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American Journal of Orthodontics & Dentofacial Orthopedics

Editorial Direction

Now in its 99th year, the American Journal of Orthodontics & Dentofacial Orthopedics is a leading orthodontic resource. AJO-DO readers have access to original peer-reviewed research reports and clinical articles that examine all phases of orthodontic treatment. Coverage includes diagnostic procedures, bracket and archwire materials, appliances, extraction and impaction concerns, esthetics, orthognathic surgery, TMJ disorders, treatment timing, imaging techniques, and much more.

Editor-in-chief

David L. Turpin, DDS, MSD, Interim Editor-in-Chief and Editor Emeritus
University of Washington, Department of Orthodontics, Seattle, WA

Society

Official Journal of the American Association of Orthodontists, its constituent societies, the American Board of Orthodontics, and the College of Diplomates of the American Board of Orthodontics

Market

Orthodontists

Issuance

Monthly: 12 times per year

Circulation

15,950
Readership

Journal usage:

- 67% of AJO-DO readers have read or looked through the last 4 issues
- 85% of AJO-DO readers have read most/all or some of each issue
- 54% of AJO-DO readers find AJO-DO “very valuable” compared to similar publications

Buying decisions:

- 70% of AJO-DO readers use the journal as a primary source of information about new products and services

AJO-DO readers are personally involved in the buying decisions for the following products:

- Appliances: 87%
- Bonding Supplies: 82%
- Instruments: 77%
- Imaging Systems: 69%
- Office Design & Equipment: 69%

* Source: Readex Research, Companion Questionnaire Survey, July 2013
Print Rates, Closing Dates

### Print Rates

<table>
<thead>
<tr>
<th>B&amp;W Rates</th>
<th>Full Page</th>
<th>½ Page</th>
<th>¼ Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$3,245</td>
<td>$2,455</td>
<td>$1,890</td>
</tr>
<tr>
<td>3x</td>
<td>$3,115</td>
<td>$2,410</td>
<td>$1,850</td>
</tr>
<tr>
<td>6x</td>
<td>$3,065</td>
<td>$2,380</td>
<td>$1,820</td>
</tr>
<tr>
<td>12x</td>
<td>$3,000</td>
<td>$2,305</td>
<td>$1,780</td>
</tr>
<tr>
<td>24x</td>
<td>$2,930</td>
<td>$2,265</td>
<td>$1,750</td>
</tr>
</tbody>
</table>

### Color Rates

- **Standard Color**: $835
- **Matched Color**: $905
- **Metallic Color**: $1,180
- **4 Color**: $1,880

### Cover Tips

- $16,500 Net

### Outserts

- $16,000 Net

### Premium Positions

- **Cover 4**: 50% B/W page rate
- **Cover 2**: 35% B/W page rate
- **Cover 3**: 25% B/W page rate
- **Opposite TOC**: 25% B/W page rate
- **First Right Hand Page**: 25% B/W page rate
- **Other Preferred Positions**: 10% B/W page rate

### Closing Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Space Closing</th>
<th>Ad Materials Deadline</th>
<th>Inserts Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>1/2/2014</td>
<td>1/7/2014</td>
<td>1/24/2014</td>
</tr>
<tr>
<td>March</td>
<td>1/31/2014</td>
<td>2/5/2014</td>
<td>2/21/2014</td>
</tr>
<tr>
<td>June</td>
<td>5/2/2014</td>
<td>5/7/2014</td>
<td>5/22/2014</td>
</tr>
<tr>
<td>August</td>
<td>7/2/2014</td>
<td>7/9/2014</td>
<td>7/24/2014</td>
</tr>
<tr>
<td>November</td>
<td>9/30/2014</td>
<td>10/7/2014</td>
<td>10/23/2014</td>
</tr>
</tbody>
</table>

### Mechanical Specifications

- Please see page 19 for print specifications.
**Bonus Distribution/Special Issue**

**Chicago Dental Society**  
February 20–22 (Chicago, IL)  
*American Journal of Orthodontics & Dentofacial Orthopedics* February 2014

