

# ADVERTISING RATES & SPECIFICATIONS - 2026



**EDITOR:** Nicholas Jakubovics, 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](http://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](http://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:**  
**5.9**

**RANKING:**  
Dentistry,  
Oral Surgery  
& Medicine  
7 out of 162

**FREQUENCY:**  
**13**

**CIRCULATION:**  
**388**

**AVERAGE MONTHLY IMPRESSIONS:**  
**210,126**

**AVERAGE MONTHLY PAGEVIEWS:**  
**34,433**

## PRINT ADVERTISING

	COLOR	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS	24 INSERTIONS
• FULL PAGE*	4 COLOR	\$4,274	\$4,175	\$3,892	\$3,664	\$3,426
• HALF PAGE	4 COLOR	\$3,665	\$3,617	\$3,307	\$3,200	\$3,003
• QUARTER PAGE	4 COLOR	\$2,692	\$2,662	\$2,477	\$2,412	\$2,293

## 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	17 NOVEMBER 2025	21 NOVEMBER 2025	8 DECEMBER 2025
FEBRUARY	17 DECEMBER 2025	19 DECEMBER 2025	16 JANUARY 2026
MARCH	23 JANUARY 2026	30 JANUARY 2026	13 FEBRUARY 2026
APRIL	23 FEBRUARY 2026	27 FEBRUARY 2026	13 MARCH 2026
MAY	27 MARCH 2026	31 MARCH 2026	16 APRIL 2026
JUNE	15 APRIL 2026	20 APRIL 2026	1 MAY 2026
JULY	15 MAY 2026	22 MAY 2026	5 JUNE 2026
JULY	29 MAY 2026	5 JUNE 2026	19 JUNE 2026
AUGUST	12 JUNE 2026	19 JUNE 2026	3 JULY 2026
SEPTEMBER	15 JULY 2026	20 JULY 2026	31 JULY 2026
OCTOBER	14 AUGUST 2026	21 AUGUST 2026	2 SEPTEMBER 2026
NOVEMBER	16 SEPTEMBER 2026	18 SEPTEMBER 2026	2 OCTOBER 2026
DECEMBER	14 OCTOBER 2026	16 OCTOBER 2026	30 OCTOBER 2026

## PRINT MECHANICAL REQUIREMENTS

SIZE (W x H)	NON-BLEED	BLEED
<ul style="list-style-type: none"> <li>FULL PAGE</li> <li>HALF PAGE VERTICAL</li> <li>HALF PAGE HORIZONTAL</li> <li>QUARTER PAGE VERTICAL</li> </ul>	7.885" X 10.285" 3.7 X 10.285" 7.9" X 4.9" 3.7" X 4.9"	8.635" X 11.035" N/A N/A 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**

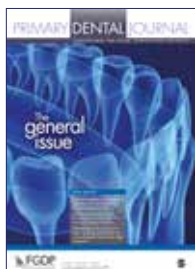
- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Geo-targeting is available (higher CPMs apply).
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).

• **ARTWORK DELIVERY**

Email: [advertising@sagepub.com](mailto: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



