

# AJO-DO: American Journal of Orthodontics & Dentofacial Orthopedics



2019 MEDIA KIT



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Print Circulation

**16,224**

Average Monthly Visits

**50,306**

Average Monthly Pageviews

**164,563**

Opt-in Email Subscribers

**19,901**

# Editorial Overview



## Editorial Direction

Published for more than 100 years, the *American Journal of Orthodontics and Dentofacial Orthopedics (AJO-DO)* has remained the leading orthodontic resource. It is the official publication of the American Association of Orthodontists and its constituent societies, the American Board of Orthodontics and the College of Diplomates of the American Board of Orthodontics. Each month its readers have access to original peer-reviewed articles that examine all phases of orthodontic treatment. Illustrated throughout, the publication includes tables, photos (many in full color), and statistical data. Coverage includes successful diagnostic procedures, imaging techniques, bracket and archwire materials, extraction and impaction concerns, orthognathic surgery, TMJ disorders, removable appliances, and adult therapy.

## Established

1915

## Editor-in-Chief

Rolf G. Behrents, Professor and Director, Orthodontic Program, Center for Advanced Dental Education, Saint Louis University, St Louis, MO.

## Publisher

Jane Ryley

## Societies & Affiliations

Official Journal of the American Association of Orthodontists and its constituent societies, the American Board of Orthodontics, and the College of Diplomates of the American Board of Orthodontics

## Market

Orthodontists

## Issuance

Monthly: 12 times per year

## Circulation

16,244

## Website

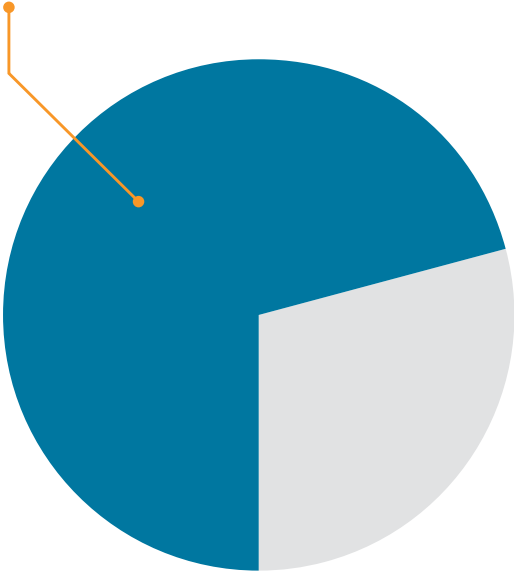
[www.ajodo.org](http://www.ajodo.org)



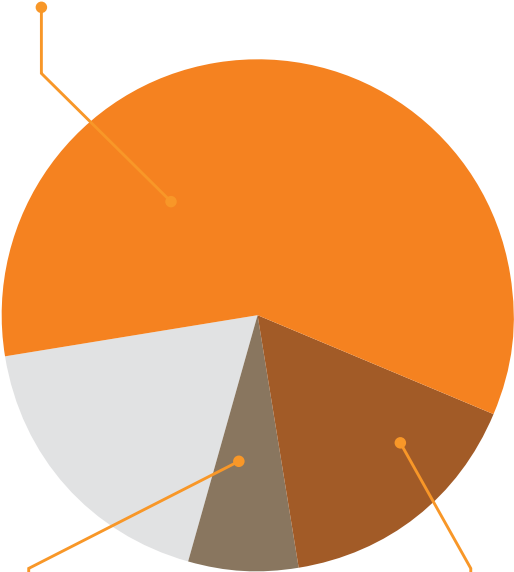
# Readership

## Journal Usage\*

**78%** of AJO-DO readers have **read or looked through the last 3-4 issues**



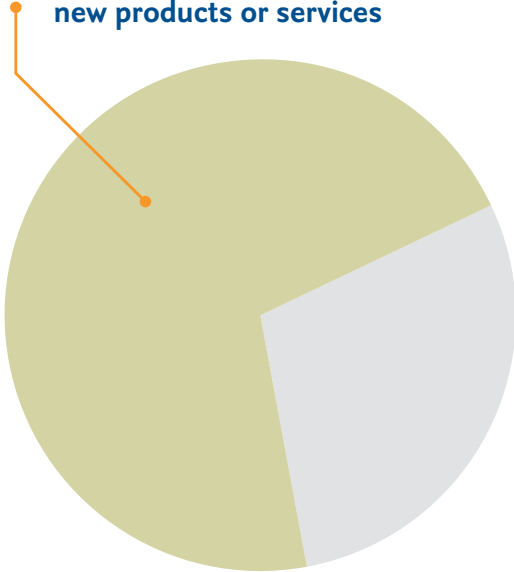
**59%** of AJO-DO readers have **read about 1/2 or more** of each issue



