



JOURNAL OF PUBLIC HEALTH DENTISTRY



The Official Journal of the AAPHD

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2008 Rates and Specifications Effective January 2008

EDITORIAL

The Journal of Public Health Dentistry is devoted to the advancement of public health dentistry through the exploration of related research, practice, and policy developments.

COVER AND PREFERRED POSITION RATES

In addition to earned B&W Rate*
2nd Cover: \$1,200
3rd Cover: \$800
4th Cover: \$1,200
(Less 15% discount on cover positions only for 4x commitments)

Agency Commission: 15% (subject to withdrawal on accounts not paid within 60 days of invoice date)

TOTAL CIRCULATION: 1,311

CLOSING DATES

Issues	For Ad Placement	Material Due Date	Mailing Date
Winter 2008	1/20/08	1/30/08	3/6/2008
Spring 2008	4/20/08	4/30/08	6/5/2008
Summer 2008	7/21/08	7/31/08	9/5/2008
Fall 2008	10/18/08	10/28/08	12/5/2008

ADVERTISING OPPORTUNITIES

Inserts: Rates are determined using the black and white earned rate per number of insert pages.

Other services available*: Bellybands, outserts, business reply cards, reprints, sponsored subscriptions and online advertising.

(*Some opportunities not available for some journals. Please contact your Advertising Executive for details and availability.)

FREQUENCY: MONTHLY

Black and White Rates

Frequency	1x
Full Page	\$450
Half Page	\$300
Quarter Page	\$175

MECHANICAL REQUIREMENTS

TRIM SIZE: 8-1/4" x 10-7/8"

PAGE SIZES, NON-BLEED:

	Width	Depth
Full Page	7"	10"
1/2 page Vertical	3-1/2"	10"
1/2 Page Horizontal	7"	5"
1/4 page	3-1/2"	5"

PAGE SIZES, BLEED:

	Width	Depth
Full Page	8-1/2"	11-1/8"
1/2 page Vertical	4-5/16"	11-1/8"
1/2 Page Horizontal	8-1/2"	5-9/16"

SUBMISSION OF ADS:

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution Digital Media Required (minimum 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred method of submission): Please contact Advertising Traffic Coordinator at adtraffic@bos.blackwellpublishing.com prior to submitting a file via FTP.
- Media Requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 1/8" bleed.
- All fonts and graphic must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.
- Convert all RGB to CMYK.
- Laser Proof must accompany all digital file submissions.
- Color ads must be accompanied by SWOP-certified proof (chromalin, matchprint, IRIS, etc.)
- Changes or updates made to previously submitted material must be resupplied in full w/ all pages included.
- For additional information, please see our PDF specifications available at: http://www.blackwellpublishing.com/authors/web_printspec.pdf.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley-Blackwell is not responsible for the quality of advertisements sent after the deadline.

INSERT REQUIREMENTS

- Multi-page inserts are to be furnished folded. Three samples required.
- Sizes. 2-page inserts: 8-1/2" x 11-1/8", 4-page inserts: 8-1/2" x 11-1/8"
- Trimming: Head 1/8", foot no less than 1/8" or more than 9/16", width 1/8"; safety margin in gutter; 1/8" safety at side; 1/8" grind off spine.
- Stock Weights Acceptable: Not to exceed 100 lb. coated
- Packing Instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated.

PAPER STOCK:

- Inside pages: UPM Classic Gloss 80 gsm
- Covers: 10 pt. C/2/S

HALFTONE SCREEN: 133

TYPE OF BINDING: Perfect

REPRODUCTION REQUIREMENTS:

- Four color process ads showing trim will be produced 4 colors wet in the following color rotation: yellow, red, blue, black. Progressive proofs should be proofed wet in the same rotation on white coated 60 lb. basis or comparable paper.
- Inks: Offset standard process yellow, red, blue, black. To be responsible for quality, the publisher must receive progressive proofs pulled as described above.

CONTACTS:

Ship all Advertising Material as well as two Insert Examples to:
Wiley-Blackwell
Attn: Advertising Traffic Coordinator
Journal of Public Health Dentistry, Volume ____, Issue ____
350 Main Street
Malden, MA 02148-5018

Ship Inserts to:
The Sheridan Press
Attn: Lin Pearson
Journal of Public Health Dentistry, Volume ____, Issue ____
450 Fame Avenue
Hanover, PA 17331
Phone: 800-635-7181
Mark Shipment "For Insert Storage"



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