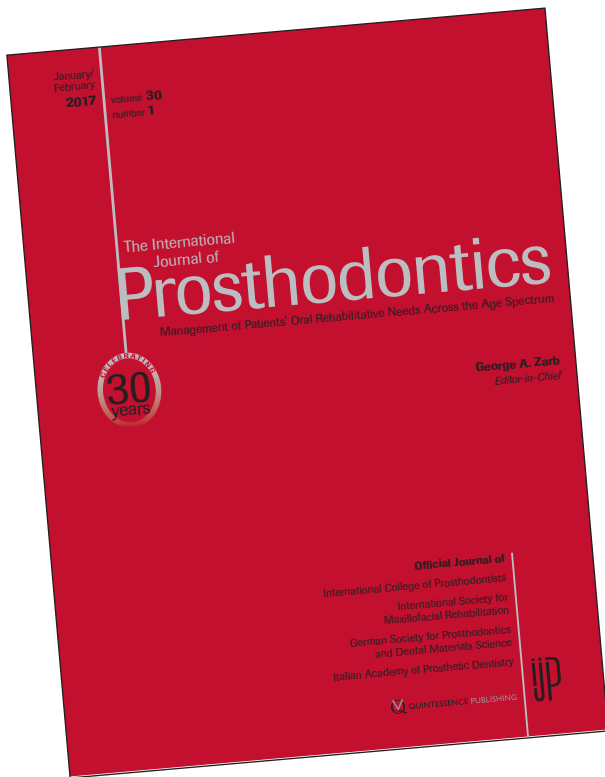


# 2017 *Rate Card*



**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 four 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**

## **Ad File Preparation**

Trim size must be 8.125" x 10.875" (206.375 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).

## **Ad File Delivery**

Files under 10MB can be emailed to plochner@quintbook.com. Larger files should be sent using a cloud storage service or file-delivery service.

## **Journal Specifications**

Journal trim size: 8.125" x 10.875"

Printing: Text is sheet-fed offset on 70# matte; cover is 80# coated enamel.

Binding: Perfect.

## **Publication Data**

Issue No.	Publication Date	Insertion Order Closing	Material Closing
1	Jan 25, 2017	Dec 23, 2016	Jan 3, 2017
2	Mar 22, 2017	Feb 17, 2017	Feb 24, 2017
3	May 17, 2017	Apr 13, 2017	Apr 21, 2017
4	Jul 20, 2017	Jun 16, 2017	Jun 23, 2017
5	Sep 21, 2017	Aug 18, 2017	Aug 25, 2017
6	Nov 22, 2017	Oct 20, 2017	Oct 27, 2017



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, and the Italian Academy of Prosthetic Dentistry receive **The International Journal of Prosthodontics**, their official journal, as part of their membership benefits.

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

Frequency*	1x	3x	6x
1 page	\$1,865	\$1,795	\$1,635
½ page	1,580	1,525	1,395
¼ page	1,455	1,395	1,295

\*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 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 Bands** ..... \$12,500

**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 Publisher as far in advance as possible for submission to the committee.

**Journal App**

Your print ad will also appear in the journal app, with a direct link to your company website!

**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**

Bimonthly

**Subscription Rate**

\$205 per year

**Circulation**

2,000

**Year Established**

1988

**Circulation Analysis**

Prosthodontists .....	741
General Practitioners.....	401
Technicians.....	62
Schools, Libraries, Agencies.....	161
Foreign, Not Specified.....	630
Other .....	21

**Territorial Distribution**

New England.....	67
Middle Atlantic.....	145
East North Central .....	90
West North Central.....	33
South Atlantic .....	110
East South Central.....	44
West South Central.....	42
Mountain States.....	20
Pacific States .....	205
Canada .....	108
Foreign.....	1,150
All Others.....	2

**Contracts and Materials**

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

Paul Lochner	or	William G. Hartman
Director of Advertising Sales		Executive Vice President
Quintessence Publishing Co, Inc		Quintessence Publishing Co, Inc
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