**7%** of AJO-DO readers have **read at least 3/4** of each issue

**16%** of AJO-DO readers have **read all or almost all** of each issue

**73%** of AJO-DO readers use the publication as a **source of information about new products or services**



\*Readex Research, Companion Questionnaire Survey, August 2018

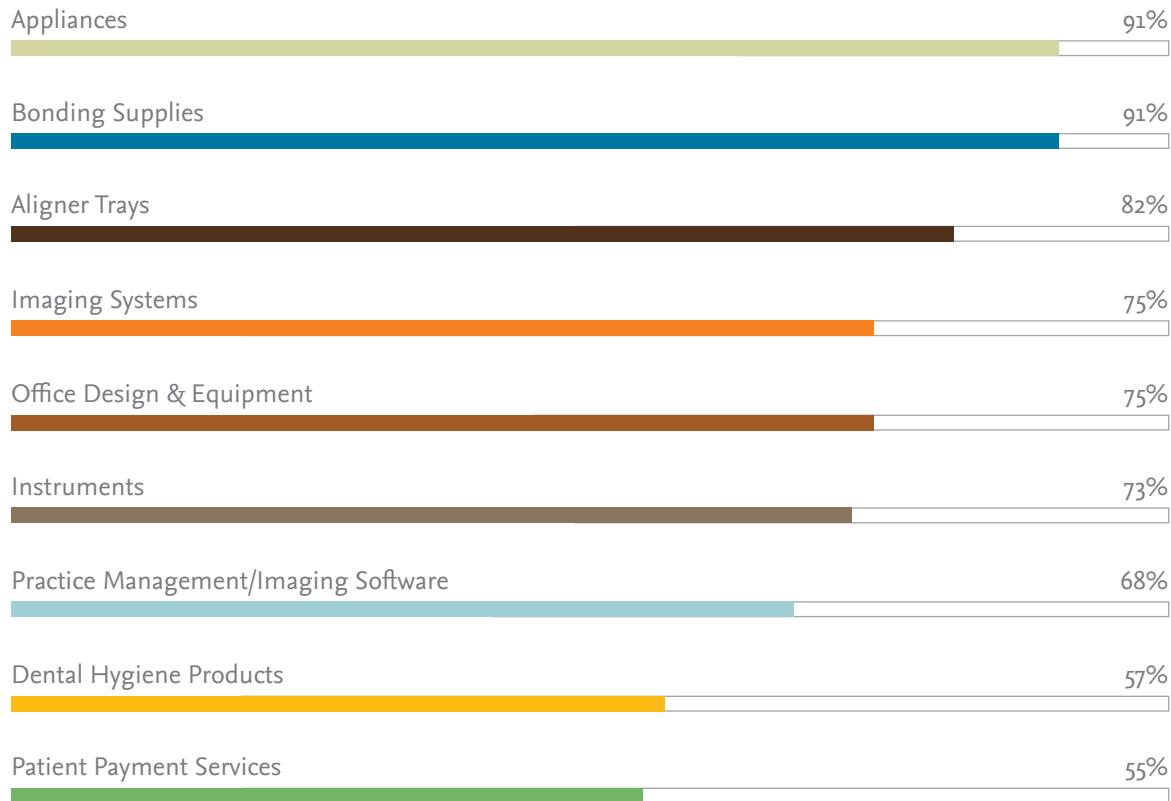


# Member Demographics

## Buying Decisions\*

- 73% of *AJO-DO* readers use the journal as a source of information about new products and services.

*AJO-DO* readers are personally involved in the buying decisions for the following products:



\*Readex Research, Companion Questionnaire Survey, August 2018



# Journal Website Banner Advertising

Maximize your reach by adding a digital advertising campaign to your print schedule.

The Elsevier online journal platform offers a variety of advertising banner options and customizable solutions, enabling advertisers to target specific healthcare professionals with a single campaign. Digital advertising delivers your message and drives traffic to your website while users are actively seeking and viewing specialty content. Metrics are sent on a monthly basis.

## Banner Positions

### Homepage

Leaderboard 728 x 90

Rectangle 300 x 250

### Rest of Site (ROS)

Leaderboard 728 x 90

Skyscraper 160 x 600

## Monthly Metrics\*

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

Pageviews 183,798

Unique Visitors 36,346

Visits 56,147

## Sticky Banners

Leaderboard remains in place during scroll for 8 seconds. Rectangle and Skyscraper on ROS pages remains in place on right side throughout scroll

## Rate

\$85 CPM Net/Geotarget



\*Adobe Analytics: Average of October 2017 – September 2018



# Table of Contents (TOC) Email Advertising

Each month, registered subscribers receive the Table of Contents (TOC) email for *American Journal of Orthodontics & Dentofacial Orthopedics* providing a preview of what's coming in their next issue. Metrics are sent on a monthly basis.

TOCs deliver increased reach and visibility for your brand, providing a strong and tactical component to your overall marketing strategy.

