AJO-DO: American Journal of Orthodontics & Dentofacial Orthopedics

2018 MEDIA KIT
## Table of Contents

- Editorial Overview .................................................................................................................................................................................................. 1
- Readership ................................................................................................................................................................................................................... 2
- Member Demographics .................................................................................................................................................................................... 3
- Digital Advertising Opportunities ............................................................................................................................................................. 4
  - Journal Website Banner Advertising ............................................................................................................................................................. 4
  - Table of Contents (TOC) Email Advertising ...................................................................................................................................................... 5
  - Mobile App Advertising .................................................................................................................................................................................................... 6
- Print Advertising Opportunities .................................................................................................................................................................. 7
  - Print Rates & Closing Dates ........................................................................................................................................................................................... 7
  - Bonus Distribution .................................................................................................................................................................................................................. 8
- The Practice Management Bulletin .......................................................................................................................................................... 9
- eBulletin ...................................................................................................................................................................................................................... 10
- Annual Session Exhibit Guide .................................................................................................................................................................... 11
- AAO Annual Session On-Site Program ............................................................................................................................................. 12
- AAO Corporate Close-Up .............................................................................................................................................................................. 13
- Reprint Capabilities ............................................................................................................................................................................................ 14
- Specifications ........................................................................................................................................................................................................... 15
  - Digital Media .............................................................................................................................................................................................................................. 15
  - Print Media ..................................................................................................................................................................................................................... 17
- Contacts ...................................................................................................................................................................................................................... 20
- AAO Advertising Policy .................................................................................................................................................................................... 21

### Print Circulation

<table>
<thead>
<tr>
<th>Print Circulation</th>
<th>16,698</th>
</tr>
</thead>
</table>

### Average Monthly Visits

<table>
<thead>
<tr>
<th>Average Monthly Visits</th>
<th>47,729</th>
</tr>
</thead>
</table>

### Average Monthly Pageviews

<table>
<thead>
<tr>
<th>Average Monthly Pageviews</th>
<th>164,563</th>
</tr>
</thead>
</table>

### Opt-in Email Subscribers

<table>
<thead>
<tr>
<th>Opt-in Email Subscribers</th>
<th>19,901</th>
</tr>
</thead>
</table>
Editorial Overview

Editorial Direction
Published for more than 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.

Established
1915

Editor-in-Chief
Rolf G. Behrents, Professor and Director, Orthodontic Program, Center for Advanced Dental Education, Saint Louis University, St Louis, MO.

Publisher
Jane Ryley

Societies & Affiliations
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
16,698

Website
www.ajodo.org

App
Readership

Journal Usage*

71% of AJO-DO readers have read or looked through the last 3-4 issues

54% of AJO-DO readers have read about 1/2 or more of each issue

86% of AJO-DO readers find AJO-DO “very valuable” compared to similar publications

22% of AJO-DO readers have read all or almost all of each issue

17% of AJO-DO readers have read at least 3/4 of each issue

*Readex Research, Companion Questionnaire Survey, August 2017
Member Demographics

Buying Decisions*

- 68% of AJO-DO readers use the journal as a source of information about new products and services (2nd place publication at 46%)

*Readex Research, Companion Questionnaire Survey, August 2017
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.

**Banner Positions**

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td></td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS</td>
<td></td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
</tr>
</tbody>
</table>

**Sticky Banners**

Leaderboard remains in place during scroll for 8 seconds. Rectangle and Skyscraper on ROS pages remains in place on right side throughout scroll.

**Rate**

$80 CPM Net/Geotarget

---

*Adobe Analytics: Average of June 2016 - May 2017*
DIGITAL ADVERTISING OPPORTUNITIES

Table of Contents (TOC) Email Advertising

Each month, registered subscribers receive the Table of Contents (TOC) email for 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.

Banner Positions
Only 3 positions available per TOC

<table>
<thead>
<tr>
<th>Leaderboard</th>
<th>728 x 90</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

Metrics*

<table>
<thead>
<tr>
<th>Opt-in Distribution</th>
<th>19,901</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Open Rate</td>
<td>17%</td>
</tr>
</tbody>
</table>

Rate

$1,500 (Net) each
$1,200 (Net) when you buy 3 or more

*Epsilon: May 2017
Mobile App Advertising

iPad, iPhone, and Android 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.

