



## Deliver Your Message to the Industry Leaders in Implant Dentistry Worldwide

With a circulation of 9,625, *Implant Dentistry* offers you the greatest reach of any publication in the market. As the Official Publication of the International Congress of Oral Implantologists and affiliated society for the Association of Dental Implant Auxiliaries, *Implant Dentistry*, is a trusted international resource for high-quality editorial content. *Implant Dentistry's* worldwide readership is supported through its offering of article abstracts in 8 different languages.

Now published 6 times a year with an expanded online platform, *Implant Dentistry* offers you greater opportunities to deliver your message to the thought leaders in the field.

## Readership:

*Implant Dentistry's* interdisciplinary scope makes it a go-to publication for implantologists as well as general dentists, oral and maxillofacial surgeons, periodontists, prosthodontists, endodontists, orthodontists, laboratory technicians, auxiliaries, industry representatives, researchers, faculty members, and pre and dental students.



## Official Journal of the ICOI

*Implant Dentistry* is the official journal of The International Congress of Oral Implantologists (ICOI). The International Congress of Oral Implantologists (ICOI) is devoted to providing implant education to the entire dental team to better serve its patients. The ICOI is not only the world's largest dental implant organization, but it is also the world's largest provider of continuing dental implant education.

**Don't miss your opportunity to reach active professionals who are engaged and committed to furthering their research in implant dentistry!**



# The Total Solution for Your Marketing Needs.



## Journal Advertising

**Now Published  
6 Times a Year!**

*Implant Dentistry* now offers you more opportunities to reach clinicians in the print journal.

Contact your sales representative for more information on reprints and custom sales programs.

### Special Projects:

*Implant Dentistry* offers you a variety of vehicles for reaching our subscribers.

- Reprints
- Bellybands
- Journal Minders
- E-serts
- Patient Education Tablets

### Advertising Rates

Frequency	1x	4x	8x	16x	24x	36x	48x
Full Page	\$1,320	\$1,255	\$1,210	\$1,180	\$1,150	\$1,110	\$1,090
1/2 Page	\$900	\$860	\$830	\$800	\$800	\$750	\$720
1/4 Page	\$635	\$615	--	--	--	--	--

*all rates are gross*

### Inserts

#### Quantity:

a. 2-page insert: 2.5 times earned B/W page rate  
 6-page insert: 6.5 times earned B/W page rate.  
 Back-Up Rates Per Page: one-half earned B/W rate.  
 Larger units, gate-folds, tip-ins, diecuts: rates upon request.  
 Special handling charges, etc.: for unusual insert handling, rates upon request.  
 Business Reply Cards: earned B/W rate.  
 Larger Size Business Reply Cards: 2 times earned B/W rate

#### Color Rates:

1 Color Process: \$845  
 PMS Color: \$870  
 3 and 4 COLOR: \$1,430

### Cover and Preferred Position Rates:

**2nd Cover:** earned rate plus 25%

**3rd Cover:** earned rate plus 25%

**4th Cover:** earned rate plus 50%

**Page facing first page of text:** earned rate plus 25%

**Page facing contents:** earned rate plus 25%

**Preferred Position 1:** Page facing 2nd cover: earned rate plus 25%

### CLOSING DATE FOR SPACE

	Space Reservation Dates	Materials Due	Inserts Due
February	01/18/2011	01/24/2011	01/28/2011
April	03/17/2011	03/23/2011	03/29/2011
June	05/17/2011	05/23/2011	05/27/2011
August	07/18/2011	07/22/2011	07/28/2011
October	09/16/2011	09/22/2011	09/28/2011
December	11/15/2011	11/21/2011	11/29/2011

## Digital Advertising and Sponsorship Opportunities

Offers a variety of custom programs and sponsorship opportunities.  
Please contact your advertising sales representative for more information.

- Most Popular Sponsorship
- Article Collection Sponsorships
- Online Supplements
- Product Information Galleries and Microsites
- Webcasts, Podcasts and Video Sponsorships

## Monthly Traffic

[www.ImplantDent.org](http://www.ImplantDent.org) is a trusted resource for implantologists, specialists, and researchers who are actively engaged in clinical research in the field.

Visitors: 6,089  
Visits: 9,508  
Page Views: 22,339

*Webtrends, Monthly Average, 1/1/2010-12/31/2010*

## Banner Advertising

- Leaderboard 728 x 90
- Medium Rectangle 300 x 250
- Footer banner 728 x 90

## Sales:

**Michelle Smith, Senior Account Manager**  
Office: 646-674 6537, Fax: 646 674 6500  
Email: [michelle.smith@wolterskluwer.com](mailto:michelle.smith@wolterskluwer.com)

**Lippincott Williams & Wilkins**  
333 Seventh Avenue, 19th Floor  
New York, NY 10001



Advertisers outside of the U.S. and Canada contact:  
The Point of Difference  
Phone: +44 (0)20 8542 3200 Fax: +44 (0)20 8543 3810  
Email: [pointofdiff@btinternet.com](mailto:pointofdiff@btinternet.com)

# Mechanicals for Print and Banner Advertising

## ISSUANCE:

Frequency: 6 issues

Bimonthly: February, April, June, August, October, December

## EDITORIAL:

The Journal publishes relevant clinical, educational, and research articles that document current concepts of oral implantology in sections on biomaterials, clinical reports, oral and maxillofacial surgery, oral pathology, periodontics, prosthodontics, and research.