## Banner Positions

Only 3 positions available per TOC

Leaderboard	728 x 90
Skyscraper	160 x 600
Rectangle	300 x 250

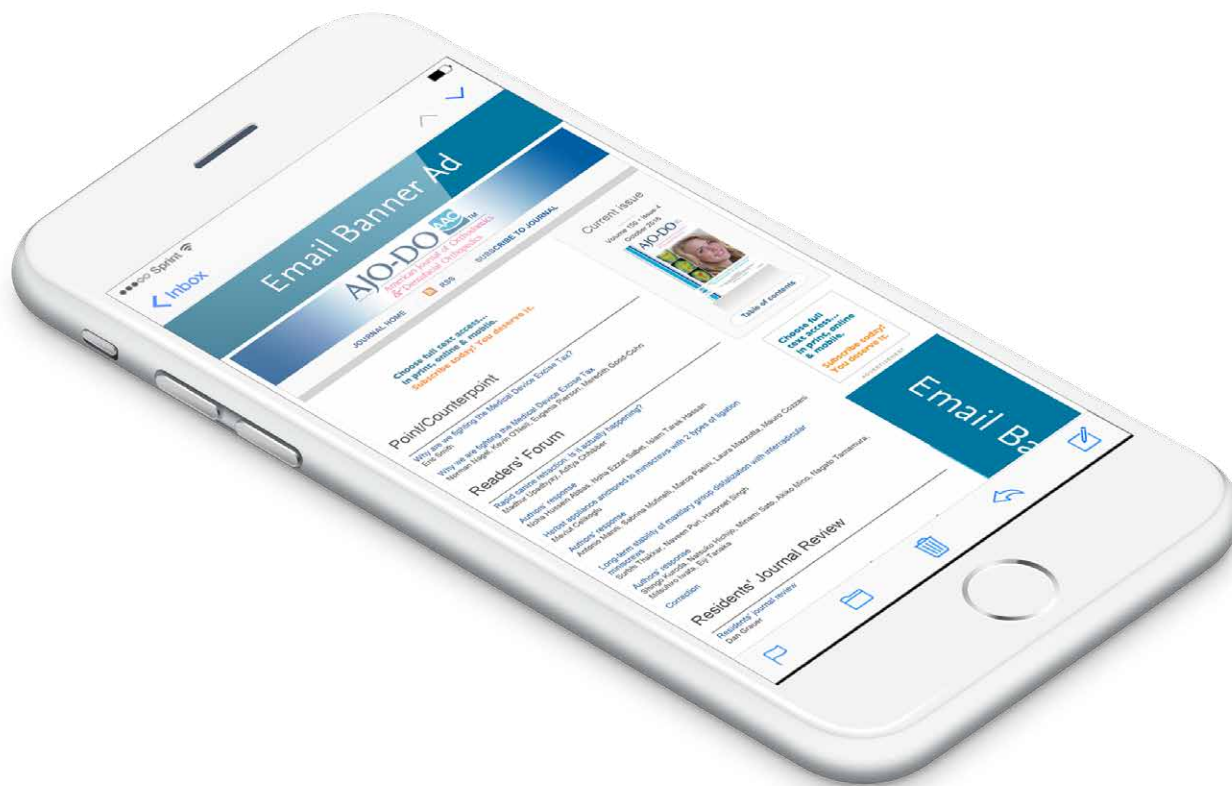
## Metrics\*

Opt-in Distribution	20,309
Average Open Rate	15%

## Rate

\$1,500 (Net) each

\$1,200 (Net) when you buy 3 or more



\*Epsilon: September 2018





# Print Rates & Closing Dates

## Black & White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$3,720	\$2,820	\$2,170
3x	\$3,570	\$2,765	\$2,120
6x	\$3,515	\$2,735	\$2,085
12x	\$3,445	\$2,640	\$2,045
24x	\$3,365	\$2,600	\$2,010

## Color Rates

Standard Color	\$920
Matched Color	\$1,000
Metallic Color	\$1,310
4 Color	\$2,010

## Outserts

Please contact your Sales Representative.

## Closing Dates

Publication Date	Closing Date	Materials Deadline	Inserts Due
January	12/07/18	12/12/18	12/19/18
February	1/10/19	1/15/19	1/23/19
March	2/07/19	2/12/19	2/20/19
April	3/12/19	3/15/19	3/22/19
May	4/11/19	4/16/19	4/23/19
June	5/10/19	5/15/19	5/22/19
July	6/10/19	6/13/19	6/20/19
August	7/12/19	7/17/19	7/24/19
September	8/09/19	8/14/19	8/21/19
October	9/11/19	9/16/19	9/23/19
November	10/11/19	10/16/19	10/23/19
December	11/07/19	11/12/19	11/19/19

## Premium Positions

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

Business Reply Card: A full page ad is required to place a business reply card. \$1,800

\*All ads must go through an approval process





# Bonus Distribution

## American Association of Orthodontists (AAO)

May 3–7, 2019 (Los Angeles, CA)

### Issues:

*AJO-DO* April 2019

*The Practice Management Bulletin* April 2019

### Special Issue

## August Issue: On Target® Study

- Place an ad in this issue and receive complimentary feedback from our readers – your potential customers!
- Quantitative and qualitative feedback is obtained including written verbatim comments.
- Contact your sales representative for further details.



**Please Note:** Conference distribution subject to change.  
Please contact your Sales Representative prior to finalizing your media plan.

# The Practice Management Bulletin



## Editorial Direction

The Practice Management Bulletin is the AAO's printed publication vehicle which includes news and feature articles with comments from AAO members with expertise in practice economics, practice management, technology and more. All editorial content is produced internally.

## Editor-in-Chief

Gail Gardner

## Societies & Affiliations

Official Practice Management & News Publication of the American Association of Orthodontists

## Issuance

6 times per year

## Circulation

17,000 paid, AAO member benefit

- The disclaimer, "PAID ADVERTISING" must be included on every ad.
- A low resolution pdf must be submitted for review by the material submission date listed in the Closing Dates chart. After the ad is approved a high resolution pdf can be sent in for printing purposes.
- Ideal ad submission file format is a high resolution pdf. Other acceptable program, files are from InDesign, QuarkXPress, Illustrator, Photoshop.

