

ADVERTISING RATES & SPECIFICATIONS - 2025



EDITOR: Nicholas Jakubovics (ex officio), Newcastle University, UK

DESCRIPTION: The Journal of Dental Research (JDR) is the leading peer-reviewed scientific journal dedicated to the dissemination of new knowledge and information on all sciences relevant to areas of clinical research in the dental, oral and craniofacial sciences.

The International Association for Dental Research (IADR) is a nonprofit organization with over 10,000 individual members worldwide. The IADR Mission is to drive dental, oral and craniofacial research to advance health and well-being worldwide. The IADR Vision is oral health for the world through discovery and dissemination.

To learn more, visit www.iadr.org. The American Association for Dental Research (AADR) is the largest Division of IADR with 3,100 members in the United States. To learn more, visit www.iadr.org/aadr.

AFFILIATIONS: International & American Association for Dental Research

READERSHIP PROFILE: Oral, dental and craniofacial researchers, clinical scientists, dentists, oral and dental policy-makers, dental educators, and hard-tissue scientists.

IMPACT FACTOR:

• 5.7

RANKING:

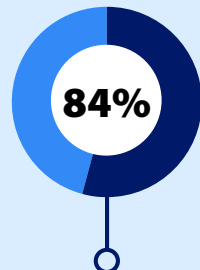
• Dentistry, Oral Surgery & Medicine 4 out of 157

PRINT:

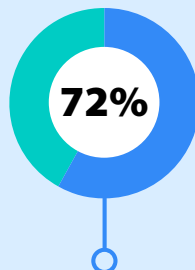
• Circulation: 420
• Frequency: 13



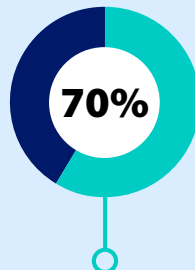
Actions taken after viewing an advertisement for a medical product, procedure, or treatment



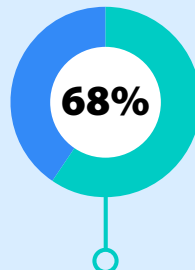
learn something new or recall facts about advertised product



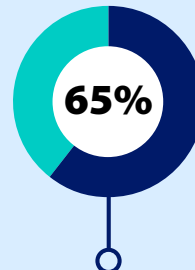
discuss the product with colleagues



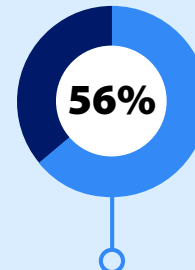
discussed product with a rep



research the product or another website or offline resource



go to the advertised brand's website



start using the product

CONTACTS



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PRINT ADVERTISING

	COLOR	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS	24 INSERTIONS
• FULL PAGE*	4 COLOR	\$4,149	\$4,054	\$3,779	\$3,557	\$3,326
• HALF PAGE	4 COLOR	\$3,558	\$3,512	\$3,210	\$3,106	\$2,915
• QUARTER PAGE	4 COLOR	\$2,614	\$2,584	\$2,405	\$2,341	\$2,226

SPECIAL POSITION PREMIUMS

- Inside front cover Earned rate + 35%
- Inside back cover Earned rate + 25%
- Back cover Earned rate + 35%
- Facing table of contents Earned rate + 30%
- Facing first text page Earned rate + 25%
- Other specified positions Earned rate + 15%

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate. Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

HIGH IMPACT advertising opportunities, including cover tips, inserts and outserts, are available. Contact your sales representative for pricing.