## ACCEPTANCE OF ADVERTISING:

Subject to approval by Editor. New copy must be received by the Publisher two weeks before closing date.

## STAFF:

Editor-in-Chief: Morton L. Perel, DDS, MScD

Publisher: Druanne Martin

Advertising Sales Director: Ray Lender

Advertising Sales Representatives:

Michelle Smith, Senior Account Manager

Production Associate: Laura Meyd

## MECHANICAL REQUIREMENTS

### JOURNAL TRIM SIZE:

Final trim size of publication is 8 1/8" x 10 7/8".

### AD PAGE SIZES:

#### NON-BLEED

	Width	Height	BLEED	Width	Height
Full Page	7"	10"	Full Page	8 3/8"	11 1/8"
1/2 Page (Vertical)	3 1/2"	10"	1/2 Page (Vertical)	4 1/4"	11 1/8"
1/2 Page (Horizontal)	7"	5"	1/2 Page (Horizontal)	8 3/8"	5 1/2"
1/4 Page	3 1/2"	5"			

## REPRODUCTION REQUIREMENTS:

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is: PDF/X1-a: Adobe Acrobat 6.0 + up. Media Requirements: CD-ROM. Electronic Transfer: Internet, FTP. Please contact your Production Associate prior to submitting a file via FTP or e-mail • Supply as single page files only • Laser proof must accompany all digital file submissions • Ads must be complete and sized at 100% (Confirm final trim size of journal) • Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side) • All fonts and graphics must be embedded; Type 1 fonts are recommended • Ads must be saved as high resolution for print publication (Between 266 and 400 dpi for images containing pictures and text, 900-1200 dpi for black & white text) • Four-color solids should not exceed SWOP density of 280%; maximum density of 300% • Convert all RGB to CMYK • Color ads must be accompanied by SWOP-certified proof (Kodak Approval, IRIS, etc.) • We will print to the density provided in the PDF file whether a proof is provided or not • Any low-resolution PDF files NOT intended for print should be clearly marked as FPO on the file submitted • For additional digital submission information, including distiller options for PDF files, please visit our web site at: <http://www.lww.com/resources/advertisers/guidelines.html> If you need additional help or have a question not covered, refer to <http://www.ddap.org> (Digital Distribution of Advertising for Publications) for more information on digital ad file preparation and submission.

**TYPE OF BINDING:** Perfect bound

## PAPER STOCK:

a. 45 lb. coated stock

b. 80 lb. coated cover stock

## HALFTONE SCREEN: 133-150

## BUSINESS REPLY CARD REQUIREMENTS:

A business reply card will be accepted when run in conjunction with an advertisement of at least one page. Please check with the Production Associate for minimum and maximum sizes, paper stock, and binding requirements.

## INSERT REQUIREMENTS:

a. 2 page inserts and 4 page inserts (after folding) 8 3/8" x 11 1/8" Larger sizes upon request.

b. Multiple-leaf inserts to be supplied folded.

c. Trimming: 3/16" off head, 1/8" bottom, gutter and outside edge; margin for live matter 5/8" inside all edges of untrimmed insert.

d. Stock: 70 lb. minimum, 100 lb. text maximum.

e. Quantity: Consult Production Associate.

f. All inserts subject to approval by Editor. Copy should be supplied to Production Associate prior to printing inserts. Allow three weeks for approval.

## DISPOSITION OF REPRODUCTION MATERIAL:

Reproduction material will be held one year from last insertion.

## BANNER ADVERTISING SPECS:

TOP OF PAGE	728 x 90	Leader Board
	468 x 60	Full Banner
BOTTOM OF PAGE*	468 x 60	Full Banner
	728 x 90	Leader Board
RIGHT COLUMN	300 x 250*	Medium Box

## ADDRESSES:

a. Insertion orders and contracts to: Michelle Smith, Senior Account Manager, Lippincott Williams & Wilkins, 333 Seventh Avenue, 19th Floor, New York, NY 10001  
Tel: 646-674 6537; Fax: 646 674 6500; Email: [michelle.smith@wolterskluwer.com](mailto:michelle.smith@wolterskluwer.com)

b. Send all digital ad materials: Laura Meyd, Lippincott Williams & Wilkins, 351 W. Camden Street, Baltimore, MD 21201, Tel: (410) 528-4430; Fax: (443) 451-6849; Email: [laura.meyd@wolterskluwer.com](mailto:laura.meyd@wolterskluwer.com)

c. Send all inserts to: Cadmus Professional Communications (Implant Dentistry \_\_\_\_\_ issue and quantity)  
Attention: Kelli Parmer Address: 3575 Hempland Road, Lancaster, PA 17601, Tel: 717-285-9095; Fax: 717-285-7261

d. Send insertions and creative for banner advertising to:  
Michelle Smith, Senior Account Manager, Lippincott Williams & Wilkins, 333 Seventh Avenue, 19th Floor, New York, NY 10001  
Tel: 646-674 6537, Fax: 646 674 6500  
Email: [michelle.smith@wolterskluwer.com](mailto:michelle.smith@wolterskluwer.com)

Advertisers outside of the U.S. and Canada contact:

The Point of Difference

Phone: +44 (0)20 8542 3200 Fax: +44 (0)20 8543 3810

Email: [pointofdiff@btinternet.com](mailto:pointofdiff@btinternet.com)

[www.implantdent.org](http://www.implantdent.org)