black/White Advertising Rates (effective October 1, 2011)

Frequency*	1x	3x	6x
1 page	\$1,690	\$1,620	\$1,460
½ page	1,405	1,350	1,220
¼ page	1,280	1,220	1,120

*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

Preprinted Belly Band \$10,500

Bleeds

No charge.

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 Journal 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

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

Frequency

Bimonthly

Subscription Rate

\$175 per year

Circulation

2,300

Year Established

1988

Circulation Analysis

Prosthodontists 678
 General Practitioners 609
 Technicians 67
 Schools, Libraries, Agencies 176
 Foreign, Not Specified 728
 Other 35

Territorial Distribution

New England 61
 Middle Atlantic 103
 East North Central 70
 West North Central 27
 South Atlantic 83
 East South Central 48
 West South Central 37
 Mountain States 17
 Pacific States 147
 Canada 98
 Foreign 1,597
 All Others 5

Contracts and Materials

All insertion orders, contracts, 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
 Toll-free: 800/621-0387
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