American Journal of Orthodontics & Dentofacial Orthopedics

2015 Media Kit

Do dental esthetics have any influence on finding a job?

AJO-DO
American Journal of Orthodontics & Dentofacial Orthopedics

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

Published by
Elsevier, Inc.
www.ajodo.org
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Overview

Editorial Direction
For 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

81% of AJO-DO readers have read or looked through the last 3-4 issues

83% of AJO-DO readers have read most/all or some of each issue

61% of AJO-DO readers find AJO-DO “very valuable” compared to similar publications

Buying Decisions

• 74% 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>Product</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appliances</td>
<td>83%</td>
</tr>
<tr>
<td>Bonding Supplies</td>
<td>72%</td>
</tr>
<tr>
<td>Instruments</td>
<td>72%</td>
</tr>
<tr>
<td>Office Design &amp; Equipment</td>
<td>61%</td>
</tr>
<tr>
<td>Aligner Trays</td>
<td>57%</td>
</tr>
<tr>
<td>Practice Management &amp; Imaging Software</td>
<td>54%</td>
</tr>
<tr>
<td>Imaging Systems</td>
<td>52%</td>
</tr>
<tr>
<td>Dental Hygiene Products</td>
<td>48%</td>
</tr>
<tr>
<td>Patient Payment Services</td>
<td>46%</td>
</tr>
</tbody>
</table>

*Source: Readex Research, Companion Questionnaire Survey, July 2014*
## Print Rates, Black & White

<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>$3,340</td>
<td>$2,530</td>
<td>$1,945</td>
</tr>
<tr>
<td>3x</td>
<td>$3,210</td>
<td>$2,480</td>
<td>$1,905</td>
</tr>
<tr>
<td>6x</td>
<td>$3,155</td>
<td>$2,450</td>
<td>$1,875</td>
</tr>
<tr>
<td>12x</td>
<td>$3,090</td>
<td>$2,375</td>
<td>$1,835</td>
</tr>
<tr>
<td>24x</td>
<td>$3,020</td>
<td>$2,335</td>
<td>$1,805</td>
</tr>
</tbody>
</table>

## Print Rates, Color

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

## 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

## Closing Dates

<table>
<thead>
<tr>
<th>Publication Date</th>
<th>Print Space Closing Date</th>
<th>Print Materials Deadline</th>
<th>Inserts Due</th>
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<tbody>
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<td>11/24/14</td>
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<td>12/17/14</td>
</tr>
<tr>
<td>February</td>
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<td>March</td>
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<td>October</td>
<td>8/31/15</td>
<td>9/4/15</td>
<td>9/23/15</td>
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<tr>
<td>November</td>
<td>9/30/15</td>
<td>10/7/15</td>
<td>10/23/15</td>
</tr>
<tr>
<td>December</td>
<td>10/29/15</td>
<td>11/4/15</td>
<td>11/20/15</td>
</tr>
</tbody>
</table>
Bonus Distribution/Special Issues

Chicago Dental Society
February 26–28, 2015 (Chicago, IL)

American Association of Orthodontists (AAO)
May 15–19, 2015 (San Francisco, CA)
ISSUES: AJO-DO Supplement and Product Guide ..............................................April 2015
100th Anniversary Supplement ................................................................. May 2015

American Dental Association (ADA)
November 5–7, 2015 (Washington, DC)

Greater New York Dental Meeting
November 27–December 2, 2015 (New York, NY)

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
Celebratory Packages

<table>
<thead>
<tr>
<th>Package 1</th>
<th>Package 2</th>
<th>Package 3</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
<td></td>
<td></td>
<td>Full page 4-color ad in April issue of AJO-DO</td>
</tr>
<tr>
<td>x</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Full page 4-color ad in May issue of AJO-DO</td>
</tr>
<tr>
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<tr>
<td></td>
<td></td>
<td>Full page 4-color ad in special AJO-DO Supplement &amp; Product Guide</td>
</tr>
<tr>
<td>x</td>
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<td>x</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Full page 4-color ad in special AJO-DO 100th Anniversary Supplement</td>
</tr>
<tr>
<td></td>
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<td>x</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Full page 4-color ad in 2015 AAO annual session Exhibit Guide</td>
</tr>
<tr>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Supplement &amp; Product Guide will polybag with April issue of AJO-DO</td>
</tr>
<tr>
<td>x</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>100th Anniversary Supplement will polybag with May issue of AJO-DO</td>
</tr>
<tr>
<td>x</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Supplement &amp; Product Guide and 100th Anniversary Supplement distributed at AAO annual session in San Francisco</td>
</tr>
<tr>
<td>x</td>
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<tr>
<td></td>
<td></td>
<td>May issue of AJO-DO, Supplement &amp; Product Guide and 100th Anniversary Supplement distributed at AAO annual session in San Francisco</td>
</tr>
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<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td>May issue of AJO-DO, Supplement &amp; Product Guide, 100th Anniversary Supplement and Exhibit Guide distributed at AAO annual session in San Francisco</td>
</tr>
</tbody>
</table>

