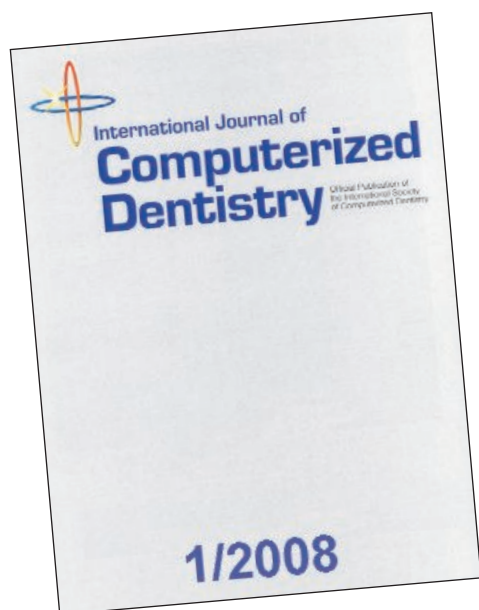


2009 Rate Card



THE INTERNATIONAL JOURNAL OF COMPUTERIZED DENTISTRY

The International Journal of Computerized Dentistry explores the innovations in the emerging field of computerized dentistry and how to integrate them into clinical practice. Articles also address the use of computer-based communication to support patient care, assess the quality of care, and enhance clinical decision-making. The journal is presented in a bilingual format; each article is presented in English as well as the author's native language.

Production Specifications

Journal trim: 8 $\frac{1}{16}$ " wide x 10 $\frac{13}{16}$ " deep.
Bleed size: 8 $\frac{5}{16}$ " wide x 11 $\frac{1}{16}$ " deep.
Printing: text is sheet-fed offset on 70# matte; cover is 100# 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 (non-commissionable).

Publication Data

Issue No.	Publication Date*	Insertion Order Closing	Material Closing
1	Jan xx, 2009	Nov xx, 2008	Dec x, 2008
2	Apr xx, 2009	Feb xx, 2009	Mar x, 2009
3	Jul xx, 2009	May xx, 2009	Jun x, 2009
4	Oct xx, 2009	Aug xx, 2009	Sep x, 2009

* This journal is printed in Germany; allow 4 weeks for delivery.

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 INTERNATIONAL JOURNAL OF COMPUTERIZED DENTISTRY

Editors

Dr Bernd Reiss (Science)
Dr Klaus Wiedhahn (Application)
Dr Olaf Schenk (National Reports)

The International Journal of Computerized Dentistry is the official publication of the **International Society of Computerized Dentistry**.

Black/White Advertising Rates (effective October 1, 2008)

Frequency*	1x	2x	4x
1 page	\$1,500	\$1,425	\$1,350
½ page	850	810	765
¼ page	450	430	405
⅓ page	250	240	225

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

Color Advertising Rates

Standard color rate \$530 per page plus earned rate
Matched color rate \$680 per page plus earned rate
Three- or four-color rate . . \$1,450 per page plus earned rate

Special Positions

Second cover add 30% to earned black & white rate
Third cover add 30% to earned black & white rate
Fourth cover add 30% 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.

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.

Subscription Rate

\$158 per year.

Circulation

6,000.

Journal Established

1998.

Contracts and Materials

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

William G. Hartman, Vice President
Quintessence Publishing Co, Inc
4350 Chandler Drive
Hanover Park, IL 60133
Tel: 630/736-3600
Toll-free: 800/621-0387
Fax: 630/736-3633
E-mail: whartman@quintbook.com

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