Banner Positions

<table>
<thead>
<tr>
<th>Tablets (iPad and Android)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Interstitial, Landscape</td>
<td>1024 x 768</td>
</tr>
<tr>
<td>Interstitial, Portrait</td>
<td>768 x 1024</td>
</tr>
<tr>
<td>Home Screen</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Table of Contents</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Abstract Page</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Article Menu Bar</td>
<td>160 x 600</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Smartphones (iPhone and Android)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Interstitial (portrait only)</td>
<td>320 x 480</td>
</tr>
<tr>
<td>Home Screen</td>
<td>300 x 50</td>
</tr>
<tr>
<td>Table of Contents</td>
<td>300 x 50</td>
</tr>
<tr>
<td>Abstract Page</td>
<td>300 x 50</td>
</tr>
</tbody>
</table>

Monthly Metrics*

| Users                      | 800 |
| Sessions/Visits           | 1,481 |
| Screen Views              | 8,492 |

Rate
$1,000/month (Net) for 25% Share of Voice (3 month minimum)

*Adobe Analytics: Average of May 2016 - April 2017
## PRINT ADVERTISING OPPORTUNITIES

### Print Rates & Closing Dates

#### Black & White Rates

<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>$3,645</td>
<td>$2,765</td>
<td>$2,125</td>
</tr>
<tr>
<td>3x</td>
<td>$3,500</td>
<td>$2,710</td>
<td>$2,080</td>
</tr>
<tr>
<td>6x</td>
<td>$3,445</td>
<td>$2,680</td>
<td>$2,045</td>
</tr>
<tr>
<td>12x</td>
<td>$3,375</td>
<td>$2,590</td>
<td>$2,005</td>
</tr>
<tr>
<td>24x</td>
<td>$3,300</td>
<td>$2,550</td>
<td>$1,970</td>
</tr>
</tbody>
</table>

#### Color Rates

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Color</td>
<td>$910</td>
<td></td>
</tr>
<tr>
<td>Matched Color</td>
<td>$990</td>
<td></td>
</tr>
<tr>
<td>Metallic Color</td>
<td>$1,295</td>
<td></td>
</tr>
<tr>
<td>4 Color</td>
<td>$1,990</td>
<td></td>
</tr>
</tbody>
</table>

#### Outserts

Please contact your Sales Representative.

#### Closing Dates

<table>
<thead>
<tr>
<th>Publication Date</th>
<th>Closing Date</th>
<th>Materials Deadline</th>
<th>Inserts Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>11/28/17</td>
<td>12/4/17</td>
<td>12/19/17</td>
</tr>
<tr>
<td>February</td>
<td>1/2/18</td>
<td>1/8/18</td>
<td>1/24/18</td>
</tr>
<tr>
<td>March</td>
<td>1/31/18</td>
<td>2/6/18</td>
<td>2/22/18</td>
</tr>
<tr>
<td>April</td>
<td>3/1/18</td>
<td>3/7/18</td>
<td>3/22/18</td>
</tr>
<tr>
<td>May</td>
<td>4/2/18</td>
<td>4/6/18</td>
<td>4/23/18</td>
</tr>
<tr>
<td>June</td>
<td>5/2/18</td>
<td>5/8/18</td>
<td>5/23/18</td>
</tr>
<tr>
<td>July</td>
<td>5/31/18</td>
<td>6/6/18</td>
<td>6/21/18</td>
</tr>
<tr>
<td>August</td>
<td>7/3/18</td>
<td>7/10/18</td>
<td>7/25/18</td>
</tr>
<tr>
<td>September</td>
<td>8/1/18</td>
<td>8/7/18</td>
<td>8/23/18</td>
</tr>
<tr>
<td>October</td>
<td>8/29/18</td>
<td>9/5/18</td>
<td>9/20/18</td>
</tr>
<tr>
<td>November</td>
<td>10/1/18</td>
<td>10/9/18</td>
<td>10/24/18</td>
</tr>
<tr>
<td>December</td>
<td>10/30/18</td>
<td>11/5/18</td>
<td>11/21/18</td>
</tr>
</tbody>
</table>