Rate: $10,000 $13,000 $15,000

In 2015, we will be celebrating the 100th anniversary of the AJO-DO and mark the occasion with a special supplement including:

- “Special Articles” that will focus around ideas, people and scientific advancements that are important to orthodontics, and will also look to the future
- Images of nostalgic ads from over the years in addition to contemporary ads
- Special editorials will also be included
- Anniversary supplement will polybag with May issue of AJO-DO and have distribution at the AAO annual session in San Francisco
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**
163,874

**Avg. Monthly Unique Visitors**
19,876

**Avg. Monthly Visits**
36,380

*Source: Unica, January-May, 2014*

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

**Rate:** $80 CPM/Geotarget
Digital Advertising Opportunities (continued)

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.

**3 POSITIONS AVAILABLE:** Leaderboard, Skyscraper and Rectangle

*Opt-In Distribution: 13,242*
*Average Open Rate: 24.5%*
*Rate: $1,500 each ($1,200 when you buy 3 or more)*
Digital Advertising Opportunities (continued)

Mobile App Advertising

iPad and iPhone 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 for 25% Share of Voice (3 month minimum)

### Average Monthly Metrics

- **Users:** 434
- **Sessions:** 976
- **Screen Views:** 3,189
- **Issue Downloads:** 548
AJO-DO Supplement and Product Guide

Editorial Direction
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 key features that include timely editorial, complete company listings, comprehensive listing of orthodontic products, AAO resources, national conference and event listings, and reaches orthodontists and potential customers and prospects.

Special 2015 Supplement & Product Guide
• Special issue to commemorate the 100th anniversary of AJO-DO
• Includes the usual editorial, ethics and company listings
• In place of “Original Articles”, there will be papers that center around “Materials and Technology” and cover the past, present and future
• Images of nostalgic ads from over the years in addition to contemporary ads
• Mails with the April 2015 Issue of the American Journal of Orthodontics & Dentofacial Orthopedics

Print Circulation: 16,200
Print Space Closing: 2/2/15
Print Materials Deadline: 3/5/15
Inserts Due: 3/24/15

Why Advertise in the Supplement and Product Guide?
Competitive Circulation Advantage
• Delivers 30% more potential buyers of your products than its nearest competitor

In-Depth Market Coverage
AAO Members 91.7%
Individual Subscribers 5.8%
Institutions 2.5%
*Source: AAO 2012 Product Resource Guide Publisher’s Statement

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.

Online Exposure
The Supplement and Product Guide will be available online at www.aio-doproductguide.com. Links for the guide will also be posted on the AAO websites www.aamembers.org and on the journal site at www.ajodo.org. The online version of the Guide is searchable by company and product categories.
Print Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
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<th>1/4 Page</th>
</tr>
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<tbody>
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<td>$1,835</td>
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<tr>
<td>24x</td>
<td>$3,020</td>
<td>$2,335</td>
<td>$1,805</td>
</tr>
</tbody>
</table>

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>
</tbody>
</table>

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

Ad Space Closing

February 2, 2015

Ad Materials Deadline

March 5, 2015

Binding

Perfect, jogs to head

Printing Process

Web

Halftone Screen

- **Cover**: 150 line screen
- **Text**: 150 line screen
Additional Advertising Opportunities

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

Rate: Contact your sales representative for rates and details.

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

Rate: Contact your sales representative for rates and details.

*Enhancement packages available for print and online Company Listings. Contact your sales representative for rates and details.

