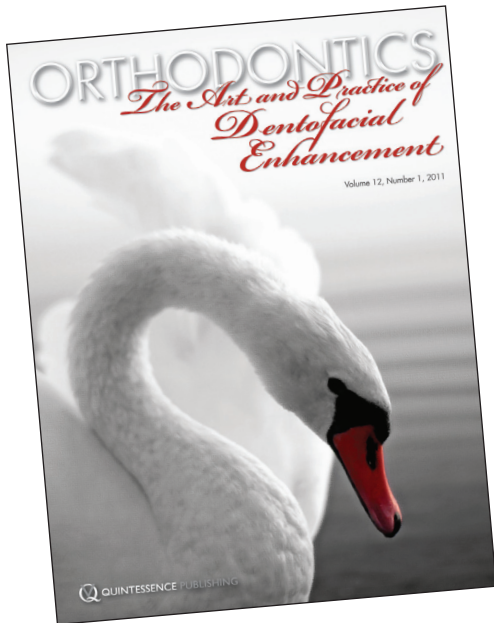


2012 Rate Card



ORTHODONTICS: The Art and Practice of Dentofacial Enhancement is targeted at practicing orthodontists, cosmetic dentists, and other dental specialists involved in dentofacial enhancement. The new elegant presentation and interpretive design of this journal, in color throughout, showcases clinically relevant articles to meet the growing demand to augment the esthetic orthodontic database. With its new focus on esthetic treatment, the journal will advance the art and practice of orthodontics throughout the world.

Now an annual publication, premiering each year at the AAO Annual Meeting!

Production Specifications

Journal trim: 8 $\frac{1}{8}$ " wide × 10 $\frac{7}{8}$ " deep.
Bleed size: 8 $\frac{3}{8}$ " wide × 11 $\frac{1}{8}$ " deep.
Printing: text is sheet-fed offset on 80# matte; covers 10 pt coated enamel.
Binding: perfect.
Production service: any extra mechanical work done by the Publisher on any submitted ad materials will be billed at prevailing rates (noncommissionable).

Delivery of Files

You can send your files to us in 3 ways:

1. On disk, mailed to: Advertising Manager, 4350 Chandler Drive, Hanover Park, IL 60133
2. By email (5-MB file limit): whartman@quintbook.com
3. By FTP: Please visit <http://www.quintpub.com/dropbox> for further instructions

Publication Data

Insertion order closing date.....March 16, 2012
Material closing date.....March 23, 2012
Publication date.....April 23, 2012

Mechanical Requirements

Advertising materials should be supplied as an electronic file, such as PDF, Adobe Photoshop, or Adobe Illustrator application files as well as EPS files. A high-resolution digital color proof must be supplied with the electronic file. For a more detailed list of requirements or submissions in other formats, contact the Publisher prior to the material deadline.

ORTHODONTICS

The Art and Practice of Dentofacial Enhancement

Editor-in-Chief
Rafi Romano, DMD, MSc

Formerly *World Journal of Orthodontics*

Black/White Advertising Rates (effective October 1, 2011)

Frequency*	1x	2x	4x
1 page	\$1,300	\$1,250	\$1,050
½ page	1,050	1,000	950
¼ page	900	850	800

*Earned rates are based on frequency of insertions within calendar year.

Color Advertising Rates

Matched color rate \$780 per page plus earned rate
 Metallic color rate \$920 per page plus earned rate
 Three- or four-color rate \$1,850 per page plus earned rate
 Additional color will be quoted on request.

Special Positions

Second cover add 40% to earned black & white rate
 Third cover add 30% to earned black & white rate
 Fourth cover add 60% to earned black & white rate
 Specified position add 20% to earned black & white rate

Inserts

Two page 3 times earned black & white rate
 Four page 4 times earned black & white rate

Bleeds

No charge.

Agency Commission

15% on space and color charges only if paid within 30 days of invoice date.

Online Journal

Paid subscribers have free access to the web edition and unlimited use of the archives.

Acceptance of Advertising

All advertisements are subject to review and approval by the Editorial Board. Copy in duplicate should be sent to the Journal Publisher as far in advance as possible for submission to the committee.

Circulation

4,000

Cost

\$128

Year Established

2011 (new name and format)

Contracts and Materials

All insertion orders, contracts, films, reproduction materials, plus any advertising-related inquiries should be addressed to:

William G. Hartman, Vice President
 Quintessence Publishing Co Inc
 4350 Chandler Drive
 Hanover Park, IL 60133
 Tel: 630/736-3600
 Toll-free: 800/621-0387
 Fax: 630/736-3633
 Email: whartman@quintbook.com

Website Advertising

Website advertising available on www.quintpub.com.
 Contact us for more information.

Visit our website at: www.quintpub.com

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