#### Premium Positions

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
<th>B/W Page Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 4</td>
<td></td>
<td>50%</td>
</tr>
<tr>
<td>Cover 2</td>
<td></td>
<td>35%</td>
</tr>
<tr>
<td>Cover 3</td>
<td></td>
<td>25%</td>
</tr>
<tr>
<td>Opposite TOC</td>
<td></td>
<td>25%</td>
</tr>
<tr>
<td>First Right Hand Page</td>
<td></td>
<td>25%</td>
</tr>
<tr>
<td>Other Preferred Positions</td>
<td></td>
<td>10% B/W page rate</td>
</tr>
<tr>
<td>Business Reply Card</td>
<td>A full page ad is required to place a business reply card.</td>
<td>$1,800</td>
</tr>
</tbody>
</table>

*All ads must go through an approval process*
Bonus Distribution

American Association of Orthodontists (AAO)

May 4-8, 2018 (Washington, DC)

Issues:
AJO-DO April 2018
AAO Bulletin April 2018

Please Note: Conference distribution subject to change. Please contact your Sales Representative prior to finalizing your media plan.
The Practice Management Bulletin

Editorial Direction
The Practice Management 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

Societies & Affiliations
Official Practice Management & News Publication of the American Association of Orthodontists

Issuance
6 times per year

Circulation
17,000 paid, AAO member benefit

- The disclaimer, “PAID ADVERTISING” must be included on every ad.
- A low resolution pdf must be submitted for review by the material submission date listed in the Closing Dates chart. After the ad is approved a high resolution pdf can be sent in for printing purposes.
- Ideal ad submission file format is a high resolution pdf. Other acceptable programs, files are from InDesign, QuarkXPress, Illustrator, Photoshop.

Black & White Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>2-Page Spread</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
<th>1/8 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$5,200</td>
<td>$2,600</td>
<td>$2,040</td>
<td>$1,480</td>
<td>$920</td>
</tr>
<tr>
<td>3x</td>
<td>$4,940</td>
<td>$2,345</td>
<td>$1,785</td>
<td>$1,225</td>
<td>$665</td>
</tr>
<tr>
<td>6x</td>
<td>$4,690</td>
<td>$2,090</td>
<td>$1,530</td>
<td>$970</td>
<td>$410</td>
</tr>
<tr>
<td>24x*</td>
<td>$4,435</td>
<td>$1,835</td>
<td>$1,275</td>
<td>$715</td>
<td>$155</td>
</tr>
</tbody>
</table>

4 Color Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>2-Page Spread</th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
<th>1/8 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$6,425</td>
<td>$3,215</td>
<td>$2,625</td>
<td>$2,040</td>
<td>$1,455</td>
</tr>
<tr>
<td>3x</td>
<td>$6,170</td>
<td>$2,960</td>
<td>$2,370</td>
<td>$1,785</td>
<td>$1,200</td>
</tr>
<tr>
<td>6x</td>
<td>$5,915</td>
<td>$2,705</td>
<td>$2,115</td>
<td>$1,530</td>
<td>$945</td>
</tr>
<tr>
<td>24x*</td>
<td>$5,660</td>
<td>$2,450</td>
<td>$1,860</td>
<td>$1,275</td>
<td>$690</td>
</tr>
</tbody>
</table>

Closing Dates

<table>
<thead>
<tr>
<th>Issue Month</th>
<th>Reservation Due</th>
<th>Material Submission</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>12/20/17</td>
<td>1/10/18</td>
</tr>
<tr>
<td>April</td>
<td>3/3/18</td>
<td>3/10/18</td>
</tr>
<tr>
<td>June</td>
<td>5/8/18</td>
<td>5/15/18</td>
</tr>
<tr>
<td>August</td>
<td>7/11/18</td>
<td>7/18/18</td>
</tr>
<tr>
<td>October</td>
<td>9/6/18</td>
<td>9/12/18</td>
</tr>
<tr>
<td>December</td>
<td>10/31/18</td>
<td>11/12/18</td>
</tr>
</tbody>
</table>

