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Overview

Editorial Direction
Published for more than 100 years, the American Journal of Orthodontics and Dentofacial Orthopedics (AJO-DO) has remained the leading orthodontic resource. It is the official publication of the American Association of Orthodontists and its constituent societies, the American Board of Orthodontics and the College of Diplomates of the American Board of Orthodontics. Each month its readers have access to original peer-reviewed articles that examine all phases of orthodontic treatment. Illustrated throughout, the publication includes tables, photos (many in full color), and statistical data. Coverage includes successful diagnostic procedures, imaging techniques, bracket and archwire materials, extraction and impaction concerns, orthognathic surgery, TMJ disorders, removable appliances, and adult therapy.

Editor-in-Chief
Rolf G. Behrens, Professor and Director, Orthodontic Program, Center for Advanced Dental Education, Saint Louis University, St Louis, Mo.

Society
Official Journal of the American Association of Orthodontists and 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
16,200
Readership

Journal Usage*

- **75%** of *AJO-DO* readers have **read or looked through the last 3-4 issues**
- **70%** of *AJO-DO* readers have **read most/all or some** of each issue
- **60%** of *AJO-DO* readers find *AJO-DO* "**very valuable**" compared to similar publications

Buying Decisions*

- **88%** 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:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bonding Supplies</td>
<td>79%</td>
</tr>
<tr>
<td>Appliances</td>
<td>76%</td>
</tr>
<tr>
<td>Instruments</td>
<td>74%</td>
</tr>
<tr>
<td>Imaging Systems</td>
<td>66%</td>
</tr>
<tr>
<td>Aligner Trays</td>
<td>60%</td>
</tr>
<tr>
<td>Office Design and Equipment</td>
<td>57%</td>
</tr>
<tr>
<td>Practice Management/Imaging Software</td>
<td>57%</td>
</tr>
<tr>
<td>Patient Payment Services</td>
<td>53%</td>
</tr>
<tr>
<td>Dental Hygiene Products</td>
<td>43%</td>
</tr>
</tbody>
</table>

*Source: Readex Research, Companion Questionnaire Survey, July 2015*
### Print Rates, Black & White (Gross)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$3,405</td>
<td>$2,580</td>
<td>$1,985</td>
</tr>
<tr>
<td>3x</td>
<td>$3,270</td>
<td>$2,530</td>
<td>$1,940</td>
</tr>
<tr>
<td>6x</td>
<td>$3,215</td>
<td>$2,500</td>
<td>$1,910</td>
</tr>
<tr>
<td>12x</td>
<td>$3,150</td>
<td>$2,420</td>
<td>$1,870</td>
</tr>
<tr>
<td>24x</td>
<td>$3,080</td>
<td>$2,380</td>
<td>$1,840</td>
</tr>
</tbody>
</table>

### Print Rates, Color (Gross)

- **Standard Color:** $850
- **Matched Color:** $925
- **Metallic Color:** $1,205
- **4 Color:** $1,915

### Closing Dates

<table>
<thead>
<tr>
<th>Publication Date</th>
<th>Print Space Closing Date</th>
<th>Print Materials Deadline</th>
<th>Inserts Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>11/25/15</td>
<td>12/3/15</td>
<td>12/18/15</td>
</tr>
<tr>
<td>February</td>
<td>12/28/15</td>
<td>1/5/16</td>
<td>1/22/16</td>
</tr>
<tr>
<td>March</td>
<td>2/1/16</td>
<td>2/5/16</td>
<td>2/23/16</td>
</tr>
<tr>
<td>April</td>
<td>3/1/16</td>
<td>3/7/16</td>
<td>3/22/16</td>
</tr>
<tr>
<td>May</td>
<td>3/31/16</td>
<td>4/6/16</td>
<td>4/22/16</td>
</tr>
<tr>
<td>June</td>
<td>5/3/16</td>
<td>5/9/16</td>
<td>5/24/16</td>
</tr>
<tr>
<td>July</td>
<td>5/31/16</td>
<td>6/6/16</td>
<td>6/21/16</td>
</tr>
<tr>
<td>August</td>
<td>6/30/16</td>
<td>7/8/16</td>
<td>7/25/16</td>
</tr>
<tr>
<td>September</td>
<td>8/2/16</td>
<td>8/8/16</td>
<td>8/24/16</td>
</tr>
<tr>
<td>October</td>
<td>9/1/16</td>
<td>9/8/16</td>
<td>9/23/16</td>
</tr>
<tr>
<td>November</td>
<td>9/29/16</td>
<td>10/5/16</td>
<td>10/21/16</td>
</tr>
<tr>
<td>December</td>
<td>10/27/16</td>
<td>11/4/16</td>
<td>11/22/16</td>
</tr>
</tbody>
</table>

### Outserts

Contact your sales representative for pricing.

