

2018 Rate Card



QDT

Quintessence of Dental Technology is targeted at dental technicians and clinical dentists. This annual publication provides current and clinically relevant articles on dental laboratory practice. QDT is a source book that will be referred to repeatedly, so your advertising will receive excellent exposure throughout the fiscal year.

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 80# gloss

Binding: hardcover

Publication Data

Insertion order closing date:November 15, 2017

Material closing date:December 1, 2017

Publication date:February 22, 2018

QDT

Editor
Sillas Duarte, Jr, DDS, MS, PhD

Advertising Rates (effective October 1, 2017)

Format	Black & White	2nd Color (matched)	4 Color
1 page	\$2,220	\$3,000	\$4,170
½ page	1,225	2,005	3,175
4th cover			5,450

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.

Website Advertising

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

Circulation

3,000

Cost

\$148

Established

1976

Foreign Editions

QDT is also published monthly in German and Japanese and annually in Italian, French, Russian, Polish, Portuguese, and Korean. For ad rate quotations, please contact the Publisher.

Contracts and Materials

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

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