4 Actual page trim size is 8 3/8” x 10 7/8”

Mechanical Specifications

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Non Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<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>

Premium Positions
Inside front cover and back cover Add $450 (Net) to rates listed in the chart

Ad Material Submission
Leslie Kemmett
leslie@ssmediasol.com
(p) 701.425.2558
eBulletin

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

Societies & Affiliations
Main email vehicle used by the American Association of Orthodontists

Issuance
Weekly, 52 times a year

Distribution
- 15,958 opt-in AAO members
- 38.9% average open rate
- 13.2% average click-through rate

Rates
<table>
<thead>
<tr>
<th>Frequency</th>
<th>Cost per deployment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$800</td>
</tr>
<tr>
<td>3x or more</td>
<td>$550</td>
</tr>
</tbody>
</table>

Specifications
- Dimensions: 190 x 300*
- File size no larger than 50 kb
- Include a solid keyline around your ad if it does not have a full background full of color.
- 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.

Ad Submission
Please email electronic files to
Leslie Kemmett
(p) 701-425-2558
leslie@ssmediasol.com

Best if created 380x600 and then optimized down to 190x300 by choosing “Save for Web & Devices” on the highest setting .jpg in Photoshop OR provide a high-res .jpg at 200% and the AAO will optimize.
Annual Session 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 2018 Annual Session and includes an Exhibit Hall floor plan.

Premium Positions
| Inside Front Cover | Full page, 4-color $4,620 |
| Inside Back Cover | Full page, 4-color $4,620 |
| Outside Back Cover | Full page, 4-color $5,230 |
| Inside Pages (placement is random) | Full page, 4-color $3,020 |
| 1/2 page, 4-color $2,060 |

Ad Deadlines
- Space Reservation Deadline: 1/12/2018
- Low-Res PDF Due for Approval: 1/19/2018
- High-Res PDF Ad Deadline: 1/26/2018

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 3/8” x 10 7/8”*</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>6 7/8” x 4 1/8”</td>
<td>—</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3 1/4” x 9”</td>
<td>—</td>
</tr>
</tbody>
</table>

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.”

Advertisers wishing to include both numbers in their ads, but who do not have their numbers by the review PDF deadline, should use a placeholder and the AAO will ensure that the number can be included in the final ad.

Ad Material Submission
Leslie Kemmett
leslie@ssmediasol.com
(p) 701.425.2558

*Add 1/4” bleed to all edges
AIO Annual Session On-Site Program

Editorial Direction
The AAO On-Site Program is a pocket-sized booklet containing the schedule for the Doctor’s Program and Orthodontic Staff Program. This quick-reference tool also includes a map of the convention center, hotel map and shuttle schedule. Available to attendees via print and digital versions:

- Print version placed in each attendee registration bag
- Digital version link emailed to all registrants

Limited advertising and positioning exist on a first-come, first-served basis.

Rates
$3,020 net for full page/4-Color

Ad Deadlines
Space Reservation 1/19/2018
PDF for Approval 1/26/2018
Materials Reservation 2/5/2018

Specifications
- The Onsite Program (pocket guide) booklet is 4” x 9” finished.
- Artwork should be high res cmyk pdf 4” x 9” plus, 1/4” bleed on all edges.

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 AAO On-Site Program are required to place the following designator somewhere in their ads—“Paid Advertising.”

Ad Material Submission
Leslie Kemmett
leslie@ssmediasol.com
(p) 701.425.2558
AAO Corporate Close-Up

AAO Corporate Profile Supplement
Participants will receive a Spread 4-Color ad unit in the AAO Corporate Close-Up supplement that will mail with the April issue of AJO-DO and be handed out at the AAO meeting. Your spread consists of an advertisement facing a full-page article sharing your corporate story, or highlighting a particular product.

Additional copies will be available at the AAO Annual Session in bins at Registration, Outside Exhibit Hall and in Doctor’s Lecture Hallway.

It will deliver exclusive impact, exposure and added value for you prior to, during and after the AAO Annual Session.