\*Actual page trim size is 8 3/8" x 10 7/8"

## Black & White Rates

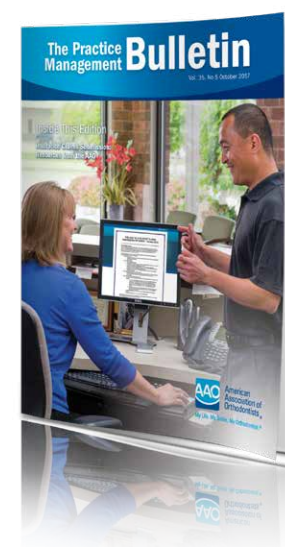
Frequency	2-Page Spread	Full Page	1/2 Page	1/4 Page	1/8 Page
1X	\$5,200	\$2,600	\$2,040	\$1,480	\$920
3X	\$4,940	\$2,345	\$1,785	\$1,225	\$665
6X	\$4,690	\$2,090	\$1,530	\$970	\$410
24x*	\$4,435	\$1,835	\$1,275	\$715	\$155

## 4 Color Rates

Frequency	2-Page Spread	Full Page	1/2 Page	1/4 Page	1/8 Page
1X	\$6,425	\$3,215	\$2,625	\$2,040	\$1,455
3X	\$6,170	\$2,960	\$2,370	\$1,785	\$1,200
6X	\$5,915	\$2,705	\$2,115	\$1,530	\$945
24x*	\$5,660	\$2,450	\$1,860	\$1,275	\$690

## Closing Dates

Issue Month	Reservation Due	Material Submission
February	12/20/18	1/11/19
April	3/4/19	3/15/19
June	5/10/19	5/17/19
August	7/10/19	7/19/19
October	9/8/19	9/14/19
December	11/1/19	11/11/19



## Mechanical Specifications

Ad Size	Non Bleed	Bleed
2-page spread	15 3/4" x 9 7/8"	17" x 11 1/8"
Full Page	7 3/8" x 9 7/8"	8 5/8" x 11 1/8"
1/2 page horizontal	7 3/8" x 4 5/8"	—
1/2 page vertical	3 1/2" x 9 5/8"	—
1/4 page horizontal	7 3/8" x 2 1/8"	—
1/4 page vertical	3 1/2" x 4 5/8"	—
1/8 page	3 1/2" x 2 1/8"	—

## Premium Positions

Inside front cover and back cover Add \$450 (Net) to rates listed in the chart

## Ad Material Submission

Leslie Kemmett

[leslie@ssmediasol.com](mailto:leslie@ssmediasol.com)

(p) 701.425.2558

# eBulletin



## Editorial Direction

The AAO *eBulletin* newsletter is a mix of articles, videos and links to relevant news and clinical information. In addition the AAO *eBulletin* keeps members informed of continuing education programs and meetings.

## Editor-in-Chief

Gail Gardner

## Societies & Affiliations

Main email vehicle used by the American Association of Orthodontists

## Issuance

Weekly, 52 times a year

## Distribution

- 15,900 opt-in AAO members
- 37.8% average open rate
- 14.2% average click-thru rate

## Rates

Frequency	Cost per deployment
1x	\$850
3x or more	\$600

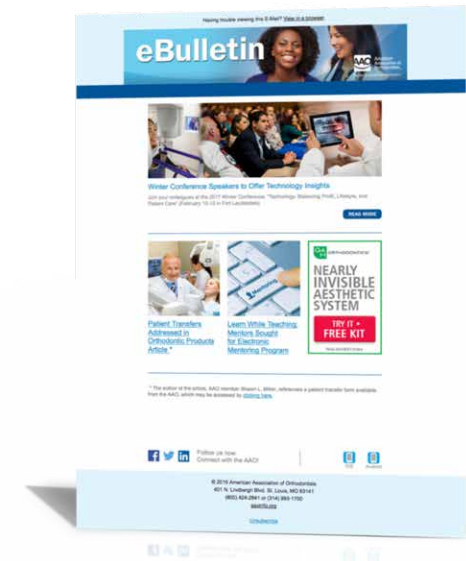
## Specifications

- Dimensions: 190 x 300\*
- File size no larger than 50 kb
- Include a solid keyline around your ad if it does not have a full background full of color.
- Ad submission file format is a rgb jpg. No other file format will be accepted.
- The disclaimer, "PAID ADVERTISING" must be included on every ad.

## Ad Submission

Please email electronic files to

Leslie Kemmett  
(p) 701-425-2558  
[leslie@ssmediasol.com](mailto:leslie@ssmediasol.com)



Best if created 380x600 and then optimized down to 190x300 by choosing "Save for Web & Devices" on the highest setting .jpg in Photoshop OR provide a high-res .jpg at 200% and the AAO will optimize.

# Annual Session Exhibit Guide

## Circulation and Audience

The *Exhibit Guide* will be distributed to all attendees of the Annual Session. The *Exhibit Guide* will contain a complete exhibitor listing for the 2018 Annual Session and includes an Exhibit Hall floor plan.

## Premium Positions

Inside Front Cover	Full page, 4-color \$4,620
Inside Back Cover	Full page, 4-color \$4,620
Outside Back Cover	Full page, 4-color \$5,230
Inside Pages (placement is random)	Full page, 4-color \$3,020 1/2 page, 4-color \$2,060

## Ad Deadlines

Space Reservation Deadline	1/11/19
Low-Res PDF Due for Approval	1/18/19
High-Res PDF Materials Due	1/25/19

## Closings

- At time of space reservation deadline, submit ad copy for approval.
- Contact your sales representatives for advertising policy.
- No cancellations will be accepted after the space reservation deadline.
- Deadline dates are subject to change.

