

General Information:

Advertising Office:

Ed MacMillan
810 East 10th Street
Lawrence, KS 66044
(P) 800.627.0326 x 212
(P) 785.865.9212
(F) 785.843.1853
(E) emacmillan@allenpress.com

Publisher:

Angie Girdhar
2413 Van Pelt Place
Modesto, CA 95356
(P) 510.735.5155
(E) agirdhar@allenpress.com

Editorial Office:

James Rutkowski
Editor-in Chief
E: james.rutkowski@gmail.com

Beverly Lindeen, Managing Editor
E: blindeen@allenpress.com

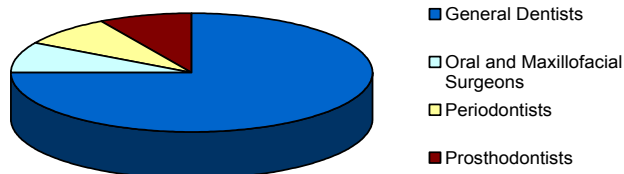
Society:

AAID
211 East Chicago Ave., Suite 750
Chicago, IL 60611
(P) 312.335.1550
(F) 312.335.9090

Circulation:

General Circulation: 4,700 / Issuance: Bimonthly

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



The *Journal of Oral Implantology* is not only the oldest in its field but is one of the premier peer reviewed implant journals in North America. *JOI* covers all aspects of research, techniques and practice for Dentists, Oral and Maxiofacial Surgeons, Periodontists and Prosthodontists. *JOI* is thus seen as an invaluable source for the latest cutting edge information on implants. Implants, prosthetics, pharmaceuticals, the latest research into implantology, implant surgery, and advanced implant procedures are just some of the topics covered.

Guidelines:

- ◆ *JOI* reserves the right to accept materials and require prepayment.
- ◆ 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.

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
Institutional	\$492.00	\$560.00

For subscription information, please contact Rachel Thompson at rthompson@allenpress.com or 800.627.0326 x 211.

Advertising Rates:

Display Advertising Rates (Black & White)						Inserts:	
	1x	3x	6x	12x	24x	2-Page Insert: 2x B/W earned rate	
Full Page	\$1,025	\$915	\$860	\$800	\$760	4-Page Insert: 4x B/W earned rate	
Half Page	\$695	\$645	\$630	\$620	\$595	Binding & Tip-in: additional charge—non-commissionable	
Quarter Page	\$425	\$375	\$325	\$275	\$255	*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.	
*All rates are earned B/W rates.							
Color Rates:						Cover & Preferred Position Rates:	
Standard (black and white plus one color) \$425						(NON CANCELLABLE—PREMIUM OVER EARNED B/W PAGE RATE)	
Full color \$925						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%	
Layout and Design services are available for \$75.00/hour.							

All sizes are width by height.	Full Page	Half Page (h)	Half Page (v)	Quarter Page
Bleed	8 1/2" x 11"	n/a	n/a	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.

Electronic Files:

- ◆ Adobe Acrobat PDF files should be created using the Press Optimized setting and all fonts must be embedded.
- ◆ 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.

Month	Reservation	Copy
February	37(1) Dec. 17	Jan. 1
Special Issue, Future of Implants	37(2) Jan. 27	Feb. 15
April	37(3) Feb. 23	Mar. 14
June	37(4) Apr. 18	May 6
August	37(5) June 21	July 11
*October	37(6) Aug. 23	Sep. 12
December	37(7) Oct. 17	Nov. 3

*Issue will have expanded coverage at AAID conference in Las Vegas, NV, on October 19-23, 2011.

Online Advertising (per month):

	3 Months	6 Months	12 Months
Top Banner 1 (468 x 60 pixels)			
Online Only	\$900	\$750	\$500
Integrated (online + print)*	\$750	\$550	\$400
Top Banner 2 (238 x 60 pixels)			
Online Only	\$600	\$500	\$400
Integrated (online + print)*	\$500	\$400	\$300
Skyscraper (135 x 600 pixels)			
Online Only	\$950	\$800	\$550
Integrated (online + print)	\$800	\$600	\$450
Tile Banner (180 x 150)			
Online Only	\$500	\$400	\$300
Integrated (Online + print)*	\$450	\$350	\$250

*In order to earn the Integrated Rate a company must run a minimum of 3 insertions in JOI or 6 insertions in AAID News in any given 12-month period.