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
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>
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<tbody>
<tr>
<td>February</td>
<td>12/22/14</td>
<td>1/8/15</td>
</tr>
<tr>
<td>April</td>
<td>3/2/15</td>
<td>3/9/15</td>
</tr>
<tr>
<td>June</td>
<td>5/4/15</td>
<td>5/11/15</td>
</tr>
<tr>
<td>August</td>
<td>7/1/15</td>
<td>7/8/15</td>
</tr>
<tr>
<td>October</td>
<td>9/2/15</td>
<td>9/9/15</td>
</tr>
<tr>
<td>December</td>
<td>10/28/15</td>
<td>11/4/15</td>
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Black & White Print Rates

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<thead>
<tr>
<th>Frequency</th>
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<th>1/2 Page</th>
<th>1/4 Page</th>
<th>1/8 Page</th>
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<td>$4,350</td>
<td>$1,800</td>
<td>$1,250</td>
<td>$700</td>
<td>$150</td>
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4 Color Print Rates

<table>
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<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
<th>1/8 Page</th>
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<tbody>
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<td>$2,575</td>
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<td>$1,425</td>
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<td>$6,050</td>
<td>$2,900</td>
<td>$2,325</td>
<td>$1,750</td>
<td>$1,175</td>
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<tr>
<td>6x</td>
<td>$5,800</td>
<td>$2,650</td>
<td>$2,075</td>
<td>$1,500</td>
<td>$925</td>
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<td>24x*</td>
<td>$5,550</td>
<td>$2,400</td>
<td>$1,825</td>
<td>$1,250</td>
<td>$675</td>
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</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>
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<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”
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

<table>
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<tr>
<th>Frequency</th>
<th>Cost per deployment</th>
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<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.
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
**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:** 1/29/2015

**Low-Res PDF due for Approval:** 1/29/2015

**High-Res PDF Ad Deadline:** 2/12/2015

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.”
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.
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
Size: 40K max
Rotation: Accepted
Required Resolution: 72 dpi
Acceptable File Format: .gif or .jpg
Rich Media: No
Animation: No
Target URL: Required
3rd Party Tracking: Yes

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: Accepted
Required Resolution: 72 dpi
Acceptable File Format: .gif or .jpg
Rich Media: No
Animation: No
Target URL: Required

iPad Advertising, Version 4
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 Doubleclick.)
File size: No bigger than 200kb; larger files acceptable via 3rd party serving
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
File Format: .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or Doubleclick.)
File size: No bigger than 40kb; larger files acceptable via 3rd party serving
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

Article Menu Bar
File Format: .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or Doubleclick.)
File size: No bigger than 40kb; larger files acceptable via 3rd party serving
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

iPhone Advertising
CREATIVE SIZES
Interstitial, (portrait only): 320 x 480
Home Screen, Table of Contents, and Article Menu Bar: 300 x 50

SPECIFICATIONS
Interstitial
File Format: .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or Doubleclick.)
File size: No bigger than 40kb; larger files acceptable via 3rd party serving
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 Article Menu Bar
File types: .jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or Doubleclick.)
File size: No bigger than 40kb; larger files acceptable via 3rd party serving
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

Additional Notes:
• Flash Versions accepted: Flash 10 and lower
• Flash SWF files should not be hardcoded with the click-through URL
• HTML5 accepted
• Third party tags accepted
• Can target by zone
• Ads served via DFP by Google
**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.

**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

NOTE: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.
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. 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
Variances from the above specifications may not yield results that conform to Elsevier quality control standards.
Contacts

Integrated Sales Contacts

Jim Secretario
Elsevier
360 Park Avenue South
New York, NY 10010
(t) 917.678.0541
j.secretario@elsevier.com

Rob Issler
(t) 321.400.8279
robisslerjr@gmail.com

For Contracts, Insertion Orders & Production Materials

Le-Andrea Sylvester
Elsevier
360 Park Avenue South, 6th Floor
New York, NY 10010
(t) 212.633.3649
(f) 212.633.3820
le.sylvester@elsevier.com

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

Recruitment Sales Manager

Ariel Medina
Elsevier
360 Park Avenue South
New York, NY 10010
(t) 212.633.3689
(f) 212.633.3820
a.medina@elsevier.com

Recruitment Production Contact

Jaichand Ramsaroop
Elsevier
360 Park Avenue South
New York, New York 10010
(t) 212.633.3690
(f) 212.633.3820
j.ramsaroop@elsevier.com