

# International Journal of Paediatric Dentistry

The Official Journal of  
the British Society of Paediatric Dentistry and  
the International Association of Paediatric Dentistry

Edited by: Göran Dahlöf, Karolinska Institutet, Stockholm, Sweden

[www.dentistry.blackwellmunksgaard.com/ipd](http://www.dentistry.blackwellmunksgaard.com/ipd)

# 2008

***Deliver your message  
to experts and  
specialists in Dentistry –  
Advertise in a  
Wiley-Blackwell  
Dentistry Journal***

## Aim and Scope

*International Journal of Paediatric Dentistry* publishes papers on all aspects of paediatric dentistry including: growth and development, behaviour management, prevention, restorative treatment and issues relating to medically compromised children or those with disabilities. This peer-reviewed journal features scientific articles, reviews, case reports, clinical techniques, short communications and abstracts of current paediatric dental research.

***Reach key opinion leaders  
in Pediatric Dentistry  
worldwide***

## Schedule and Circulation

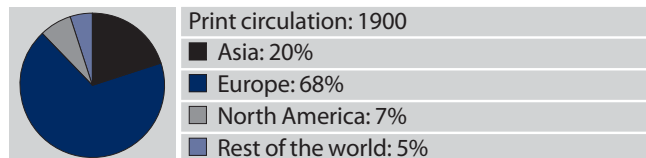
### 2008 Schedule

Cover months: Bimonthly – January, March, May, July, September, November.

Vol:Iss	Month	Artwork Deadline	Publication Date
18:1	January	12 Nov 2007	19 Dec 2007
18:2	March	31 Dec 2008	19 Feb 2008
18:3	May	04 Mar 2008	19 Apr 2008
18:4	July	07 May 2008	19 Jun 2008
18:5	September	09 Jul 2008	19 Aug 2008
18:6	November	10 Sep 2008	19 Oct 2008

All dates are preliminary and subject to change. Please contact the advertising coordinator for an update.

### Circulation



Print circulation: 1900

Asia: 20%
Europe: 68%
North America: 7%
Rest of the world: 5%

## Advertising rates

### Regular positions

Full page b/w	£607	€910	\$1,153
Full page 4 colour	£1,000	€1,500	\$1,900
Double Page Spread	£1,579	€2,369	\$3,000

### Prime positions – Front matter and inner back covers

Full page b/w	£728	€1,092	\$1,383
Full page 4 colour	£1,262	€1,893	\$2,398
Double Page Spread	£1,974	€2,961	\$3,750

### Outer cover positions

Outer Back Cover	£1,315	€1,972	\$2,498
------------------	--------	--------	---------

### Series discounts

12 inserts	20%	discount
6 inserts	10%	discount
3 inserts	5%	discount

### Agency commission

15%

## Online Advertising

Unique Online Impressions: 6000+ per months

More than 6000 libraries worldwide offer access to the journal online!

### Online ads – rates per month

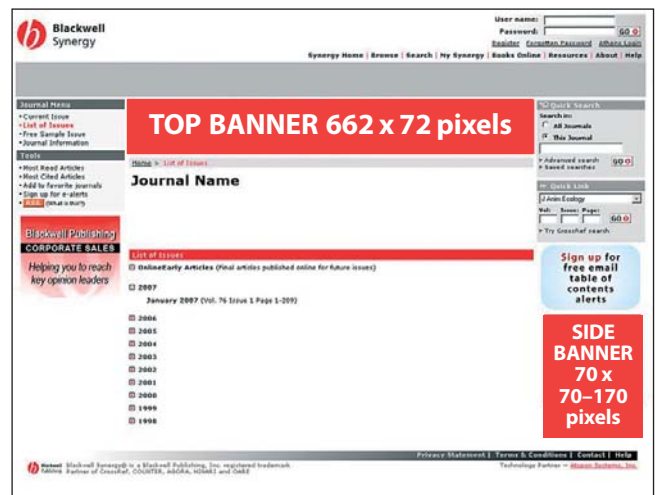
Online journal – Top banner	£600	€900	\$1,200
Online journal –	£500	€750	\$1,000
Left and right hand banners			
Dentistry Super Site – Main page	£600	€900	\$1,200

### Online ads – series discounts

3 months	30%	discount
6 months	40%	discount
12 months	50%	discount

## Banner Ad Technical Specifications

### Synergy – Online Journal banner ads



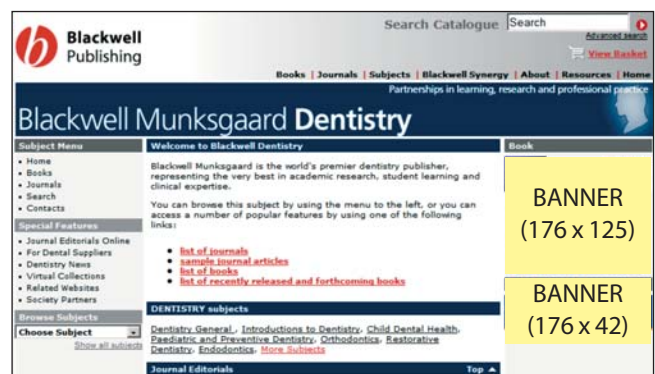
### Right-hand and left-hand banner specifications:

- Graphics should be 170 pixels wide x 70-170 pixels high, under 20kb.
- Images preferred, although images plus text are possible.
- Format should be GIF or JPEG files, standard 256 colour palette.
- Animation possible, but must be minimal (maximum 3 screens and minimum 3 seconds between each screen change).

