



# Journal of Endodontics



Official Journal of the  
American Association  
of Endodontists  
[www.jendodon.com](http://www.jendodon.com)

## PUBLISHER

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## EDITORIAL

**Journal of Endodontics**, official journal of the American Association of Endodontists, publishes scientific articles, case reports, and comparison studies evaluating materials and methods of pulp conservation and endodontic treatment. Endodontists and general dentists can learn about new concepts in root canal treatment and the latest advances in techniques and instrumentation in the one journal that helps them keep pace with rapid changes in this field.

## ORGANIZATIONAL AFFILIATION

American Association of Endodontists

**ESTABLISHED** 1975

## PUBLISHING STAFF

Editor in Chief: Kenneth M. Hargreaves, DDS, PhD  
Publisher: Jane Ryley

## SUBSCRIPTION RATES

Domestic		International	
Institutional:	\$326	Institutional:	\$406
Individual:	\$213	Individual:	\$344
Students/Residents:	\$130	Students/Residents:	\$235

## CIRCULATION

6,920  
Publisher's statement available on request.

## AUDIENCE

Endodontists, General Dentists

## SPECIAL ISSUES

- April: AAE Conference Issue
- TBD: Ad Measurement Study

## BONUS DISTRIBUTION

- Massachusetts Dental Society, Yankee Dental Conference, January 27-31, 2010 - Boston, MA
- Chicago Dental Society, February 25-27, 2010 - Chicago, IL
- American Association for Dental Research, February 27-March 3, 2010 - Washington, DC
- American Association of Endodontists, April 14-17, 2010 - San Diego, CA
- American Dental Association, October 9-12, 2010 - Orlando, FL

## ISSUANCE

- Frequency: Monthly
- Mailing Date: Journal mails on or around the 25th day of month prior to cover date.

## CLOSINGS

- Cancellations: No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable.
- Digital ad materials due same day as space closing.
- Dates subject to change.

Volume/ Issue	Publication Month	Ad Space Closing	Ad Materials Deadline
36 (1)	January	11/19/09	11/24/09
36 (2)	February	12/21/09	12/28/09
36 (3)	March	01/27/10	02/01/10
36 (4)	April	02/25/10	03/02/10
36 (5)	May	03/26/10	03/31/10
36 (6)	June	04/27/10	04/30/10
36 (7)	July	05/27/10	06/02/10
36 (8)	August	06/25/10	06/30/10
36 (9)	September	07/28/10	08/02/10
36 (10)	October	08/26/10	08/31/10
36 (11)	November	09/27/10	09/30/10
36 (12)	December	10/27/10	11/01/10
37 (1)	January	11/17/10	11/22/10

## OTHER SERVICES TO ADVERTISERS

- Editorial Reprints, contact: Anne Rosenthal  
T: 212-633-3813 • F: 212-633-3820 • E: [reprints@elsevier.com](mailto:reprints@elsevier.com)
- Sponsored Supplements, contact: Craig Smith  
T: 212-462-1933 • F: 212-462-1935 • E: [c.smith@elsevier.com](mailto:c.smith@elsevier.com)
- Recruitment and Classified Advertising, contact: Ariel Medina  
Tel: 212-633-3689 • Fax: 212-633-3850 • E-mail: [a.medina@elsevier.com](mailto:a.medina@elsevier.com)
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## POLICY ON PLACEMENT OF ADVERTISING

Advertisements are interspersed with the table of contents, front matter pages and at the rear of the journal.

## ACCEPTANCE OF ADVERTISING

The Publisher and Editor reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor and the owner of the journal from and against any loss, expense, claim or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules and regulations. New copy should be submitted by ad space closing date.



ELSEVIER

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<b>BLACK &amp; WHITE RATES*</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>
<b>Full Page:</b>	\$1,830	\$1,750	\$1,680	\$1,560
<b>1/2 Page:</b>	1,240	1,190	1,080	1,025
<b>1/4 Page:</b>	870	845	810	780

\*State & local taxes may apply.

### EARNED RATES

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

**AGENCY DISCOUNT** 15% - All rates noted on this card are GROSS.

### INSERTS

Furnished inserts are billed at the black and white rate times the number of insert pages.

- Two-page insert (one leaf): Two-times earned frequency rate
- Four-page or larger insert is black and white earned frequency rate per page.

### COMPOSITION

- Black/White only: Full page: \$150 • Half page: \$125 • Quarter page: \$95
- All production charges Black/white or 4-color are net and non-commissionable

### MECHANICAL SPECIFICATIONS

<b>PAGE SIZES</b>	<b>NON BLEED</b>	<b>BLEED</b>
Trim	8 <sup>1</sup> / <sub>8</sub> " x 10 <sup>7</sup> / <sub>8</sub> "	
Spread	15" x 10"	16 <sup>1</sup> / <sub>2</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
Full Page	7" x 10"	8 <sup>3</sup> / <sub>8</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
1/2 Page Horizontal	7" x 5"	8 <sup>3</sup> / <sub>8</sub> " x 5 <sup>11</sup> / <sub>16</sub> "
1/2 Page Vertical	3 <sup>1</sup> / <sub>2</sub> " x 10"	4 <sup>5</sup> / <sub>16</sub> " x 11 <sup>1</sup> / <sub>8</sub> "
1/4 Page	3 <sup>1</sup> / <sub>2</sub> " x 5"	

Keep live matter 1/4" from trim edges.