\*Add 1/4" bleed to all edges

## Mechanical Specifications\*

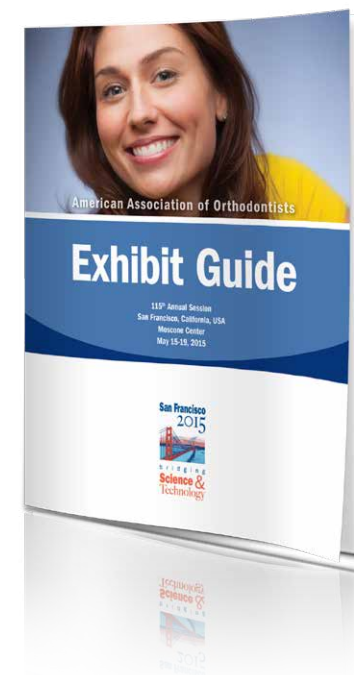
Ad Size	Non Bleed	Bleed
Full Page	7.75" x 10.25"	8.625" x 11.125"
1/2 page horizontal	6.785" x 4.125"	—
1/2 page vertical	3.25" x 9"	—

## Submission of Digital Files

- Please submit digital files only.
- Files, support files and pictures must be high resolution (300 dpi at 100% scale).
- High-resolution, printer-quality PDFs are encouraged.
- If file is not a PDF, include all printer and screen fonts and all supporting graphics.
- Acceptable program files: Acrobat, QuarkXPress, Illustrator, Photoshop, and Adobe InDesign.
- Do not use Microsoft Word or PowerPoint to create advertisements. These file types will not be accepted.

NOTE: All advertisers in the Exhibit Guide are required to place the following designator somewhere in their ads—"Paid Advertising."

*Advertisers wishing to include booth numbers in their ads, but who do not have their numbers by the review PDF deadline, should use a placeholder and the AAO will ensure that the number can be included in the final ad.*



## Ad Material Submission

Leslie Kemmett  
[leslie@ssmediasol.com](mailto:leslie@ssmediasol.com)  
 (p) 701.425.2558

# AAO Annual Session On-Site Program

## Editorial Direction

The AAO On-Site Program is a pocket-sized booklet containing the schedule for the Doctor's Program and Orthodontic Staff Program. This quick – reference tool also includes a map of the convention center, hotel map and shuttle schedule.

Available to attendees via print and digital versions:

- Print version placed in each attendee registration bag
- Digital version link emailed to all registrants

Limited advertising and positioning exist on a first-come, first-served basis.

## Rates

\$3,020 net for full page/4-Color  
(Only 4 advertising pages available for sale)

## Ad Deadlines

Space Reservation	1/11/19
PDF for Approval	1/18/19
Materials Deadline	1/25/19

## Specifications

- The Onsite Program (pocket guide) booklet is 4" x 9" finished.
- Artwork should be high res cmyk pdf 4" x 9" plus, 1/4" bleed on all edges.

## Submission of Digital Files

- Please submit digital files only.
- Files, support files and pictures must be high resolution (300 dpi at 100% scale).
- High-resolution, printer-quality PDFs are encouraged.
- If file is not a PDF, include all printer and screen fonts and all supporting graphics.
- Acceptable program files: Acrobat, QuarkXPress, Illustrator, Photoshop, and Adobe InDesign.
- Do not use Microsoft Word or PowerPoint to create advertisements. These file types will not be accepted.

NOTE: All advertisers in the AAO On-Site Program are required to place the following designator somewhere in their ads—"Paid Advertising."

## Ad Material Submission

Leslie Kemmett  
[leslie@ssmediasol.com](mailto:leslie@ssmediasol.com)  
 (p) 701.425.2558





# Reprint Capabilities

## The Power of Credibility

Reach targeted HCPs with original, authoritative content

Whether you are launching a new product, trying to increase sales of existing products or repositioning established ones, Elsevier article reprints provide an exclusive and distinctive way to promote your brand using the strengths of our multimedia programs and your published work.



## Hard Copy Reprints

### Customizable Options Printing

- Article translation
- Inclusion of: company/brand logo, prescribing information & ISI, and inventory number

### Packaging

- Resizing: Pocket/Digest
- Article Collections/Supplements
- Shrink-wrapping
- Polybagging—Outserts provided to targeted HCPs

## Order Reprints Online

Visit us at [www.reprints.elsevier.com](http://www.reprints.elsevier.com) where selecting and ordering your reprints is simple:

- Search for articles by journal, specialty, keyword, and more
- Receive your quote online in 24 hours or less
- Place your order online, and track the production process

## Digital Reprints

### E-Premier

Seamlessly incorporate page-flipping digital media features into your journal-branded reprints.

[View a demo](#)

### Linkards:

Further enhance the digital reach of your reprint with these business card-sized handouts showcasing the citation of the article alongside your branding. Recipients can access the reprint via an exclusive URL or QR code.

### QR Codes

Integrate QR codes into your advertising to allow quick mobile access to your reprint.

### Tablet Program

Install a suite of articles on a tablet for display during rep details, conferences, or on the fly.

### Targeted Email Marketing

We offer the opportunity to distribute your ePrint via Elsevier's specialty email lists or your own email list.