**American Association of Orthodontists (AAO)**  
April 25 – 29 (New Orleans, LA)  
*American Journal of Orthodontics & Dentofacial Orthopedics* April 2014  
*AJO-DO Supplement and Product Guide*

**American Dental Association (ADA)**  
October 9–14 (San Antonio, TX)  
*American Journal of Orthodontics & Dentofacial Orthopedics* October 2014

**Greater New York Dental Meeting**  
November 28–December 3 (New York, NY)  
*American Journal of Orthodontics & Dentofacial Orthopedics* November 2014

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**Special Issue**

**July Issue: On Target® Study**

- Place an ad in this issue and receive complimentary feedback from our readers – your potential customers!
- Quantitative and qualitative feedback is obtained including written verbatim comments
- Contact your sales representative for further details

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[Image of Tradeshow Wall Decor]
Digital Advertising Opportunities

Journal Website Banner Advertising
www.ajodo.org

Maximize your reach by adding a digital advertising campaign to your print schedule. The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign. Digital advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

Avg. Monthly Pageviews:
183,800

Avg. Monthly Unique Visitors:
23,500

Avg. Monthly Unique Visits:
38,680

* Unica, averages are based on monthly figures from 2013

Banner Positions
Homepage: Leaderboard and Large Rectangle
ROS: Leaderboard and Skyscraper
Rate: $80 CPM Net/Geotarget
Table of Contents (TOC) Email

Each month, registered subscribers receive the Table of Contents (TOC) email for the *American Journal of Orthodontics & Dentofacial Orthopedics*, providing a preview of what’s coming in their next issue. Metrics are sent on a monthly basis.

TOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

Opt-In Distribution:

**10,460**

Open Rate:

**20%**

Positions Available: Leaderboard, Skyscraper and Large Rectangle

Rate: $1,500 each ($1,200 when you buy 3 or more)
Digital Advertising Opportunities (continued)

iPad Advertising
Please contact your sales representative for pricing and metrics.

Ad Options

Full-Page Interstitial Ad
- Ads which appear “in between” pages

Sizes:
- 1024 x 768 – Landscape
- 768 x 1024 – Portrait

Home Screen/TOC/Abstracts Banner Ad
- Placed on the footer of all navigation screens (not article content pages).
- The banner is fixed while the pages scroll.

Size: 728 x 90 (Portrait and Landscape)

App Navigational Bar Banner Ad
- Users use the pop-up navigational bar to move around the iPad application.
- When any button is hit on the navigational bar or a pop-up menu appears, a banner ad will appear.

Size: 160x600 Portrait & Landscape

Splash Screen Banner Ad
- Visible during loading screen of iPad for a few seconds
- Includes an acknowledgement of the sponsor with their name and company logo

Sizes:
- 728 x 90 – Portrait (text & logo)
- 728 x 90 – Landscape (text & logo)

Advertising Functional Capabilities

Mobile Rich Media Ads
- Rich media ads must be coded in HTML5

Dimensions For Rich Media Ads
- Interstitial ads: 1024 x 768 (landscape) and 768 x 1024 (portrait)
- 728x90 and 300 x 250
AJO-DO Supplement and Product Guide

Editorial Description

The AJO-DO Supplement and Product Guide is the official product guide of the American Association of Orthodontists. The guide is a comprehensive product directory and resource guide designed specifically for today’s practicing orthodontist. It comes complete with the following key features:
- Timely Editorial
- Complete Company Listings
- Comprehensive Listing of Orthodontic Products
- AAO Resources
- National Conference and Event Listings
- Reaching Orthodontists - potential customers and prospects

Print Circulation

15,950

Mail with the April 2014 Issue of the American Journal of Orthodontics & Dentofacial Orthopedics

Bonus Distribution

The Supplement and Product Guide will be distributed at the American Association of Orthodontists (AAO) annual meeting. See page 6 for more details.

Why Advertise in the Supplement and Product Guide?

