

# JOI

## JOURNAL OF ORAL IMPLANTOLOGY

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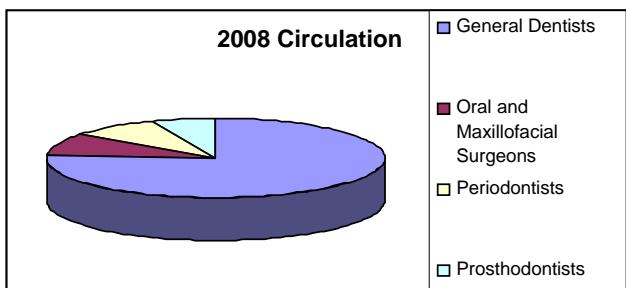
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### Circulation:

**General Circulation: 3,500**

**Issuance: Bimonthly**

The *Journal of Oral Implantology* appeals to all dentists involved in implant dentistry, oral surgery, and periodontics.



### Market Coverage:

The *Journal of Oral Implantology*, the oldest publication in the field, appeals to all dentists involved in implant dentistry, oral surgery, and periodontics throughout the world.

### Guidelines:

- ◆ *JOI* reserves the right to accept materials and require prepayment.
- ◆ *JOI* does not accept advertising for credit/debit cards, insurance, and/or travel.
- ◆ The advertiser agrees to assume all liability for content of ads printed and must be fully authorized for use of the ad's content, including, but not limited to, persons' names and pictures, testimonials, and any copyrighted or trademarked material.
- ◆ The advertiser will indemnify and hold the publisher immune from any loss or expense arising out of an advertisement.
- ◆ There is a standard 15% commission to recognized agencies. Color charges and positioning charges are commissionable.
- ◆ There is a 2% discount for all invoices paid within 14 days of receiving them.

### Editorial Content:

*JOI* includes scientific articles, original research, opinions and letters, new product information, brief technical communications, book and article reviews and abstracts. Topics covered include the latest in implant procedures and products.

### Subscription Rates:

	United States	Other Countries
Individual	\$140.00	\$170.00
Institution	\$216.00	\$245.00

For subscription information, please contact Rusty Wright at [rwright@allenpress.com](mailto:rwright@allenpress.com) or 800.627.0932 x 215 .

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Rate Card #17  
Effective January 1, 2008

### Advertising Rates:

#### Display Advertising Rates (Black & White)

	1x	3x	6x	12x
Full Page	\$915	\$815	\$765	\$665
Half Page	\$615	\$565	\$515	\$465
Quarter Page	\$365	\$315	\$265	\$215

\*All rates are earned B/W rates.

#### Color Rates:

Standard (black and white plus one color)	\$425
Full color	\$925

Layout and Design services are available for \$100.00/hour.

#### Inserts:

2-Page Insert: 2x B/W earned rate

4-Page Insert: 4x B/W earned rate

Binding & Tip-in: additional charge—non-commissionable

\*All inserts must be furnished printed, folded, and ready for binding. Inserts must be folded to 8 1/2" x 11". Folded inserts will be placed between signatures. Insert cards can be placed directly after cover 2 or preceding cover 3. Loose inserts may be placed between the mail sheet and the journal.

#### Cover & Preferred Position Rates:

(NON CANCELLABLE—PREMIUM OVER EARNED B/W PAGE RATE)

Inside Front Cover (Cover 2)	30%
Inside Back Cover (Cover 3)	25%
Outside Back Cover (Cover 4)	50%
Opposite Table of Contents	25%
Other Preferred Positions	10%

### Sizes:

All sizes are width by height.	Full Page	Half Page (h)	Half Page (v)	Quarter Page
Bleed	8 1/2" x 11"	8 1/2" x 5 1/2"	4 1/4" x 11"	n/a
Non-Bleed	7" x 9"	7" x 5"	3 1/2" x 9 1/2"	3 1/2" x 5"

Final trim size is 8 1/4" x 10 3/4". Live matter should be a minimum of 1/2" inside trimmed edges, and a minimum of 1/2" should be allowed for the binding. Binding is permanent trimmed.

### Deadlines:

Month	Reservation	Copy
February	33(1) Dec 12	Dec 19
April	33(2) Feb 11	Feb 18
June	33(3) Apr 14	Apr 21
August	33(4) Jun 16	Jun 23
*October	33(5) Aug 11	Aug 18
December	33(6) Oct 10	Oct 17

\*Issue will have expanded coverage at AAID conference in San Diego, CA.

### Electronic Files:

- ◆ Adobe Acrobat PDF files should be created using the Press Optimized setting and all fonts must be embedded.
- ◆ Adobe PageMaker, QuarkXPress or InDesign files are acceptable. Please include the screen and printer fonts and all linked graphics.
- ◆ Adobe Illustrator or Macromedia Freehand are acceptable. Please include screen and printer fonts or select all and convert the type to curves/outlines/paths.
- ◆ Image resolution for all graphics files should be 350 dpi or higher for color or grayscale images, 1200 dpi for bitmap line art. No RGB or Indexed color.

### Disclaimer:

All claims for errors in advertisements must be made in writing and received within ten days of publication and will be considered only for the first insertion of the advertisement containing the error. An error, which does not materially affect the value or content of an advertisement, will not qualify for a credit, nor will any credit be allowed if the customer has seen and approved a proof, or a proof was not supplied.