## BANNER ADVERTISING • [www.journals.sagepub.com/home/jdr](http://www.journals.sagepub.com/home/jdr)

### STANDARD

Minimum of 10,000 impressions per month

### CPM/Cost Per Thousand

STANDARD BANNERS	<b>\$100</b>
GEOTARGETED BANNERS	<b>\$105</b>
STICKY BANNERS	<b>\$130</b>
EXPANDABLE	<b>\$125</b>

### 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](mailto:advertising@sagepub.com)

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

**Monthly Sponsorships Available. Contact Your Sales Representative For Pricing.**

## HIGH IMPACT ADVERTISING

### INTERSTITIAL BANNERS

300 X 250 px - 700 X 700 px

**MONTHLY SPONSORSHIP 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**

## 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**

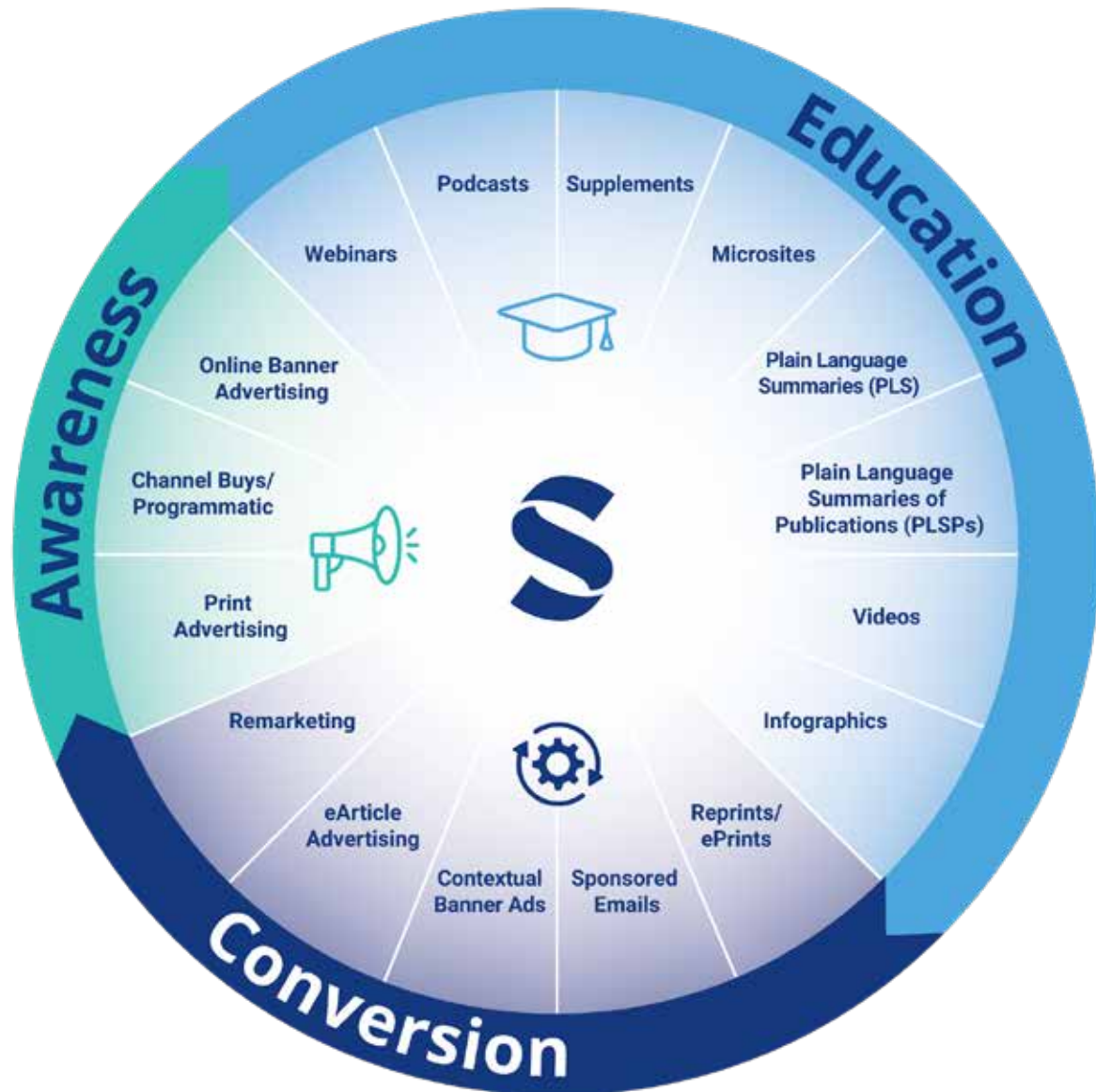
## CONTEXTUAL ADVERTISING

Deliver ads to the most relevant audience using advanced AI and keyword targeting, ensuring seamless placement on pages that match your chosen keywords. Contact your sales representative for pricing.

## RETARGETING

**CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**

# MULTICHANNEL MARKETING SOLUTIONS FROM SAGE



## CONTACTS



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