Competitive Circulation Advantage

- Delivers 30% more potential buyers of your products than its nearest competitor

<table>
<thead>
<tr>
<th>AJO-DO Supplement and Product Guide</th>
<th>Nearest Competitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>15,950</td>
<td>12,000</td>
</tr>
</tbody>
</table>

In-Depth Market Coverage

AAO Members 91.7%
Institutions 2.5%
Individual Subscribers 5.8%

Source: AAO 2012 Product Resource Guide Publisher’s Statement

Online Exposure

The Supplement and Product Guide will be available online at www.ajo-doproductguide.com. Links for the guide will also be posted on the AAO web site www.aao.members.org and on the journal site at www.ajodo.org. The online version of the Guide is searchable by company and product categories.
Ad Options

Company Listing

Print
Company Listings for the print version are pulled from the online version prior to the published closing date.
Free Listing includes:
- Company Name
- Address
- City/State/Zip
- Contact Name
- Title
- Phone/Fax
- Email Address
- Website
- PLUS 5 Brand Names
- PLUS 5 Product Categories

Online
Free listings are offered to all companies. Listing will remain online throughout the year and can be updated at any time.

Featured Product or Service Listing

- Product Image
- Product Video
- Product Description
- Link to additional product information website
- Link to relevant literature in the American Journal of Orthodontics & Dentofacial Orthopedics
- Link to testimonials/product reviews

Rate: $1,000/year

Banner Advertising

Banner advertising is available on www.ajo-doproductguide.com. Run a site-wide banner to maximize exposure or run a banner targeted to a specific product category.

Rate: Contact your sales representative for rates and details.

*SPECIAL OFFER
Purchase a Featured Product listing and receive a 2nd listing for FREE

* Enhancement packages available for print and online Company Listings. Contact your sales representative for rates and details.
Print Rates, Closing Dates

Rates

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premier</td>
<td>Standard</td>
<td>Premier</td>
</tr>
<tr>
<td>Full Page 4/C</td>
<td>$4,995</td>
<td>$4,150</td>
</tr>
<tr>
<td>Full Page B/W</td>
<td>$3,610</td>
<td>$2,770</td>
</tr>
<tr>
<td>½ Page 4/C</td>
<td>$4,070</td>
<td>$3,230</td>
</tr>
<tr>
<td>½ Page B/W</td>
<td>$2,750</td>
<td>$1,905</td>
</tr>
</tbody>
</table>

Premium Positions

- **4th Cover**: 50% B/W Page Rate
- **2nd Cover**: 35% B/W Page Rate
- **3rd Cover**: 25% B/W Page Rate
- **Opposite TOC**: 25% B/W Page Rate
- **First Right Hand Page**: 25% B/W Page Rate
- **Other Guaranteed Premium Positions**: 10% B/W Page Rate

Ad Space Closing

February 4, 2014

Ad Materials Deadline

March 6, 2014

Mechanical Specifications

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8-1/8” x 10-7/8”</td>
<td>-</td>
</tr>
<tr>
<td>Spread</td>
<td>15” x 10”</td>
<td>16-1/2” x 11-1/8”</td>
</tr>
<tr>
<td>Full Page</td>
<td>7-5/8” x 10-3/8</td>
<td>8-3/8” x 11-1/8”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7” x 5”</td>
<td>8-3/8” x 5-11/16”</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3-1/2” x 10”</td>
<td>4-5/16” x 11-1/8”</td>
</tr>
</tbody>
</table>

Keep live matter 1/4” from trim

Binding

Perfect, jogs to head

Printing Process

Web

Halftone Screen

Cover: 150 line screen
Text: 150 line screen
The Bulletin

Editorial Description
The Bulletin is the AAO’s printed publication vehicle which includes news and feature articles with comments from AAO members with expertise in practice economics, practice management, technology and more. All editorial content is produced internally.