An Electronic Reprint is a copy of an article in PDF format delivered as a hyperlink, which can be posted online, on a tablet, or disseminated via email.



# Digital Media



## Journal Website Banner Ads

### Creative Sizes

#### Leaderboard 728 x 90

**Placement:** Journal pages. Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

#### Wide Skyscraper 160 x 600

**Placement:** Journal pages. Right hand column of journal page, displays on all non-content pages (content pages = abstract and full text articles\*)

#### Large Rectangle 300 x 250

**Placement:** Journal pages. Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles\*)

### Specifications

Desktop/Tablet	HTML5, 150kB
Mobile (mWeb or In-App)	HTML5, 40kB
Size	200K max
Rotation	Accepted
Animated GIF	Max 3 loops of animation, up to 15 seconds per loop
Required Resolution	72 dpi
Acceptable File Format	GIF, JPEG, SWF [rich media]
Rich Media and HTML5	Yes. Supplied as 3rd party tags only
Target URL	Required

\*Generic list of non-content pages available upon request though will vary by journal

†Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.

### Rich Media Expanding & HTML In-Page Ads†

#### Leaderboard 728 x 90

Expands ▼ down to a maximum size of 728 x 315

#### Wide Skyscraper 160 x 600

Expands ◀ left to a maximum size of 300 x 600

#### Large Rectangle 300 x 250

Expands ▶ right to a maximum size of 600 x 250

### Rich Media Specifications

Initial Size	150 KB
Subsequent Size	2.2 MB
Back-up GIF	200 KB
Animation	15 seconds or 3 loops of 5 seconds
Video	No
Max Video File Size	N/A
Expansion Method	On click
Hotspot Requirements	Not to exceed 1/4 size of original ad
Close Button Requirements	8pt - 16 pt (11px - 21px)

### Additional Notes:

- Third party tags accepted
- Ads served via DFP by Google



# Digital Media (continued)



## Table of Contents (TOC) Email Banner Ads

### Creative Sizes

**Leaderboard 728 x 90**  
**Wide Skyscraper 160 x 600**  
**Large Rectangle 300 x 250**

### Email Specifications

Size	200K max
Rotation	No
Required Resolution	72 dpi
Acceptable File Format	.gif or .jpg
Rich Media	No
Animation	No
Target URL	Required
3rd Party Tags	No

## Mobile App Banner Ads - Tablets (iPad and Android)

### Creative Sizes

**Landscape 1024 x 768**  
Interstitial

**Portrait 768 x 1024**  
Interstitial

**Leaderboard 728 x 90**  
Home Screen, Table of Contents, Abstract Page

**Wide Skyscraper 160 x 600**  
Article Menu Bar

### Tablet Specifications

File Types	.jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)
File Size	200K file size limit.
Rich Media Ads	Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.
Target URL	Required

## Mobile App Banner Ads - Smartphones (iPhone and Android)

### Creative Sizes

**Portrait 320 x 480**  
Interstitial (portrait only)

**Leaderboard 300 x 50**  
Home Screen, Table of Contents, Abstract Page (portrait only)

### Smartphone Specifications

File Types	.jpg or .gif (HTML5 3rd party tags are required for rich media ads. Please supply files as iFRAME or DFA tags.)
File Size	40k file size limit. 3rd party tracking and click pixels are accepted.
Rich Media Ads	Must be coded in HTML5 to render on iDevices and supplied 7 business days in advance for Quality Assurance testing.
Target URL	Required

# Print Media



## Mechanical Specifications

Ad Size	Non Bleed	Bleed
Trim	8-1/8" x 10-7/8"	—
Full Page	7-5/8" x 10-3/8"	8-3/8" x 11-1/8"
Spread	15" x 10"	16-1/2" x 11-1/8"
1/2 Horizontal	7" x 5"	8-3/8" x 5-11/16"
1/2 Vertical	3-1/2" x 10"	4-5/16" x 11-1/8"
1/4 Page	3-1/2" x 5"	—

Keep live matter 1/4" from all trim edges.

Binding	Perfect; jogs to foot
Printing process	Web
Halftone screen	Cover, 150 line screen Text, 150 line screen

## Print Ad Specifications

### File Format

PDF or PDF/X-1a compliant files, saved as PDF version 1.3. Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. *If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.*

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document.

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

Note: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

### 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

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

### Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

### Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No Rotation.
- No content is to be within 1/4" of all trim edges.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/ masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.

# Print Media (continued)



- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

## 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

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 be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

*Note: Any non-intended spot colors will be converted to CMYK.*

## Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

## Proofs

All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit [www.swop.org/certification/systemlist.asp](http://www.swop.org/certification/systemlist.asp). 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.

## Delivery

Submit PDF ad files to Elsevier ad portal at [www.ads4els.com](http://www.ads4els.com)

## Conformance to Specs

Variations from the above specifications may not yield results that conform to Elsevier quality control standards.

## Insert Requirements:

2-page insert	8-3/8" x 11-1/8"
4-page insert	16-3/4" x 11-1/8", furnish folded to 8-3/8" x 11-1/8"
Trimming	1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/4" from all trim edges. Note that a 1/2" safety must also be applied to both sides of the gutter/spine.
Insert Stock Weight	For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.
Closing Date for Booking Inserts	Same as ad space closing
Insert Delivery Date	See Insert due dates. All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications. Copy of insert must accompany insertion order.
Insert Quality	Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.



