

# 2012 Rate Card



## QUINTESSENCE INTERNATIONAL

**Quintessence International** is targeted at dentists in general practice, serving as a continuing education source. Each issue provides timely information on clinical and research advances from all fields of dentistry: operative dentistry, prosthodontics, periodontics, oral surgery, endodontics, orthodontics, pedodontics, gerodontics, radiography, anesthesiology, practice administration, dental research, and special reports.

### 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 60# 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 (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	Publication Date**	Insertion Order Closing	Material Closing
January	Nov 25, 2011	Sep 30, 2011	Oct 7, 2011
February	Dec 16, 2011	Oct 28, 2011	Nov 4, 2011
March	Jan 20, 2012	Nov 23, 2011	Dec 2, 2011
April	Feb 24, 2012	Dec 29, 2011	Jan 6, 2012
May	Mar 23, 2012	Jan 27, 2012	Feb 3, 2012
June	Apr 20, 2012	Feb 24, 2012	Mar 2, 2012
July/Aug	Jun 1, 2012	Apr 5, 2012	Apr 13, 2012
September	Jul 20, 2012	May 25, 2012	Jun 1, 2012
*October	Aug 17, 2012	Jun 29, 2012	Jul 13, 2012
Nov/Dec	Sep 21, 2012	Aug 3, 2012	Aug 10, 2012

\*Special issues (distributed at various dental meetings and bonus circulation.)

\*\*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.



# QUINTESSENCE INTERNATIONAL

Editor-in-Chief  
**Eli Eliav**, DMD, PhD

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

Frequency*	1x	6x	10x
1 page	\$2,940	\$2,740	\$2,440
½ page	1,790	1,640	1,490
⅓ page	1,490	1,440	1,290
¼ page	1,190	1,140	1,040

\*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

Ten issues per year

## Circulation

16,000

## Subscription Rate

\$178

## Year Established

1970

## Foreign Editions

**Quintessence International** is also published in German, Italian, Japanese, French, Russian, Polish, and Spanish. For ad rate quotations, please contact the Publisher.

## 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@quintbook.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)