Editor
Gail Gardner

Affiliation
Official Practice Management & News Publication of the American Association of Orthodontists

Issuance
6 times per year:
February, April, June, August, October, December

Circulation
17,000 Paid, AAO member benefit

Closing Dates

<table>
<thead>
<tr>
<th>Issue Month</th>
<th>Reservation Due</th>
<th>Material Submission</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>1/30/2013</td>
<td>1/5/2014</td>
</tr>
<tr>
<td>April</td>
<td>3/5/2014</td>
<td>3/12/2014</td>
</tr>
<tr>
<td>August</td>
<td>7/1/2014</td>
<td>7/10/2014</td>
</tr>
<tr>
<td>October</td>
<td>8/31/2014</td>
<td>9/7/2014</td>
</tr>
<tr>
<td>December</td>
<td>10/30/2014</td>
<td>11/8/2014</td>
</tr>
</tbody>
</table>

• The disclaimer, “PAID ADVERTISING” must be included on every ad.
• Ideal ad submission file format is a high resolution pdf. Other acceptable program/files are from InDesign, QuarkXPress, Illustrator, Photoshop.
• A low resolution pdf must be submitted for review by the material submission date listed in the Closing Dates chart. After the ad is approved a high resolution pdf can be sent in for printing purposes.

Black & White Print Rates

<table>
<thead>
<tr>
<th></th>
<th>2-Page Spread</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
<th>1/8 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$5,100</td>
<td>$2,550</td>
<td>$2,000</td>
<td>$1,450</td>
<td>$900</td>
</tr>
<tr>
<td>3x</td>
<td>$4,850</td>
<td>$2,300</td>
<td>$1,750</td>
<td>$1,200</td>
<td>$650</td>
</tr>
<tr>
<td>6x</td>
<td>$4,600</td>
<td>$2,050</td>
<td>$1,500</td>
<td>$950</td>
<td>$400</td>
</tr>
<tr>
<td>12x*</td>
<td>$4,350</td>
<td>$1,800</td>
<td>$1,250</td>
<td>$700</td>
<td>$150</td>
</tr>
</tbody>
</table>

4 Color Print Rates

<table>
<thead>
<tr>
<th></th>
<th>2-Page Spread</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
<th>1/8 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$6,300</td>
<td>$3,150</td>
<td>$2,575</td>
<td>$2,000</td>
<td>$1,425</td>
</tr>
<tr>
<td>3x</td>
<td>$6,050</td>
<td>$2,900</td>
<td>$2,325</td>
<td>$1,750</td>
<td>$1,175</td>
</tr>
<tr>
<td>6x</td>
<td>$5,800</td>
<td>$2,650</td>
<td>$2,075</td>
<td>$1,500</td>
<td>$925</td>
</tr>
<tr>
<td>12x*</td>
<td>$5,550</td>
<td>$2,400</td>
<td>$1,825</td>
<td>$1,250</td>
<td>$675</td>
</tr>
</tbody>
</table>

*12 times = 2-year commitment in every issue

Premium Positions

Inside front cover and back cover — add $450 to rates listed in the chart.

Mechanical Specifications

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page spread</td>
<td>15.75&quot;w X 9.875&quot;h</td>
<td>17&quot;w X 11.125&quot;h</td>
</tr>
<tr>
<td>Full page</td>
<td>7.375&quot;w X 9.875&quot;h</td>
<td>8.625&quot;w X 11.125&quot;h</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7.375&quot;w X 4.625&quot;h</td>
<td>N/A</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3.5&quot;w X 9.625&quot;h</td>
<td>N/A</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>7.375&quot;w X 2.125&quot;h</td>
<td>N/A</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>3.5&quot;w X 4.625&quot;h</td>
<td>N/A</td>
</tr>
<tr>
<td>1/8 page</td>
<td>3.5&quot;w X 2.125&quot;h</td>
<td>N/A</td>
</tr>
</tbody>
</table>

* Actual page trim size is 8.375"w X 10.875"h.
eBulletin

Editorial Description
The AAO eBulletin newsletter is a mix of articles, videos and links to relevant news and clinical information. In addition the AAO eBulletin keeps members informed of continuing education programs and meetings.