### Top banner specifications:

- Graphics should be 622 pixels wide x 72 pixels high maximum and under 30kb.
- Images only. Format should be GIF or JPEG files, standard 256 colour palette.
- Expandable banners are possible, but should not exceed 622 pixels width.
- Animation possible, but must be minimal (maximum 3 screens and minimum 3 seconds between each screen change).

### Dentistry Supersite – Main page



- 2 advert sizes available: 176 pixels wide x 125 pixels high and 176 pixels wide x 42 pixels high
- Images preferred.
- Links to other sites must pop up in a new window (not replace the window).
- Format: .jpg or .gif, standard 256 colour palette.
- Please provide Taget URL.

## PDF Material Requirements

### Positioning

Journal trim size: 276mm x 210mm



**Full page bleed advert:**

282mm (V) x 216mm (H)  
including 3mm colour and image bleed on all sides



**Full page non-bleed advert**

230mm (V) x 170mm (H)

### Artwork Requirements

Files should be submitted in high-resolution CMYK or mono colour with vector fonts, bitmap images, and fully embedded fonts.

The full technical PDF specification is available online at [http://www.blackwellpublishing.com/authors/web\\_printspec.doc](http://www.blackwellpublishing.com/authors/web_printspec.doc).

Please upload PDF files to the Blackwell ftp site on or before the copy deadline date and notify the **Advertising Coordinator** at [hannah.smithson@edn.blackwellpublishing.com](mailto:hannah.smithson@edn.blackwellpublishing.com) (see contacts):

IP address: ftp.edn.blackwellpublishing.com

Username: ProSciAcAds

Password: Advertising

Smaller files (under 500kb) can also be sent to the above email address.

For larger files (over 10mb), a hardcopy is preferred. Please send by post to the Advertising Coordinator (see contacts).

**If you have any queries regarding the copy requirements, PDF submission, or production queries generally, please contact Hannah Smithson in the first instance.**

In the rare event of artwork being accepted after the deadline, the PUBLISHER reserves the right to amend the files if they do not conform to our specifications, and cannot be held responsible for the quality of the advertisements.

All submitted artwork will automatically be used as repeat copy for repeat bookings, unless notification is given to the PUBLISHER in advance of the relevant issue's artwork deadline.

### Cancellations

Any cancellations or changes to the original order must be notified to the PUBLISHER by the artwork deadline, otherwise withdrawal of the advert cannot be guaranteed and the full invoice amount will be charged at the discretion of the PUBLISHER.

## Contacts

### Advertising Booking

**Martin Steiniche Nielsen**

Business Development Manager, Corporate Sales  
Direct Phone: +45 77 33 32 89  
E-mail: [martin.nielsen@mks.blackwellpublishing.com](mailto:martin.nielsen@mks.blackwellpublishing.com)

Blackwell Munksgaard  
Rosenørns Allé 1, DK - 1970 Frederiksberg C  
Tel: +45 77 33 33 33 • Fax: +45 77 33 33 77  
[www.dentistry.blackwellmunksgaard.com](http://www.dentistry.blackwellmunksgaard.com)

### Advertising Coordinator

**Hannah Smithson, Advertising Coordinator**

Wiley-Blackwell  
101 George Street, Edinburgh, EH2 3ES  
Tel: +44 (0) 131 718 4418 • Fax: +44 (0) 131 226 3803  
[hannah.smithson@edn.blackwellpublishing.com](mailto:hannah.smithson@edn.blackwellpublishing.com)

## Further Corporate Sales Services

- **Article Reprints** Recent surveys show that dentists are more influenced by an article in an independent journal than by any other source. We offer you the highest quality reprint service at competitive rates and a fast and efficient production time. Use reprints as give-away in promotional mailings and at conferences, and for your sales representatives visiting dentists. Reprints can be purchased as standard single paper reprints or in compilations of articles with a cover and customized to your requirements. We can identify key papers for your products and provide you with pre-publication proof copies to keep you informed and able to plan your campaigns.
- **Article E-prints** Article reprints are also available in PDF format as E-prints. With a pre-set number of accesses these are likely to be more suitable for rush orders or smaller quantities. The PDFs will be accessible to you and your clients directly from a specified website and we will monitor the number of accesses/downloads. The link to the PDFs can be distributed to a single user, a predefined number of users, or a network of users.
- **Sponsored Supplements** Publish your conference material and scientific research in association with one of our prestigious and highly estimated journals. A supplement is an ideal, fast and effective method for dissemination of your material to your target audience. A supplement is a set of papers published as an additional issue to the ordinary issue of one of our journals. All material is subject to peer review and approval by the chief editor and an appointed guest editor. You can order extra print copies at preferential rates for your own distribution and purposes.
- **Sponsored Subscriptions** Consider to sponsor subscriptions to any of our prestigious and highly estimated journals in print or in online version. This way your target group will receive the latest dental information as well as be exposed to your repetitive company exposure associated with a prestigious journal. This is ideal for you or your affiliates who would like to offer something valuable to key opinion leaders and this way keep regular but less commercialized contact with them.