### 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
American Association of Orthodontists (AAO)
April 29–May 3, 2016 (Orlando, FL)

**ISSUE:** AJO-DO................................................................. April 2016
AAO Bulletin ........................................................................... April 2016

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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

**Please Note:** Conference distribution subject to change. Please contact your sales representative prior to finalizing your media plan.
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**
200,498

**Avg. Monthly Unique Visits**
30,372

**Avg. Monthly Visits**
49,205

*Source: Unica, February-July, 2015*

**Banner Positions**
Homepage: Leaderboard and Large Rectangle
ROS: Leaderboard and Skyscraper

**Rate:** $80 (Net) CPM/Geotarget
Table of Contents (TOC) Email Advertising

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.

3 POSITIONS AVAILABLE: Leaderboard, Skyscraper and Rectangle

Opt-In Distribution: 15,531
Average Open Rate: 24.5%
Rate: $1,500 (Net) each
$1,200 (Net) when you buy 3 or more
Mobile App Advertising

iPad, iPhone, and Android Advertising

Journal mobile apps allow busy healthcare professionals to turn to their favorite journals no matter where their schedules take them. Thanks to the convenience and real-time relevancy of the apps, keeping up-to-date is easy. Connect with these forward thinking HCPs in their medium of choice by advertising within the American Journal of Orthodontics & Dentofacial Orthopedics mobile app.

- The American Journal of Orthodontics & Dentofacial Orthopedics app launched in September 2013
- **Rate:** $1,000/month (Net) for 25% Share of Voice (3 month minimum)

**Average Monthly Metrics***

- Users: **1,070**
- Sessions: **1,660**
- Screen Views: **9,325**
- Issue Downloads: **195**

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*Google Analytics, February-July 2015
Editorial Direction

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-in-Chief

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>12/21/15</td>
<td>1/7/16</td>
</tr>
<tr>
<td>April</td>
<td>3/2/16</td>
<td>3/9/16</td>
</tr>
<tr>
<td>June</td>
<td>5/3/16</td>
<td>5/10/16</td>
</tr>
<tr>
<td>August</td>
<td>7/5/16</td>
<td>7/12/16</td>
</tr>
<tr>
<td>October</td>
<td>9/2/16</td>
<td>9/12/16</td>
</tr>
<tr>
<td>December</td>
<td>10/31/16</td>
<td>11/9/16</td>
</tr>
</tbody>
</table>

Black & White Print Rates (Net)

<table>
<thead>
<tr>
<th>Frequency</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>$5,200</td>
<td>$2,600</td>
<td>$2,040</td>
<td>$1,480</td>
<td>$920</td>
</tr>
<tr>
<td>3x</td>
<td>$2,945</td>
<td>$2,345</td>
<td>$1,785</td>
<td>$1,225</td>
<td>$665</td>
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<tr>
<td>6x</td>
<td>$4,690</td>
<td>$2,090</td>
<td>$1,530</td>
<td>$970</td>
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<tr>
<td>24x*</td>
<td>$4,435</td>
<td>$1,835</td>
<td>$1,275</td>
<td>$715</td>
<td>$155</td>
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</table>

4 Color Print Rates (Net)

<table>
<thead>
<tr>
<th>Frequency</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>$6,425</td>
<td>$3,215</td>
<td>$2,625</td>
<td>$2,040</td>
<td>$1,455</td>
</tr>
<tr>
<td>3x</td>
<td>$6,170</td>
<td>$2,960</td>
<td>$2,370</td>
<td>$1,785</td>
<td>$1,200</td>
</tr>
<tr>
<td>6x</td>
<td>$5,915</td>
<td>$2,705</td>
<td>$2,115</td>
<td>$1,530</td>
<td>$945</td>
</tr>
<tr>
<td>24x*</td>
<td>$5,660</td>
<td>$2,450</td>
<td>$1,860</td>
<td>$1,275</td>
<td>$690</td>
</tr>
</tbody>
</table>

*12 times = 2-year commitment in every issue

Premium Positions

Inside front cover and back cover — add $450 (Net) 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 3/4” x 9 7/8”</td>
<td>17” x 11 1/8”</td>
</tr>
<tr>
<td>Full page</td>
<td>7 3/8” x 9 7/8”</td>
<td>8 5/8” x 11 1/8”</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7 3/8” x 4 5/8”</td>
<td>—</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3 1/2” x 9 5/8”</td>
<td>—</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>7 3/8” x 2 1/8”</td>
<td>—</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>3 1/2” x 4 5/8”</td>
<td>—</td>
</tr>
<tr>
<td>1/8 page</td>
<td>3 1/2” x 2 1/8”</td>
<td>—</td>
</tr>
</tbody>
</table>