Editor
Gail Gardner

Affiliation
Main email vehicle used by the American Association of Orthodontists

Issuance
Weekly, 52 times a year

Distribution
14,600 opt-in AAO members
36.4% average open rate
39.4% average click through rate

Rates

<table>
<thead>
<tr>
<th></th>
<th>Cost per deployment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$750</td>
</tr>
<tr>
<td>3x or more</td>
<td>$500</td>
</tr>
</tbody>
</table>

Specifications

Dimensions: 225 pixels wide x 300 pixels high
File size no larger than 50 kb
• Include a solid keyline around your ad.
• Ad submission file format is a rgb jpg. No other file format will be accepted.
• The disclaimer, “PAID ADVERTISING” must be included on every ad.
Circulation and Audience

The Exhibit Guide will be distributed to all attendees of the Annual Session. The Exhibit Guide will contain a complete exhibitor listing for the 2014 Annual Session and includes an Exhibit Hall floor plan.

Print Rates

Inside Front Cover: Full page, 4-color $4,530
Inside Back Cover: Full page, 4-color $4,530
Outside Back Cover: Full page, 4-color $5,130
Inside Pages (placement is random): Full page, 4-color $2,960
1/2 page, 4-color $2,020

Ad Deadlines

Space Reservation Deadline 1/22/2014
Low-Res PDF Due for Approval 1/22/2014
High-Res PDF Ad Deadline 1/29/2014

Mechanical Specifications

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.75” x 10.25”</td>
<td>8.625” x 11.125”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>6.875” x 4.125”</td>
<td>N/A</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.25” x 9”</td>
<td>N/A</td>
</tr>
</tbody>
</table>

*Actual page trim size is 8.375” x 10.875”.

Submission of Digital Files

- Please submit digital files only.
- Files, support files and pictures must be high resolution (300 dpi at 100% scale).
- High-resolution, printer-quality PDFs are encouraged.
- If file is not a PDF, include all printer and screen fonts and all supporting graphics.
- Acceptable program files: Acrobat, QuarkXPress, Illustrator, Photoshop, and Adobe InDesign.
- Do not use Microsoft Word or PowerPoint to create advertisements. These file types will not be accepted.

NOTE: All advertisers in the Exhibit Guide are required to place the following designator somewhere in their ads—“Paid Advertising.”

Closings

- At time of space reservation deadline, submit ad copy for approval.
- Contact your sales representatives for advertising policy.
- No cancellations will be accepted after the space reservation deadline.
- Deadline dates are subject to change.
Resource Center:
Strategically position your brand alongside trusted, relevant content. Resource Centers are a unique sponsorship opportunity for brands to connect with HCPs in an unbiased and engaging online environment.

Editorial Supplements:
Mailed with publication and available online. Content is peer-reviewed and indexed.

Article Collections:
Selected articles categorized by single-topic that appear on the journal website.

Patient Education Tablets:
Mail your pre-printed patient education tear-off pads with our publication. Designed to allow physicians to easily disseminate education materials to their patients.

Cover Wraps:
Grab attention from the start with an exterior wrap promoting a new launch or large event.

Custom Reprints:
Refer to next page for more information.

Product Bulletin:
Each Product Bulletin is a product breakdown crafted by one of our medical writers using your prescribing information and preferred data. Directly targeting HCPs in the fields of your choice, it is then packaged and mailed with the latest issue of one or more of our top journals.
Reprint Capabilities

Reprints

The Power of Credibility

Reach targeted HCPs with original, authoritative content

Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier article reprints provide an exclusive and distinctive way to promote your brand using the strengths of our multimedia programs and your published work.

Hard Copy Reprints

Customizable Options

Printing

• Article translation
• Inclusion of:
  • Company/brand logo
  • Prescribing Information & ISI
  • Inventory number

Packaging

• Resizing: Pocket/Digest
• Article Collections/Supplements
• Shrink-wrapping
• Polybagging—Outserts provided to targeted HCPs

Digital Reprints

E-Premier

Seamlessly incorporate page-flipping digital media features into your journal-branded reprints. View a demo

E-Premier Add-on Options:

• Include a sign-in screen that collects recipients’ contact information.
• Embed a video clip of a key opinion leader or author discussing the article.
  • Showcase a new procedural or surgical technique.
  • Maximum of 3MB or approximately 2-minute runtime. View a demo
• Coming soon: Embed a podcast of a key opinion leader and/or author into your eprint.