Package includes
- Spread 4/C in the AAO Corporate Profile Supplement
- Full Page 4/C ad in the April AAO Annual Session issue of AJO-DO
- Full Page 4/C ad in the May post-AAO Annual Session issue of AJO-DO

Ad Deadlines
Space Closing 2/26/2018
Corporate Close Ups and Advertising Materials Due 3/5/2018

Rate (Net)
$12,750 (valued at $17,500)

On Site Extra!
As a participant in the AJO-DO Corporate Close-Up Package you can influence clinicians at the meeting with a full-page ad in the AAO Exhibit Guide, distributed to all attendees at check-in. The net cost is just $2,250, an $800 savings!

Limited Opportunity, call today!
Participation is limited to just 6 companies
Reprint Capabilities

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.

Order Reprints Online
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 Media**

**Journal Website Banner Ads**

**Creative Sizes**

**Leaderboard 728 x 90**
Placement: Journal pages. 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*)

**Specifications**

<table>
<thead>
<tr>
<th>Desktop/Tablet</th>
<th>HTML5, 150kB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile (mWeb or In-App)</td>
<td>HTML5, 40kB</td>
</tr>
<tr>
<td>Size</td>
<td>200K max</td>
</tr>
<tr>
<td>Rotation</td>
<td>Accepted</td>
</tr>
<tr>
<td>Animated GIF</td>
<td>Max 3 loops of animation, up to 15 seconds per loop</td>
</tr>
<tr>
<td>Required Resolution</td>
<td>72 dpi</td>
</tr>
<tr>
<td>Acceptable File Format</td>
<td>GIF, JPEG, SWF [rich media]</td>
</tr>
<tr>
<td>Rich Media and HTML5</td>
<td>Yes. Supplied as 3rd party tags only</td>
</tr>
<tr>
<td>Target URL</td>
<td>Required</td>
</tr>
</tbody>
</table>

**Rich Media Expanding & HTML In-Page Ads†**

**Leaderboard 728 x 90**
Expands ▼ down to a maximum size of 728 x 315

**Wide Skyscraper 160 x 600**
Expands ◘ left to a maximum size of 300 x 600

**Large Rectangle 300 x 250**
Expands ◄ right to a maximum size of 600 x 250

**Rich Media Specifications**

<table>
<thead>
<tr>
<th>Initial Size</th>
<th>150 KB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subsequent Size</td>
<td>2.2 MB</td>
</tr>
<tr>
<td>Back-up GIF</td>
<td>200 KB</td>
</tr>
<tr>
<td>Animation</td>
<td>15 seconds or 3 loops of 5 seconds</td>
</tr>
<tr>
<td>Video</td>
<td>No</td>
</tr>
<tr>
<td>Max Video File Size</td>
<td>N/A</td>
</tr>
<tr>
<td>Expansion Method</td>
<td>On click</td>
</tr>
<tr>
<td>Hotspot Requirements</td>
<td>Not to exceed 1/4 size of original ad</td>
</tr>
<tr>
<td>Close Button Requirements</td>
<td>8pt - 16 pt (11px - 21px)</td>
</tr>
</tbody>
</table>

**Additional Notes:**
- Third party tags accepted
- Ads served via DFP by Google

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*Generic list of non-content pages available upon request though will vary by journal
†Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.
### Digital Media (continued)

#### Table of Contents (TOC)

**Email Banner Ads**

<table>
<thead>
<tr>
<th>Creative Sizes</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard 728 x 90</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Wide Skyscraper 160 x 600</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Large Rectangle 300 x 250</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Email Specifications**

<table>
<thead>
<tr>
<th>Size</th>
<th>200K max</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rotation</td>
<td>No</td>
</tr>
<tr>
<td>Required Resolution</td>
<td>72 dpi</td>
</tr>
<tr>
<td>Acceptable File Format</td>
<td>.gif or .jpg</td>
</tr>
<tr>
<td>Rich Media</td>
<td>No</td>
</tr>
<tr>
<td>Animation</td>
<td>No</td>
</tr>
<tr>
<td>Target URL</td>
<td>Required</td>
</tr>
<tr>
<td>3rd Party Tags</td>
<td>No</td>
</tr>
</tbody>
</table>

