



# Advertising Rate & Data

Effective January 1, 2003

Shipping Instructions and Questions: Advertising Department, American Academy of Pediatric Dentistry, 211 E. Chicago Ave.—Ste. 700, Chicago, IL 60611-2663, Phone: (312) 337-2169, Fax: (312) 337-6329, E-mail: [mw@aapd.org](mailto:mw@aapd.org).

Reproduction Requirements: Offset film negs. Right reading—emulsion down with printer's marks. Half screen—150 line. Paper stock—60# Matte. Covers—8 Pt. C2S. Rotation of colors—yellow, red, blue, black.

Electronic files should be provided in one of the following formats: Photoshop files—300 dpi TIF or JPG files; Illustrator files—EPS; PageMaker or Quark and must be accompanied by all fonts and all placed art or Adobe .pdf.

**Commission Discount: 15% off Black & White base rate only.**

## Pediatric Dentistry

Editor-in-Chief: Milton I. Houpt

Issuance/Circulation: Established in 1979 by the American Academy of Pediatric Dentistry the journal promotes the practice, education, and research specifically related to the specialty of pediatric dentistry.

Issues bimonthly—February, April, June, August, October, December.

**Circulation—6,300 as of November 1, 2002.**

Binding: Perfect Bound.

Publication Trim Size: 8 1/2 X 11 inches.

### Black and White Rates:

	1 Time	2 Times	3 Times	4 Times	6 Times
Full Page	\$605	\$545	\$496	\$472	\$454
1/2 Page	\$442	\$411	\$382	\$363	\$345
1/4 Page	\$351	\$303	\$285	\$266	\$261

**Color Rates:** 4-Color \$900

Bleeds: \$35

### Cover and Preferred Position Rates:

2nd & 3rd, earned rate + 35%; 4th, earned rate +50%

### Mechanical Specifications:

	Nonbleed Sizes		Bleed Sizes	
	Width	Height	Width	Height
Full Page	7 3/4	10 1/2	8 5/8	11 1/4
1/2 Page (horizontal)	7 3/4	4 1/2	8 5/8	5 1/2
1/2 Page (vertical)	3 1/8	10 1/2	8 5/8	5 1/2
1/4 Page	3 1/8	4 1/2		

Ads exceeding stated width or depth dimension will incur the next largest overall unit size. If the AAPD publications department alters ad sizes, design charges of \$150/hour will apply in all cases.

Classified ads are \$60 for the first 100 words and 60¢ for each additional word.

**Closing Date:** 90 days prior to the publication month.

## Pediatric Dentistry Today

Issuance/Circulation: Member Newsletter of the AAPD.

Issues bimonthly—January, March, May, July, September, November.

**Circulation—5,700 as of November 1, 2002.**

Binding: Saddle Stitch.

Publication Trim Size: 8 1/2 X 11 inches

### Black and White Rates:

	1 Time	2 Times	3 Times	4 Times	6 Times
Full Page	\$363	\$327	\$297	\$285	\$273
1/2 Page	\$266	\$249	\$230	\$218	\$206
1/4 Page	\$182	\$176	\$169	\$164	\$157

**Color Rates:** 4-Color \$900

Bleeds: \$35

### Cover and Preferred Position Rates:

2nd & 3rd, earned rate + 35%; 4th, earned rate +50%

### Mechanical Specifications:

	Nonbleed Sizes		Bleed Sizes	
	Width	Height	Width	Height
Full Page	7 3/16	10 1/2	8 3/4	11 1/4
1/2 Page (horizontal)	7 3/16	4 3/4	8 3/4	5 1/2
1/2 Page (vertical)	3 1/2	10 1/2	4 1/4	11 1/4
1/4 Page	3 1/2	4 3/4		

Ads exceeding stated width or depth dimension will incur the next largest overall unit size. If the AAPD publications department alters ad sizes, design charges of \$150/hour will apply in all cases.

Classified ads are \$60 for the first 100 words and 60¢ for each additional word.

**Closing Date:** 45 days prior to the publication month.



**Membership Directory**

Issues—Once per year-November.  
 Circulation—5,700.  
 Binding: Perfect Bound.  
 Publication Trim Size: 8 1/2 X 11 inches.

	B & W	4 Color
Full Inside Page	\$660	\$1440
Cover 2	N/A	\$2040
Cover 3	N/A	\$1800
Cover 4	N/A	\$2160

Bleeds: \$35

**Mechanical Specifications:**

	Nonbleed Sizes		Bleed Sizes	
	Width	Height	Width	Height
Full Page	7 1/2	10 1/2	8 3/4	11 1/4
1/2 Page (horizontal)	7 1/2	4 1/2	8 3/4	5 1/2
1/2 Page (vertical)	3 1/2	10 1/2	4 1/4	11 1/4
1/4 Page	3 1/2	4 1/2		

Ads exceeding stated width or depth dimension will incur the next largest overall unit size. If the AAPD publications department alters ad sizes, design charges of \$150/hour will apply in all cases.

Closing Date: October 1.

**Final Program Book**

Issues—Once per year—May 1.  
 Circulation—4,000.  
 Binding: Saddle Stitch.  
 Publication Trim Size: 8 1/2 X 11 inches.

	B & W	4 Color
Full Inside Page	\$300	\$650
Cover 2	N/A	\$850
Cover 3	N/A	\$800
Cover 4	N/A	\$1300

Bleeds: \$35

**Mechanical Specifications:**

	Nonbleed Sizes		Bleed Sizes	
	Width	Height	Width	Height
Full Page	7 3/4	10 1/2	8 3/4	11 1/4

Ads exceeding stated width or depth dimension will incur the next largest overall unit size. If the AAPD publications department alters ad sizes, design charges of \$150/hour will apply in all cases.

Closing Date: April 1.

**Journal of Dentistry for Children**

Editor-in-Chief: Paul S. Casamassimo

Issuance/Circulation: Frequency three issues per year.  
 Issues bimonthly—April, August, December  
 Circulation—6,000 as of January 1, 2003.  
 Binding: Perfect Bound.  
 Publication Trim Size: 8 1/2 X 11 inches.

**Black and White Rates:**

	1 Time	6 Times	12 Times	18 Times	24 Times
Full Page	\$1900	\$1875	\$1825	\$1750	\$1625
1/2 Page	\$1485	\$1460	\$1415	\$1325	\$1210
1/4 Page	\$1185	\$1155	\$1080	\$1025	\$970

**Color Rates:** 4-Color \$1100

Bleeds: \$35

**Cover and Preferred Position Rates:**

2nd & 3rd, earned rate + 35%; 4th, earned rate +50%

**Mechanical Specifications:**

	Nonbleed Sizes		Bleed Sizes	
	Width	Height	Width	Height
Full Page	7 3/4	10 1/2	8 5/8	11 1/4
1/2 Page (horizontal)	7 3/4	4 1/2	8 5/8	5 1/2
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