# Print Media (continued)

## Insert Packing & Shipping Instructions

Inserts 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 date (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 (month/year) and quantity.

## Insert Shipment Address

*American Journal of Orthodontics & Dentofacial Orthopedics*  
LSC Communications  
121 Matthews Drive  
Senatobia, MS 38668  
Attn: Elsevier Team

## Disposition of Reproduction Material

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts 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 will be subject to storage charges.

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Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

# Contacts



## Integrated Advertising

**Allen L. Schwartz**  
Director of Sales, Western Region  
10225 NW Brentano Lane  
McMinnville, OR 97128

Tel: 503-784-8919  
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**Jim Shavel**  
Director of Sales, Eastern Region  
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Yardley, PA 19067

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**Bill Kittredge**  
Director of Sales, Southwest Region  
21171 Via Alisa  
Yorba Linda, CA 92887

Tel: 714-264-7386  
Email: bill@ssmediasol.com

## Contracts, Insertion Orders & Production Materials

**Le-Andrea Sylvester**  
Elsevier  
230 Park Avenue  
New York, NY 10169

Tel: 212-633-3649  
Fax: 212-633-3846  
Email: le.sylvester@elsevier.com

Send new print ad files and submit pickup ads to  
[www.ads4els.com](http://www.ads4els.com)

## Recruitment & Classified Advertising

**Philip Prigal**  
Elsevier  
230 Park Avenue  
New York, NY 10169

Tel: 347-556-0473  
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Email: p.prigal@elsevier.com

## Recruitment & Classified Production

**Jaichand Ramsaroop**  
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230 Park Avenue  
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Visit [www.elsmediakits.com](http://www.elsmediakits.com) to view other media kits and rate cards.



# AAO Advertising Policy

The AAO welcomes advertising in its publications as an important means of keeping the orthodontist informed of new and better products and services for the practice of orthodontics. Such advertising must be factual, dignified, tasteful and intended to provide useful product and service information. These standards apply to advertisements in The Practice Management Bulletin, the eBulletin, the American Journal of Orthodontics and Dentofacial Orthopedics (*AJO-DO*), [ajodo.org](http://ajodo.org), and all Annual Session publications including inserts for the Annual Session conference bags.

The publication of an advertisement is not to be construed as an endorsement or approval by the AAO or any of its subsidiaries, councils, committees or agencies of the product or service being offered in the advertisement unless the advertisement specifically includes an authorized statement that such approval or endorsement has been granted. The fact that an advertisement for a product, service or company has appeared in an AAO publication will not be referred to in collateral advertising.

The AAO reserves the right to accept or reject advertising at its sole discretion for any product or service submitted for publication, regardless of whether it complies with these standards.

## General Requirements

1. All advertisements submitted for display in an AAO publication are subject to review by the AAO or its designees, and except as to the *AJO-DO*, must contain the following designation “PAID ADVERTISING” in a conspicuous size and location.
2. All advertisements should be relevant to, and effective and useful in, the practice of orthodontics. Products or services that are of interest to orthodontists or the dental profession may be considered for acceptance.
3. Advertisements must not be deceptive or misleading. All claims of fact must be fully supported and meaningful in terms of performance or any other benefit. The Association reserves the right to request additional information as needed.
4. Advertisements will not be accepted if they conflict with or appear to violate AAO policy, the AAO Principles of Ethics and Code of Professional Conduct or its Bylaws, or if the advertisements are deemed offensive in either text or artwork, or contain attacks of a personal, racial or religious nature. The AAO reserves the right to decline advertising for any product involved with a government agency challenge or denial of product marketing.
5. By submitting advertising copy, advertisers certify that such copy and the advertised product(s) are in accord with applicable government laws and regulations, such as equal opportunity laws and regulations covering new drug applications and prescription drug advertising. For example, products that require approval by the U.S. Food and Drug Administration for marketing must receive this approval before being eligible and must include “full disclosure” when required. It is the responsibility of the advertiser to conform to regulations of the FDA and all legal requirements for the content of claims made for products. Acceptance of advertising in AAO publications is not to be construed as a guarantee that the manufacturer has complied with such laws and regulations.
6. Complete scientific and technical data, whether published or unpublished, concerning product safety, operation and usefulness may, in the sole discretion of the AAO, be required.
7. The advertisement may cite, in footnotes, references from dental and other scientific literature provided the reference is truthful and is a fair and accurate representation of the body of literature supporting the claim made.
8. The following disclaimer shall be included in a conspicuous location in all AAO publications other than the *AJO-DO*: “**\*PAID ADVERTISING: Advertising in this publication represents the opinions of the advertiser, and not the American Association of Orthodontists (AAO). The AAO has not verified, and is not under any duty to verify, any of the claims set forth therein. An independent determination as to the accuracy of the claims and statements should be made by the reader.**”
9. Display advertising and classified advertising with respect to employment, purchase of practice, participation or any other contractual relationship with any dental care delivery mode or system may be accepted for publication only in the American Journal of Orthodontics and Dentofacial Orthopedics.
10. Alcoholic beverages and tobacco products are not eligible for advertising.