#### Mobile App Banner Ads - Tablets (iPad and Android)

**Creative Sizes**

- **Landscape 1024 x 768**
- **Portrait 768 x 1024**
- **Leaderboard 728 x 90**

**Tablet Specifications**

<table>
<thead>
<tr>
<th>File Types</th>
<th>.jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>File Size</td>
<td>200K file size limit.</td>
</tr>
<tr>
<td>Rich Media Ads</td>
<td>Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.</td>
</tr>
<tr>
<td>Target URL</td>
<td>Required</td>
</tr>
</tbody>
</table>

#### Mobile App Banner Ads - Smartphones (iPhone and Android)

**Creative Sizes**

- **Portrait 320 x 480**
- **Leaderboard 300 x 50**

**Smartphone Specifications**

<table>
<thead>
<tr>
<th>File Types</th>
<th>.jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>File Size</td>
<td>40k file size limit. 3rd party tracking and click pixels are accepted.</td>
</tr>
<tr>
<td>Rich Media Ads</td>
<td>Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.</td>
</tr>
<tr>
<td>Target URL</td>
<td>Required</td>
</tr>
</tbody>
</table>
SPECIFICATIONS

Print Media

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 foot

Printing process | Web

Halftone screen | Cover, 150 line screen
                | Text, 150 line screen

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.

Note: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

Font

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 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.

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 warned. 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.

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.
Print Media (continued)

- 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.

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).

Note: Any non-intended spot colors will be converted to CMYK.

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.

Insert Requirements:

<table>
<thead>
<tr>
<th>Insert Type</th>
<th>Size</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page insert</td>
<td>8-3/8” x 11-1/8”</td>
<td></td>
</tr>
<tr>
<td>4-page insert</td>
<td>16-3/4” x 11-1/8”, furnish folded to 8-3/8” x 11-1/8”</td>
<td></td>
</tr>
</tbody>
</table>

Trimming
1/8” trimmed off top, bottom, gutter and face. Keep all live matter 1/4” from all trim edges. Note that a 1/2” safety must also be applied to both sides of the gutter/spine.

Insert Stock Weight
For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.

Closing Date for Booking Inserts
Same as ad space closing

Insert Delivery Date
See Insert due dates. All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order.

Insert Quality
Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.
Print Media (continued)

Insert Packing & Shipping Instructions
Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

Insert Shipment Address
American Journal of Orthodontics & Dentofacial Orthopedics
LSC Communications
121 Matthews Drive
Senatobia, MS 38668
Attn: Elsevier Team

Disposition of Reproduction Material
All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.
Contacts

Integrated Advertising

Allen L. Schwartz  
**Director of Sales, Western Region**  
10225 NW Brentano Lane  
McMinnville, OR 97128

Tel: 503-784-8919  
Fax: 503-961-0445  
Email: allen@ssmediasol.com

Jim Shavel  
**Director of Sales, Eastern Region**  
1554 Surrey Brook Court  
Yardley, PA 19067

Tel: 215-369-8640  
Cell: 215-499-7342  
Fax: 215-369-4381  
Email: jim@ssmediasol.com

Bill Kittredge  
**Director of Sales, Southwest Region**  
21171 Via Alisa  
Yorba Linda, CA 92887

Tel: 714-264-7386  
Email: bill@ssmediasol.com

Contracts, Insertion Orders & Production Materials

Le-Andrea Sylvester  
Elsevier  
230 Park Avenue  
New York, NY 10169

Tel: 212-633-3649  
Fax: 212-633-3846  
Email: le.sylvester@elsevier.com

Send new print ad files and submit pickup ads to [www.ads4els.com](http://www.ads4els.com)

Recruitment & Classified Advertising

Ariel Medina  
Elsevier  
230 Park Avenue  
New York, NY 10169

Tel: 212-633-3689  
Fax: 212-633-3846  
Email: a.medina@elsevier.com

Recruitment & Classified Production

Jaichand Ramsaroop  
Elsevier  
230 Park Avenue  
New York, NY 10169

Tel: 212-633-3690  
Fax: 212-633-3846  
Email: j.ramsaroop@elsevier.com

Visit [www.elsmediakits.com](http://www.elsmediakits.com) to view other media kits and rate cards.
The AAO welcomes advertising in its publications as an important means of keeping the orthodontist informed of new and better products and services for the practice of orthodontics. Such advertising must be factual, dignified, tasteful and intended to provide useful product and service information. These standards apply to advertisements in The Practice Management Bulletin, the eBulletin, the American Journal of Orthodontics and Dentofacial Orthopedics (AJO-DO), ajodo.org, and all Annual Session publications including inserts for the Annual Session conference bags.