Linkards:

Further enhance the digital reach of your reprint with these business card-sized handouts showcasing the citation of the article alongside your branding. Recipients can access the reprint via an exclusive URL or QR code. Ideal for conference distribution and Sales Representative leave-behinds.

QR Codes

Integrate QR codes into your advertising to allow quick mobile access to your reprint.

Tablet Program

Install a suite of articles on a tablet for display during rep details, conferences, or on the fly.

Targeted Email Marketing

In partnership with MDLinx, we offer the opportunity to distribute your ePrint via MDLinx’s specialty update email list. We will send up to three emails to your targeted specialty and provide email metrics upon completion.

Visit us at www.reprints.elsevier.com where selecting and ordering your reprints is simple:

• Search for articles by journal, specialty, keyword, and more.
• Receive your quote online in 24 hours or less.
• Place your order online, and track the production process.
Digital Specifications

**Banner 1: Leaderboard Ad**

- **Creative Size:** 728 x 90
- **Creative Type:** Leaderboard
- **Placement:** HealthConnect gateway page
  - http://www.journals.elsevierhealth.com/periodicals/home
- **Above banner, set to display on related gateway pages**
- **Placement:** Journal pages
  - Above journal banner and logo, set to display on all non-content journal pages (content pages = abstract and full text articles*)
  - * Generic list of non-content pages available upon request though will vary by journal
  - NOTE: Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

- **Placement:** Portal pages
  - http://www.journals.elsevierhealth.com/periodicals/home/portals
  - Above banner, set to display on portal home and non-content pages of individual portals (e.g., OphSource, UrologyAccess, etc.)
  - **Size:** 40K max
  - **Rotation:** Accepted
  - **Animated GIF:** Max 3 loops of animation – up to 15 seconds per loop
  - **Required Resolution:** 72 dpi
  - **Acceptable File Format:** GIF, JPEG, SWF [rich media (e.g., Flash)]
  - **Color Palette:** 216 (for GIF files)
  - **Rich Media:** Yes
  - **Target URL:** Required
  - NOTE: Rich media ads (FLA/SWF) must be accompanied by a backup GIF or JPG.

**Banner 2: Wide Skyscraper Ad**

- **Creative Size:** 160x600
- **Creative Type:** Wide skyscraper
- **Placement:** HealthConnect gateway page
  - http://www.journals.elsevierhealth.com/periodicals/home
- **RH column/side of page, set to display on related gateway pages**
- **Placement:** Journal pages
  - RH column of journal page, displays on all non-content pages (content pages = abstract and full text articles*)
  - * Generic list of non-content pages available upon request though will vary by journal

- **Placement:** Portal pages
  - http://www.journals.elsevierhealth.com/periodicals/home/portals
  - RH column/side of page, set to display on portal home and non-content pages of individual portals (e.g., OphSource, UrologyAccess, etc.)
  - **Size:** 40K max
  - **Rotation:** Accepted
  - **Animated GIF:** Max 3 loops of animation – up to 15 seconds per loop
  - **Required Resolution:** 72 dpi
  - **Acceptable File Format:** GIF, JPEG, SWF [rich media (e.g., Flash)]
  - **Color Palette:** 216 (for GIF files)
  - **Rich Media:** Yes
  - **Target URL:** Required
  - NOTE: Rich media ads (FLA/SWF) must be accompanied by a backup GIF or JPG.
  - **3RD party tags accepted** • Can target by zone
  - Ads served via DART (DFP Doubleclick)

**Banner 3: Large Rectangle Ad**

- **Creative Size:** 300x250
- **Creative Type:** Large Rectangle**
- **Placement:** HealthConnect gateway page
  - http://www.journals.elsevierhealth.com/periodicals/home
- **Bottom center of the page, set to display on related gateway pages**
- **Placement:** Journal pages
  - Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles*)
  - * Generic list of non-content pages available upon request though will vary by journal