*Actual page trim size is 8 3/8” x 10 7/8”

Delivery

Submit PDF ad files to Elsevier ad portal at www.ads4els.com
Editorial Direction

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-in-Chief
Gail Gardner

Affiliation
Main email vehicle used by the American Association of Orthodontists

Issuance
Weekly, 52 times a year

Distribution
14,000 opt-in AAO members
36.8% average open rate
15% average click-through rate
1.16% average ad click-through rate

Rates (Net)

<table>
<thead>
<tr>
<th>Frequency</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: 190 x 300*

File size no larger than 50 kb
• Include a solid keyline around your ad if it does not have a full background full of color.
• 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.

*Best if created 380x600 and then optimized down to 190x300 by choosing “Save for Web & Devices” on the highest setting jpg in Photoshop OR provide a high-res jpg at 200% and the AAO will optimize.

Ad Submission
Please email electronic files to
Leslie Kemmett
(p) 701-425-2558
leslie@ssmediasol.com
Exhibit Guide

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 2015 Annual Session and includes an Exhibit Hall floor plan.

Print Rates (Net)
**Inside Front Cover:**
Full page, 4-color $4,620

**Inside Back Cover:**
Full page, 4-color $4,620

**Outside Back Cover:**
Full page, 4-color $5,230

**Inside Pages (Placement is Random):**
Full page, 4-color $3,020
1/2 page, 4-color $2,060

Ad Deadlines
**Space Reservation Deadline:** 2/19/2016
**Low-Res PDF Due for Approval:** 2/19/2016
**High-Res PDF Ad Deadline:** 2/26/2016

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.

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 3/4” x 10 1/4”</td>
<td>8 5/8” x 11 1/8”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>6 7/8” x 4 1/8”</td>
<td>—</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3 1/4” x 9”</td>
<td>—</td>
</tr>
</tbody>
</table>

*Actual page trim size is 8 3/8” x 10 7/8”

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.”

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

AAO Corporate Profile Supplement
Participants will receive a Spread 4-Color ad unit in the AAO Corporate Close-Up supplement that will mail with the April issue of *AJO-DO* and be handed out at the AAO meeting. Your spread consists of an advertisement facing a full-page article sharing your corporate story, or highlighting a particular product.

Additional copies will be available at the AAO Annual Session in bins at Registration, Outside Exhibit Hall and in Doctor’s Lecture Hallway.

It will deliver exclusive impact, exposure and added value for you prior to, during and after the AAO Annual Session.

Package includes
- Spread 4/C in the AAO Corporate Profile Supplement
- Full Page 4/C ad in the April pre-AAO Annual Session issue of *AJO-DO*
- Full Page 4/C ad in the May post-AAO Annual Session issue of *AJO-DO*

Ad Deadlines
**SPACE CLOSING:** 3/1/2016
**CORPORATE CLOSE UPS AND ADVERTISING MATERIALS DUE:** 3/7/2016

Rate (Net)
$12,750 (valued at $17,500)

On Site Extra!
As a participant in the *AJO-DO* Corporate Close-Up Package you can influence clinicians at the meeting with a full-page ad in the *AAO Exhibit Guide*, distributed to all attendees at check-in. The net cost is just $2,250, an $800 savings!

*Limited Opportunity, call today! Participation is limited to just 6 companies*
Circulation and Audience

**AAO Bulletin**—The April issue of the *AAO Bulletin* will feature a Product Showcase section, where AAO exhibiting companies can submit a 60 word product description, a thumbnail image and AAO booth number. The April issue of the *Bulletin* will mail to all AAO members on approximately April 1st, providing pre-convention exposure to your message. Copies of the *Bulletin* will also be distributed during the AAO Annual Session at registration and in the doctor’s lecture hallway.

**AAO Exhibitor Directory**—The Product Showcase will also be included in the *AAO Exhibitor Directory* that will be placed in all AAO Annual Session attendee bags (approximately 12,000 copies).

**AAO e-blast**—AAO members will also receive an e-blast highlighting the Product Showcase advertiser’s logo and AAO booth number (approximate deployment – April 25th).