The publication of an advertisement is not to be construed as an endorsement or approval by the AAO or any of its subsidiaries, councils, committees or agencies of the product or service being offered in the advertisement unless the advertisement specifically includes an authorized statement that such approval or endorsement has been granted. The fact that an advertisement for a product, service or company has appeared in an AAO publication will not be referred to in collateral advertising.

The AAO reserves the right to accept or reject advertising at its sole discretion for any product or service submitted for publication, AAO-TV or the AAO Annual Session conference bags, regardless of whether it complies with these standards.

**General Requirements**

1. All advertisements submitted for display in an AAO publication are subject to review by the AAO or its designees.
2. All advertisements should be relevant to, and effective and useful in, the practice of orthodontics. Products or services that are of interest to orthodontists or the dental profession may be considered for acceptance.
3. Advertisements must not be deceptive or misleading. All claims of fact must be fully supported and meaningful in terms of performance or any other benefit. The Association reserves the right to request additional information as needed.
4. Advertisements will not be accepted if they conflict with or appear to violate AAO policy, the AAO Principles of Ethics and Code of Professional Conduct or its Bylaws, or if the advertisements are deemed offensive in either text or artwork, or contain attacks of a personal, racial or religious nature. The AAO reserves the right to decline advertising for any product involved with a government agency challenge or denial of product marketing.
5. By submitting advertising copy, advertisers certify that such copy and the advertised product(s) are in accord with applicable government laws and regulations, such as equal opportunity laws and regulations covering new drug applications and prescription drug advertising. For example, products that require approval by the U.S. Food and Drug Administration for marketing must receive this approval before being eligible and must include “full disclosure” when required. It is the responsibility of the advertiser to conform to regulations of the FDA and all legal requirements for the content of claims made for products. Acceptance of advertising in AAO publications is not to be construed as a guarantee that the manufacturer has complied with such laws and regulations.
6. Complete scientific and technical data, whether published or unpublished, concerning product safety, operation and usefulness may be required.
7. The advertisement may cite, in footnotes, references from dental and other scientific literature provided the reference is truthful and is a fair and accurate representation of the body of literature supporting the claim made.
8. Comparative advertising claims for competing products and services must be substantiated adequately (See Criteria for Substantiation of Comparative Claims). Unwarranted disparagements or unfair comparisons of a competitor’s products or services will not be allowed.
9. Display advertising and classified advertising with respect to employment, purchase of practice, participation or any other contractual relationship with any dental care delivery mode or system may be accepted for publication in the American Journal of Orthodontics and Dentofacial Orthopedics, but not in The Bulletin.
10. Alcoholic beverages and tobacco products are not eligible for advertising.
11. Books and electronic media are eligible for advertising, but a sample may be required in advance for review.
AAO Advertising Policy (continued)

12. An AAO publication will accept advertisements from an accredited university or college-affiliated dental education course, either on a graduate level or on a continuing-education level, or by a national certifying board or specialty society recognized by the ADA. Advertisements for commercially (non-academic, for-profit) sponsored courses or for courses and educational materials directed to the income of an orthodontist or the commercial aspects of orthodontic practice are prohibited, except as may be specifically approved by the AAO; and the advertisement must clearly state the course sponsor and credit hours if applicable.

13. The advertiser and the product or service being offered should be clearly identified in the advertisement. In the case of drug advertisements, the full generic name of each active ingredient will appear.

14. Advertising that simulates editorial content must be clearly identified as advertising. The word “advertisement” must be displayed prominently:
   - The word advertisement must be placed at the top center of the page;
   - The word advertisement must be sized at 16-point;
   - The logo(s) of the company/companies whose products are featured in the advertorial must appear in the ad.