SCHEDULE

CLOSING DATES			
ISSUE MONTH	SPACE RESERVATIONS	MATERIALS CLOSING	INSERTS DUE
JANUARY	18 NOVEMBER 2024	22 NOVEMBER 2024	6 DECEMBER 2024
FEBRUARY	16 DECEMBER 2024	20 DECEMBER 2024	16 JANUARY 2025
MARCH	24 JANUARY 2025	31 JANUARY 2025	13 FEBRUARY 2025
APRIL	24 FEBRUARY 2025	28 FEBRUARY 2025	14 MARCH 2025
MAY	28 MARCH 2025	1 APRIL 2025	16 APRIL 2025
JUNE	14 APRIL 2025	18 APRIL 2025	2 MAY 2025
JULY	16 MAY 2025	23 MAY 2025	6 JUNE 2025
JULY	30 MAY 2025	6 JUNE 2025	19 JUNE 2025
AUGUST	13 JUNE 2025	20 JUNE 2025	3 JULY 2025
SEPTEMBER	14 JULY 2025	18 JULY 2025	1 AUGUST 2025
OCTOBER	15 AUGUST 2025	22 AUGUST 2025	4 SEPTEMBER 2025
NOVEMBER	15 SEPTEMBER 2025	19 SEPTEMBER 2025	3 OCTOBER 2025
DECEMBER	13 OCTOBER 2025	17 OCTOBER 2025	31 OCTOBER 2025

BANNER ADVERTISING

STANDARD

Minimum of 10,000 impressions per month

CPM

STANDARD BANNERS		\$100
GEOTARGETED BANNERS		\$105
STICKY BANNERS		\$130
EXPANDABLE		\$125
INTERSTITIAL BANNERS	300 X 250 px - 700 X 700 px	MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

All prices are gross CPM unless otherwise noted. Minimums may apply.

Monthly Sponsorships Available. Contact Your Sales Representative For Pricing.

BANNER ADVERTISING REQUIREMENTS

- Standard banner positions include:
728 x 90 px; 160 x 600 px;
300 x 250 px; 300 x 600 px
- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

• ARTWORK DELIVERY

Email: advertising@sagepub.com

CHANNEL BUYS

Boost your reach with a Channel Buy. Your banner ad rotates across various journal websites within the **Dentistry channel**, maximizing exposure to your targeted audience. Take advantage of discounted CPMs for a high-volume purchase.

eBLASTS

Email Alerts	728 X 90 px	CONTACT YOUR SALES REPRESENTATIVE FOR PRICING
Sponsored Emails	Custom HTML	CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

eARTICLE ADVERTISING

DYNAMIC SUPER LEADERBOARD	Recommended size is 1237 x 250 Smaller banner sizes can be accepted but will not display optimally.	MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING
FULL PAGE PDF	1237 X 1631 px	MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

RETARGETING

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING



▲
Digital
Advertising
Examples

PRINT MECHANICAL REQUIREMENTS

SIZE (W x H)	NON-BLEED	BLEED
• FULL PAGE	7.885" X 10.285"	8.635" X 11.035"
• HALF PAGE VERTICAL	3.7 X 10.285"	N/A
• HALF PAGE HORIZONTAL	7.9" X 4.9"	N/A
• QUARTER PAGE VERTICAL	3.7" X 4.9"	N/A

• **TRIM SIZE:** 8.385" X 10.785"

• **BINDING:** Perfect Bound

- All advertising is subject to IADR approval
- Ad dimensions are listed in inches
- All live copy should be no closer than 1/4" from trim
- For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides
- All color files must be created and submitted to publisher in CMYK color mode. **Black & white** ads must be designed and output files in 1-color black only. Publisher will convert files supplied in color (rich black, CMYK, RGB) but is not responsible for color reproduction on these ads.

• **PRE-PRINTED INSERTS**

List journal name, issue # and quantity on boxes/skid
SHIP TO:

Mary Heiliger, CSR
Sheridan Press
450 Fame Avenue
Hanover, PA 17331 USA
Phone: (800) 635-7181 ext 8145

• **BANNER ADVERTISING REQUIREMENTS**

- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Geo-targeting is available (higher CPMs apply).
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

• **ARTWORK DELIVERY**

Email: advertising@sagepub.com

• **A high-resolution press-ready PDF is required for all electronic ad submissions.**

• **All fonts must be embedded.**

• **Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images.**

RELATED TITLES

