

## Rate Card 2010



### Implant Dentistry

**Circulation:** 8,925

**Issuance:** 6 issues

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

**Editorial Focus:**

Implant Dentistry is an interdisciplinary forum for general practitioners, specialists, educators, and researchers. 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. The Journal includes guest editorials, letters to the editor, book reviews, abstracts of current literature, and news of sponsoring societies. Implant Dentistry also provides up-to-date information and announcements regarding professional, educational, and legislative issues which impact on oral implantology. An outstanding editorial council, section editors, and reviewers ensure the quality of the Journal's contents. An objective of Implant Dentistry is to enhance the relationship of private practice, education, and research to advance oral implantology for the ultimate benefit of the patient.

**Organizational Affiliation:**

The International Congress of Oral Implantologists and its component and affiliated societies.

**Publisher:** John Ewers

**Editor(s):** Dr. Morton L. Perel

**Placement Policy:** Interspersed between articles.

Bonus Distribution is subject to change. Please contact your sales representative for more information.

## Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,280	\$875	\$615
4x	\$1,220	\$835	\$595
8x	\$1,175	\$805	--
24x	\$1,115	\$775	--
36x	\$1,080	\$730	--
48x	\$1,060	\$700	--

## Inserts

- a. 2-page insert: 2.5 times earned B/W page rate.  
 b. 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%

## Corporate Discount:

LWW is pleased to offer a Corporate Discount Program based on prior year print and online advertising spend with LWW journals. Discount structure and spending levels are as follows:

Prior Year Spending	Level Discount
\$500,000	1.0%
\$750,000	1.5%
\$1,000,000	2.0%
\$1,250,000	3.0%
\$1,500,000	4.0%

\$2,000,000	5.5%
\$2,500,000	7.0%

This discount is guaranteed for the calendar year and will be deducted from the gross for each invoice.

**Requirement for Acceptance of Advertising:** Subject to approval by Editor. New copy must be received by the Publisher two weeks before closing date.

## Closing Dates

<b>Issue</b>	<b>Space Reservation</b>	<b>Materials Due</b>	<b>Inserts Due</b>
February	01/07/2010	01/13/2010	01/22/2010
April	03/09/2010	03/15/2010	03/24/2010
June	05/06/2010	05/12/2010	05/17/2010
August	07/08/2010	07/14/2010	07/23/2010
October	09/08/2010	09/14/2010	09/23/2010
December	11/04/2010	11/10/2010	11/23/2010

## Mechanical Specs

**Type of Binding:** Perfect.

**Journal Trim Size:** 8 1/8" x 10 7/8"

### **Paper Stock**

**Inside pages:** Coated.

**Covers:** Coated.

### **Page Sizes:**

	Non-Bleed Size			Bleed Size		
	Width		Height	Width		Height
Full page:	7"	x	10"	8 3/8"	x	11 1/8"
1/2 page horizontal:	7"	x	5"	8 3/8"	x	5 1/2"
1/2 page vertical:	3 1/2"	x	10"	4 1/4"	x	11 1/8"
1/4 page:	3 1/2"	x	5"			

### **Submission of Ads:**

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- M. Electronic Transfer: Internet, FTP. Please contact your Production Associate prior to submitting a file via FTP or email. 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 600 and 900 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.). For additional digital submission information, including distiller options for PDF files, please visit our website 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.

### **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 Materials:**

Destroyed after one year.

**Other Information:**

A business reply card will be accepted when run in conjunction with an advertisement of at least 1 page. Please check with the Production Associate for minimum and maximum sizes, paper stock, and binding requirements.

## Online Advertising

Online Sales Opportunities: Advertising on the LWW eJournal Network provides efficient exposure to your target audience. Contact your advertising sales representative about LWW eJournal Network or visit <http://www.lww.com/advertisingonline> for more information.

## Contacts

### Sales

Name: Lippincott Williams & Wilkins (Implant Dentistry\_\_\_\_\_issue)

Attention: Sherry Reed

Address: 351 W. Camden Street  
Baltimore, MD 21201-2436

Phone: 410-528-8553

Fax: 410-558-6851

Email Address: [sherry.reed@wolterskluwer.com](mailto:sherry.reed@wolterskluwer.com)

### Inserts

Name: Cadmus Professional Communications (Implant Dentistry\_\_\_\_\_issue and quantity)

Attention: Kelli Parmer

Address: 3575 Hempland Road  
Lancaster, PA 17601

Phone: 717-285-9095

Fax: 717-285-7261

### Production

Name: Lippincott Williams & Wilkins (Implant Dentistry\_\_\_\_\_issue)

Attention: Laura Meyd

Address: 351 W. Camden Street  
Baltimore, MD 21201-2436

Phone: 410-528-4403

Fax: 410-558-6849

Email Address: [laura.meyd@wolterskluwer.com](mailto:laura.meyd@wolterskluwer.com)

### Advertisers Outside the US

Name: The Point of Difference

Attention: Dick Bower

Phone: +44 (0)20 8542 3200

Fax: +44 (0)20 8543 3810

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

