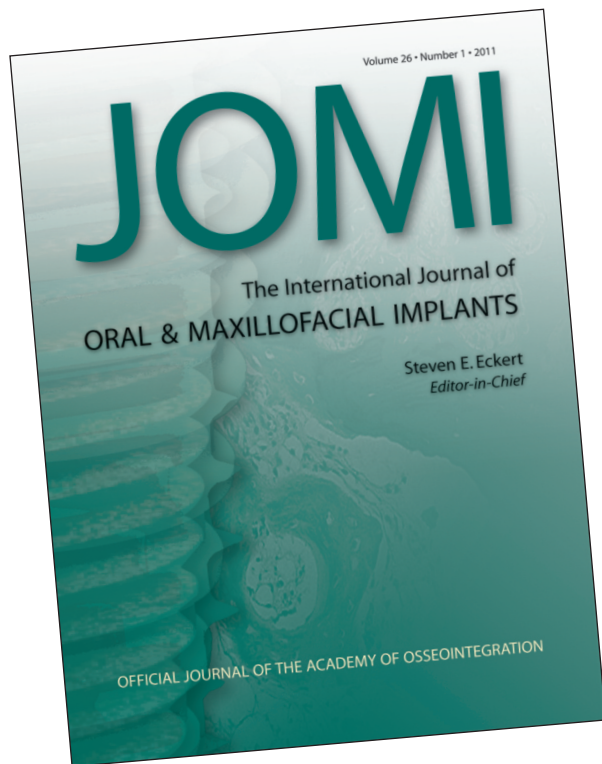


# 2012 *Rate Card*



**Targeted at oral surgeons, periodontists, prosthodontists, general practitioners, and researchers**

- Disseminates current information related to the management of patients utilizing implant modalities and reports the results of basic and clinical research by investigators whose studies embrace the implant concept
- Largest circulation of all implant journals and widely read by both implant practitioners and researchers alike
- Researchers' top choice for publishing their cutting-edge research findings
- Promotes your products to leading researchers and clinicians in this highly competitive field
- Official journal of the Academy of Osseointegration

**Editor-in-Chief: Steven E. Eckert, DDS, MS**

## 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 60# 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@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	Feb 7, 2012	Jan 4, 2012	Jan 11, 2012
2	Apr 3, 2012	Feb 24, 2012	Mar 2, 2012
3	Jun 6, 2012	Apr 27, 2012	May 4, 2012
4	Aug 7, 2012	Jun 29, 2012	Jul 6, 2012
5	Oct 9, 2012	Aug 31, 2012	Sep 7, 2012
6	Dec 6, 2012	Oct 26, 2012	Nov 2, 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.



THE INTERNATIONAL JOURNAL OF  
**Oral & Maxillofacial Implants**

Editor-in-Chief  
**Steven E. Eckert, DDS, MS**

**The International Journal of Oral & Maxillofacial Implants** is the official journal of the **Academy of Osseointegration**. Members of the Academy of Osseointegration receive the journal as part of their membership benefits.

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

Frequency*	1x	3x	6x	12x
1 page	\$2,520	\$2,420	\$2,280	\$2,120
½ page	2,190	2,120	2,000	1,890
¼ page	2,050	2,000	1,880	1,780

\*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

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

**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.

**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](http://www.quintpub.com).  
 Contact us for more information.

**Frequency**

Bimonthly

**Subscription Rate**

\$185 per year

**Circulation**

9,500

**Year Established**

1986

**Circulation Analysis**

Members of the Academy of  
 Osseointegration . . . . . 5,212  
 General Practitioners . . . . . 824  
 Periodontists . . . . . 436  
 Oral Surgeons . . . . . 384  
 Prosthodontists . . . . . 114  
 Schools, Libraries, Agencies . . . . . 361  
 Foreign, Not Specified . . . . . 2,070  
 Other . . . . . 126

**Territorial Distribution**

New England . . . . . 404  
 Middle Atlantic . . . . . 1,164  
 East North Central . . . . . 505  
 West North Central . . . . . 193  
 South Atlantic . . . . . 1,097  
 East South Central . . . . . 162  
 West South Central . . . . . 362  
 Mountain States . . . . . 248  
 Pacific States . . . . . 1,196  
 Canada . . . . . 347  
 Foreign . . . . . 3,821  
 All Others . . . . . 28

**Contracts and Materials**

All insertion orders, contracts, materials, and 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  
 Fax: 630/736-3633  
 Email: [whartman@quintbook.com](mailto:whartman@quintbook.com)

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