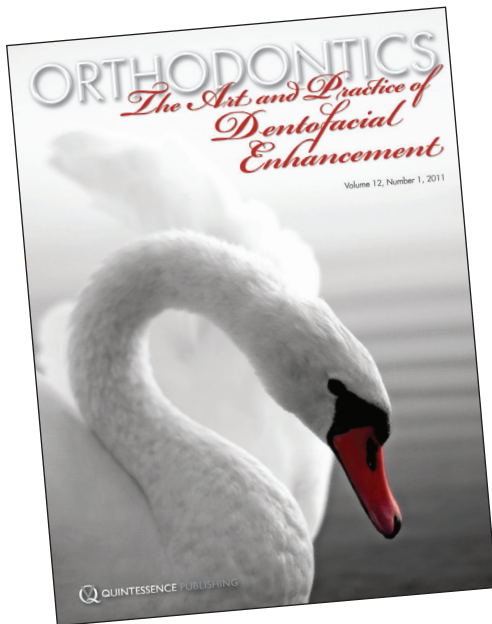


# 2012 Rate Card



Formerly *World Journal of Orthodontics*

## ORTHODONTICS *The Art and Practice of Dentofacial Enhancement*

**ORTHODONTICS: The Art and Practice of Dentofacial Enhancement** is targeted at practicing orthodontists, cosmetic dentists, and other dental specialists involved in dentofacial enhancement. The new elegant presentation and interpretive design of this journal, in color throughout, showcases clinically relevant articles to meet the growing demand to augment the esthetic orthodontic database. With its new focus on esthetic treatment, the journal will advance the art and practice of orthodontics throughout the world.

### Production Specifications

Journal trim: 8 $\frac{1}{8}$ " wide × 10 $\frac{7}{8}$ " deep.  
Bleed size: 8 $\frac{3}{8}$ " wide × 11 $\frac{1}{8}$ " deep.  
Printing: text is sheet-fed offset on 80# matte; covers 10 pt 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](mailto: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	Mar 2, 2012	Jan 27, 2012	Feb 3, 2012
2	Jun 8, 2012	May 4, 2012	May 11, 2012
3	Sep 14, 2012	Aug 10, 2012	Aug 17, 2012
4	Dec 19, 2012	Nov 14, 2012	Nov 21, 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.

# ORTHODONTICS

## *The Art and Practice of Dentofacial Enhancement*

Editor-in-Chief

**Rafi Romano, DMD, MSc**

Associate Editor

**Marc Bernard Ackerman, DMD, MBA**

Formerly *World Journal of Orthodontics*

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

Frequency*	1x	2x	4x
1 page	\$1,300	\$1,250	\$1,050
½ page	1,050	1,000	950
¼ page	900	850	800

\*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

### Bleeds

No charge.

### Agency Commission

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

### Online Journal

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

### 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

### Circulation

4,000

### Subscription Rate

\$150 per year

### Year Established

2011 (new name and format)

### Contracts and Materials

All insertion orders, contracts, films, reproduction 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

Email: whartman@quintpub.com

### Website Advertising

Website advertising available on [www.quintpub.com](http://www.quintpub.com).

Contact us for more information.

Visit our website at: [www.quintpub.com](http://www.quintpub.com)

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