- **Size:** 40K max
- **Rotation:** Accepted
- **Animated GIF:** Max 3 loops of animation – up to 15 seconds per loop
- **Required Resolution:** 72 dpi
- **Acceptable File Format:** GIF, JPEG, SWF [rich media (e.g., Flash)]
- **Color Palette:** 216 (for GIF files)
- **Rich Media:** Yes
- **Target URL:** Required
  - NOTE: Rich media ads (FLA/SWF) must be accompanied by a backup GIF or JPG.
  - **3RD party tags accepted** • Can target by zone
  - Ads served via DART (DFP Doubleclick)

**ADDITIONAL NOTES:**

- Flash Versions accepted: 6 and higher, with click tag
- Flash SWF files should not be hardcoded with the clickthrough url.
- No point roll
- We do not manipulate or modify supplied tags: Client is responsible to provide fully functioning tags. We do not pad creatives with white space to ensure they meet ad size specifications.
AJO–DO Print Specifications

Mechanical Specifications

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8-1/8&quot; x 10-7/8&quot;</td>
<td>-</td>
</tr>
<tr>
<td>Full Page</td>
<td>7-5/8&quot; x 10-3/8&quot;</td>
<td>8-3/8&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>Spread</td>
<td>15&quot; x 10&quot;</td>
<td>16-1/2&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot; x 5&quot;</td>
<td>8-3/8&quot; x 5-11/16&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2&quot; x 10&quot;</td>
<td>4-5/16&quot; x 11-1/8&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2&quot; x 5&quot;</td>
<td>-</td>
</tr>
</tbody>
</table>

Binding: Perfect; jogs to head
Printing Process: Web
Halftone Screen: Cover:150 line screen; Text: 150 line screen

File Format
PDF or PDF/X-1a compliant files, saved as PDF version 1.3. Transparencies within the supplied PDF(s) will be rejected. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher
- Adobe Illustrator

Additional costs may apply if problems are encountered.

NOTE: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

Images

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using Macintosh menu-stylized fonts, Macintosh “city” fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8” bleed image on all four sides.
- Files will include trim marks with a minimum 3/16” offset.
- Supply as single page files only.
- Right Reading, Portrait Mode, 100% size, No Rotation.
- No content is to be within 1/4” of all trim edges.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2” outside trim.

Color Space

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image.

Files supplied as RGB will be automatically converted to CMYK.
Spot Colors
Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as “Dark Blue.” PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

Trapping and Screening
Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs
All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit [www.swop.org/certification/systemlist.asp](http://www.swop.org/certification/systemlist.asp). Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

Delivery
Submit PDF ad files to Elsevier ad portal at [www.ads4els.com](http://www.ads4els.com)

Conformance to Specs
Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

Insert Requirements
**Size - 2 page:** 8-3/8” x 11-1/8”
**Size - 4 page:** 16-3/4” x 11-1/8”, furnish folded to 8-3/8” x 11-1/8”

**Trimming:** 1/8” trimmed off top, bottom, gutter and face. Keep all live matter 1/4” from all trim edges. Note that a 1/2” safety must also be applied to both sides of the gutter.

**Insert Stock Weight:** For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum weights must be sent to the publisher for evaluation

**Closing Date for Booking Inserts:** Same as ad space closing

**Insert delivery date:** See Insert due dates

All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order. Note: Failure to meet insert specifications & packaging guidelines may result in additional charges.

**Insert Packing & Shipping Instructions**
Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

**INSERT SHIPMENT ADDRESS**
American Journal of Orthodontics & Dentofacial Orthopedics
RR Donnelley
121 Matthews Drive
Senatobia, MS 38668
Attn: Elsevier Team

**Disposition of Reproduction Material**
All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.
Contacts

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For Contracts, Insertion Orders & Production Materials

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Send new print ad files and submit pickup ads to www.ads4els.com