# AAO Advertising Policy (continued)

11. Books and electronic media are eligible for advertising, but a sample may be required in advance for review.
12. An AAO publication will accept advertisements from an accredited university or college-affiliated dental education course, either on a graduate level or on a continuing-education level, or by a national certifying board or specialty society recognized by the ADA or by a nonprofit that sponsors a dental education course. Meetings, seminars, symposia and other educational events hosted by vendors, including advertisers and their related for-profit enterprises, may not be promoted within advertising content in any AAO media outlet.
13. The advertiser and the product or service being offered should be clearly identified in the advertisement. In the case of drug advertisements, the full generic name of each active ingredient will appear.
14. Advertising that simulates editorial content must be clearly identified as advertising. The word “advertisement” must be displayed prominently:
  - The word advertisement must be placed at the top center of the page;
  - The word advertisement must be sized at 16-point;
  - The logo(s) of the company/companies whose products are featured in the advertorial must appear in the ad.
15. Guarantees may be used in advertisements provided the statements that are “guaranteed” are truthful and can be substantiated. However, no guarantee should be used without disclosing its conditions and limitations. When space or time restrictions preclude such disclosures, the advertisement must clearly reveal where the full text of the guarantee can be examined before purchase.

16. Advertisements must not quote the names, statements or writings of any individual, public official, government agency, testing group or other organization without their express written consent.
17. If evidentiary support for a claim required by these Guidelines is not available (i.e., as to the AJO-DO), the advertiser must choose from among one of the following three options:

## Criteria For Substantiation of Corporate Claims

The following Criteria for Substantiation of Comparative Claims provide guidance to advertisers on what constitutes “adequate substantiation.” The ultimate test is whether the claim, when viewed in the context of the advertisement as a whole, is false or materially misleading. Comparative advertisements may include the use of a competitor’s name and the description of a comparable product or service, including price, if the comparison is made in a manner that is not false or misleading.

1. Comparative claims relating to clinical safety or efficacy should be supported by results from at least one well-designed clinical study that directly compares the products. These studies should have been published in a peer-reviewed journal. Additional studies may be required.
2. Comparative claims that include references to products and appliances being superior, the first or only in a specific market or product category, or claims concerning shorter treatment time, less discomfort, better treatment results, more biological or more stable must be substantiated. Such claims should be supported by results from at least two well-designed

clinical studies that directly compare the products. These studies should have been published in peer-reviewed journals. Additional studies may be required.

3. Clinical studies should follow accepted principles of good study design (e.g., independent, blinded if appropriate, adequately powered, well-controlled [should normally include a negative control, if ethical, to validate the study], randomized, prospective, etc), and study subjects should be representative of the population for whom the product is intended.
4. Indices used to measure various clinical outcomes (e.g., gingival indices, plaque indices, radiographic indices, ABO Objective Grading System, etc.) should be reliable and reproducible, and should have been published in a peer-reviewed journal.
5. All available studies comparing the products or formulations in question should be submitted on request.
6. If other comparative studies give conflicting results, advertising claims will not be accepted unless they reflect these results.
7. Results should be both statistically analyzed and shown to be clinically meaningful.
8. Studies should analyze and compare the change in the measured parameter for the test product vs. the change in that parameter for the compared product.
9. If appropriate published studies supporting a claim are not available, the advertiser will be asked to choose from one of the two other options described in the second paragraph under Review Procedures (next page).





# AAO Advertising Policy (continued)

## Review Procedures

Pictures of individual patient treatments are meant to imply, make, or extend a claim. If pictures of patient care are included in an advertisement, the following wording must be included in the advertisement as a footnote: “Individual case reports may not be indicative of the average or expected treatment effect.”

All advertisements must be submitted to the Advertising Manager. The advertisements will then be reviewed by AAO staff, including the General Counsel, before submission to the Advertising Review Committee. If an advertisement appears to meet the guidelines, but is questioned by a member of the advertising review committee or related staff on the basis that the advertisement does not meet the AAO’s standards for professional appearance or has questionable interest to orthodontists or the dental profession, the advertising review committee (and the editor in the case of the *AJO-DO*) will confer and render a decision by conference and vote.

When the evaluation committee determines that the claims made in an advertisement are unfounded, the advertiser will be offered three options:

1. Maintain the advertiser’s wording, and place an asterisk after the claim or statement that will refer the reader to at least two published, peer-reviewed research articles that will be placed at the bottom of the advertisement.
2. Maintain the advertiser’s wording and, if no peer-reviewed references are available, place an asterisk after the claim or statement that will refer the reader to the following statement that will be placed at the bottom of the advertisement:  
\*Not yet verified by peer-reviewed research.
3. Change the wording of the advertisement to eliminate the unfounded claim or statement. (In some cases only specific phrases, adjectives or quantifiers may need to be deleted, as opposed to entire statements.)

When the deliberations between the evaluation committee and an advertiser need further clarification, the editor-in-chief of the *AJO-DO* (who is a permanent member of the evaluation committee), will make direct verbal contact with the advertiser’s representative, in order to explain the advertising policy of the AAO and to help negotiate a positive solution to any stalemate in the deliberations over a particular advertisement.

If the advertising review committee is unable to agree on the acceptance of an advertisement, then a decision to accept or reject an advertisement may be deferred to the Executive Committee of the Board of Trustees of the American Association of Orthodontists for further review at its next regularly scheduled meeting. A decision by the advertising review committee is final, or, if referred by the advertising review committee to the Board of Trustees Executive Committee, a decision by the Board of Trustees Executive Committee is final.