**Bulletin and Exhibitor Directory Deadlines**

- **Space Closing:** 3/1/2016
- **Materials Due:** 3/4/2016

**AAO e-blast Deadline**

- **Materials Due:** Company logo image due by 3/31/2016

**Rate (Net)**

- $3,500

**Materials Needed**

- Company Name (exactly as you wish to be listed)
- AAO Booth #
- Website URL
- Grammatically correct paragraph about showcased product (60 words or less)
- Product Image supplied as jpg, tif, eps, png or pdf (300dpi, approximately 1.6” x 1.25”). Please name file as “companyname_Product_Showcase.jpg (or appropriate file extension depending on format)”

**Materials Contact**

Leslie Kemmet
701.425.2558
leslie@ssmediasol.com

*Limited Opportunity, call today! Only 10 companies can participate in the Product Showcase*
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, and 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

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.

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
We offer the opportunity to distribute your ePrint via Elsevier’s specialty email lists or your own email list.

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.

An Electronic Reprint is a copy of an article in PDF format delivered as a hyperlink, which can be posted online, on a tablet, or disseminated via email.
### AJO-DO Digital Specifications

#### Journal Website Banner Ads

**Creative Sizes**
- **Leaderboard:** 728 x 90
- **Placement:** Journal pages

Above journal banner and logo, set to display on all non-content journal pages (content pages = abstract and full text articles*)

**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).

**Wide Skyscraper:** 160 x 600
- **Placement:** Journal pages

Right hand column of journal page, displays on all non-content pages (content pages = abstract and full text articles*)

**Large Rectangle:** 300 x 250
- **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

**Specifications**
- **HTML5:** Desktop/Tablet 150kB, Mobile (mWeb or In-App) 40kB
- **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)]
- **Rich Media:** Yes. Flash SWF files must be accompanied by a backup GIF or JPG.
- **Target URL:** Required
- **Additional Notes:**
  - Flash Versions accepted: Flash 10 and lower
  - Flash SWF files should not be hardcoded with the click-through URL
  - Third party tags accepted
  - Can target by zone
  - Ads served via DFP by Google

#### Table of Contents (TOC) Email Banner Ads

- **Creative Sizes**
  - **Leaderboard:** 728 x 90
  - **Wide Skyscraper:** 160 x 600
  - **Large Rectangle:** 300 x 250

**Specifications**
- **Size:** 40K max
- **Rotation:** No
- **Required Resolution:** 72 dpi
- **Acceptable File Format:** .gif or .jpg
- **Rich Media:** No
- **Animation:** No
- **Target URL:** Required
- **3rd Party Tags:** No

#### Mobile App Banner Ads — Tablets (iPad and Android)

- **Creative Sizes**
  - **Interstitial, Landscape:** 1024 x 768
  - **Interstitial, Portrait:** 768 x 1024
  - **Home Screen, Table of Contents, and Abstract Page:** 728 x 90
  - **Article Menu Bar:** 160 x 600

**Specifications**
- **Interstitial**
  - **File types:** .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)
  - **File size:** 200K file size limit. No 3rd party ad tags are accepted.
  - **Rich media ads:** Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.
  - **Target URL:** Required

- **Home Screen, Table of Contents, Abstract Page, and Article Menu Bar**

**Specifications**
- **File Types:** .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)
- **File Size:** 200K file size limit. No 3rd party ad tags are accepted.
- **Rich media ads:** Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.
  - **Target URL:** Required

#### Mobile App Banner Ads — Smartphones (iPhone and Android)

- **Creative Sizes**
  - **Interstitial (portrait only):** 320 x 480
  - **Home Screen, Table of Contents, and Abstract Page (portrait only):** 300 x 50

**Specifications**
- **Interstitial**
  - **File types:** .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)
  - **File size:** 40K file size limit. No 3rd party ad tags. 3rd party tracking and click pixels are accepted.
  - **Rich media ads:** Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.
  - **Target URL:** Required

- **Home Screen, Table of Contents, and Abstract Page**

**Specifications**
- **File Types:** .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)
- **File Size:** No bigger than 40kb; No 3rd party ad tags. 3rd party tracking and click pixels are accepted.
- **Rich media ads:** Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.
  - **Target URL:** Required
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” x 10 7/8”</td>
<td>—</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>Spread</td>
<td>15” x 10”</td>
<td>16 1/2” x 11 1/8”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7” x 5”</td>
<td>8 3/8” x 5 11/16”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3 1/2” x 10”</td>
<td>4 5/16” x 11 1/8”</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3 1/2” x 5”</td>
<td>—</td>
</tr>
</tbody>
</table>

Keep live matter 1/4” from all trim edges

Binding: Perfect; Jogs to head

Printing Process: Web

Halftone Screen: Cover: 150 line screen
Text: 150 line screen

Print Ad Specifications

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.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

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

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 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.
Print Specifications (continued)

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.

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. 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

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

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www.ads4els.com

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