### INSERT REQUIREMENTS

- **Size 2 page:** 8<sup>3</sup>/<sub>8</sub>" x 11<sup>1</sup>/<sub>8</sub>"
- **Size 4 page:** 16<sup>3</sup>/<sub>4</sub>" x 11<sup>1</sup>/<sub>8</sub>" furnish folded to 8<sup>3</sup>/<sub>8</sub>" x 11<sup>1</sup>/<sub>8</sub>"  
Contact Ad Sales Services for additional high folio/low folio binding instructions
- **Trimming:** 1/8" trimmed of top, bottom, gutter and face. Keep all live matter 1/4" from trim edges. Note that a 1/2" safety must also be applied to both sides of the gutter.
- **Insert Stock Weight:** For 2 page 80# preferred; 4 to 8 pages – 60# minimum; 100# maximum. Inserts that do not meet these minimum weights must be sent to the printer for evaluation.
- **Quantity:** Contact Ad Sales Services
- **Closing Date for Booking Inserts:** Same as ad space closing
- **Insert Delivery Date:** Same as ad material deadline
- **Packaging and labeling of inserts for shipping:** Packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with Journal title, quantity, product, issue and month/year clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating Journal title, issue date and quantity.
- **All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications.**
- **Copy of insert must accompany insertion order.**
- **Failure to meet insert specifications and packaging guidelines may result in additional charges.**

**BINDING** Perfect; jogs to head

**PRINTING PROCESS** Web text; sheetfed covers

**HALFTONE SCREEN** 150

### FOR CONTRACTS, INSERTION ORDERS & PRODUCTION MATERIALS

Juan Rosso, Elsevier  
360 Park Avenue South  
New York, NY 10010  
Tel: 212-633-3654 • Fax: 212-633-3820 • E-mail: j.rosso@elsevier.com

### COLOR

- Standard (2C or 3C. Colors available are Black, Cyan, Magenta or Yellow): \$715 per page or fraction.
- Matched (PMS specific number): \$740 per page or fraction.
- 4 Color: \$1,340 per page or fraction.
- Matched (PMS) colors can be combined with the Black and White rate, or they can be added to the Standard or 4 Color charge
- Color charges are in addition to earned black and white rates.
- Bleed: No Charge.

### PREMIUM POSITIONS

(Contract needed, non-cancellable)

- Cover 4: 50% B/W page rate
- Cover 2: 35% B/W page rate
- Cover 3: 25% B/W page rate
- Opposite TOC: 25% B/W page rate
- First Right Hand Page: 25% B/W page rate
- Other preferred positions: 10% B/W page rate

### JOURNAL WEB SITE ADVERTISING

Contact your sales representative for rates and online opportunities.

### DIGITAL DATA

File Formats	Preferred format is PDF or PDF/X-1a created with high-resolution PostScript from the native application. Convert the PostScript to PDF with Acrobat Distiller 4.0 or higher, set for compatibility to PDF version 1.3.
Images	All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications: Grayscale and color images: 300 dpi; Combination Grayscale and Color images: 500-900 dpi; Line art (Bitmap) images: 900-1200 dpi
Page Layout	Supply as single page files only, Right Reading, Portrait Mode, 100% Size, No Rotation. Created to the trim of the journal plus a minimum 1/8" bleed on all sides. Keep live matter 1/4" from trim edges. Crop marks and SWOP color bars must be included, position 1/2" outside trim. Reverse type should be no less than 6 pt. Fine lettering (thin lines, serifs) should be restricted to one color. All Fonts and graphics must be embedded or included with the files and conform to the file formats listed above.
Color Space	All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK. Spot Colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs make sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).
Media/Delivery	CD-ROM/ISO-9660 Format or DVD. All media must be labeled with the following: Journal Title, Volume # & Issue Date, Advertiser, Agency Name, Agency Contact & Phone Number. Attach printout of CD contents.
Proofs	All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar. For a list of current SWOP-approved proofs visit <a href="http://www.swop.org/certification/systemlist.asp">www.swop.org/certification/systemlist.asp</a> . Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. ANY alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.
Note	Corrections to digital ads previously submitted are limited to minor text changes, provided certain conditions are met. Revised files must be supplied in the case of major text or design changes. For more information regarding digital ad submission, see the full Elsevier Digital Ad Specifications or contact Ad Sales Services. Refer to Elsevier Display Digital Ad Specifications for more information.

### DISPOSITION OF REPRODUCTION MATERIAL

All digital ad files will be held for twelve months only unless otherwise notified, furnished files will be destroyed. Insert overs will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date may be subject to storage charges.

### FOR INSERTS (MARK MONTH, VOL/ISSUE AND QUANTITY ON THE BOX)

**Journal of Endodontics**  
Cadmus Communications  
3575 Hempland Road  
Lancaster, PA 17601  
Attn: Elsevier Team

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### 1. Applicability

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Without prejudice to any rights the Client may have under statute as a consumer, if the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing. This fee will be calculated to cover any external or internal costs which have been incurred or committed up to and including the date of cancellation. No new external costs will be incurred or committed/contracted from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad space closing date, but in the event that any cancellations are made after such date, Elsevier shall be entitled to charge the full cost of the advertisement. Any returns of book products shall be subject to the relevant Elsevier company's return policy applicable to the product at the time of the return. Details of such policies will be provided to the Client upon request. Reprints cannot be returned once these have been printed.

### 11. General

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