15. Guarantees may be used in advertisements provided the statements that are “guaranteed” are truthful and can be substantiated. However, no guarantee should be used without disclosing its conditions and limitations. When space or time restrictions preclude such disclosures, the advertisement must clearly reveal where the full text of the guarantee can be examined before purchase.

16. Advertisements must not quote the names, statements or writings of any individual, public official, government agency, testing group or other organization without their express written consent.

Criterial For Substantiation of Corporate Claims

The following Criteria for Substantiation of Comparative Claims provide guidance to advertisers on what constitutes “adequate substantiation.” The ultimate test is whether the claim, when viewed in the context of the advertisement as a whole, is false or materially misleading. Comparative advertisements may include the use of a competitor’s name and the description of a comparable product or service, including price, if the comparison is made in a manner that is not false or misleading.

1. Comparative claims relating to clinical safety or efficacy should be supported by results from at least one well-designed clinical study that directly compares the products. These studies should have been published in a peer-reviewed journal.
   Additional studies may be required.

2. Comparative claims that include references to products and appliances being superior, the first or only in a specific market or product category, or claims concerning shorter treatment time, less discomfort, better treatment results, more biological or more stable must be substantiated. Such claims should be supported by results from at least two well-designed clinical studies that directly compare the products. These studies should have been published in peer-reviewed journals. Additional studies may be required.

3. Clinical studies should follow accepted principles of good study design (e.g., independent, blinded if appropriate, adequately powered, well-controlled [should normally include a negative control, if ethical, to validate the study], randomized, prospective, etc), and study subjects should be representative of the population for whom the product is intended.

4. Indices used to measure various clinical outcomes (e.g., gingival indices, plaque indices, radiographic indices, ABO Objective Grading System, etc) should be reliable and reproducible, and should have been published in a peer-reviewed journal.

5. All available studies comparing the products or formulations in question should be submitted on request.

6. If other comparative studies give conflicting results, advertising claims will not be accepted unless they reflect these results.

7. Results should be both statistically analyzed and shown to be clinically meaningful.

8. Studies should analyze and compare the change in the measured parameter for the test product vs. the compared product.

9. If appropriate published studies supporting a claim are not available, the advertiser will be asked to choose from one of the two other options described in the second paragraph under Review Procedures (next page).
AAO Advertising Policy (continued)

Review Procedures

All advertisements must be submitted to the Advertising Manager. The advertisements will then be reviewed by AAO staff, including the General Counsel, before submission to the Advertising Review Committee. If an advertisement appears to meet the guidelines, but is questioned by a member of the advertising review committee or related staff on the basis that the advertisement does not meet the AAO’s standards for professional appearance or has questionable interest to orthodontists or the dental profession, the advertising review committee (and the editor in the case of the AJO-DO) will confer and render a decision by conference and vote.

When the evaluation committee determines that the claims made in an advertisement are unfounded, the advertiser will be offered three options:

1. Maintain the advertiser’s wording, and place an asterisk after the claim or statement that will refer the reader to at least two published, peer-reviewed research articles that will be placed at the bottom of the advertisement.

2. Maintain the advertiser’s wording and, if no peer-reviewed references are available, place an asterisk after the claim or statement that will refer the reader to the following statement that will be placed at the bottom of the advertisement:
   *Not yet verified by peer-reviewed research.

3. Change the wording of the advertisement to eliminate any unfounded claims or statements. In some cases only specific phrases, adjectives or quantifiers may need to be deleted, as opposed to entire statements.

When the deliberations between the evaluation committee and an advertiser need further clarification, the editor-in-chief of the AJO-DO (who is a permanent member of the evaluation committee), will make direct verbal contact with the advertiser’s representative, in order to explain the advertising policy of the AAO and to help negotiate a positive solution to any stalemate in the deliberations over a particular advertisement.

If the advertising review committee is unable to agree on the acceptance of an advertisement, then a decision to accept or reject an advertisement may be deferred to the Executive Committee of the Board of Trustees of the American Association of Orthodontists for further review at its next regularly scheduled meeting. A decision by the advertising review committee is final, or, if referred by the advertising review committee to the Board of Trustees Executive Committee, a decision by the Board of Trustees Executive Committee is final.