



AJO-DO: American Journal of Orthodontics & Dentofacial Orthopedics



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By the Numbers



Print Circulation

14,607

Average Monthly Visits*

48,184

Average Monthly Pageviews*

132,146

Opt-in Email Subscribers†

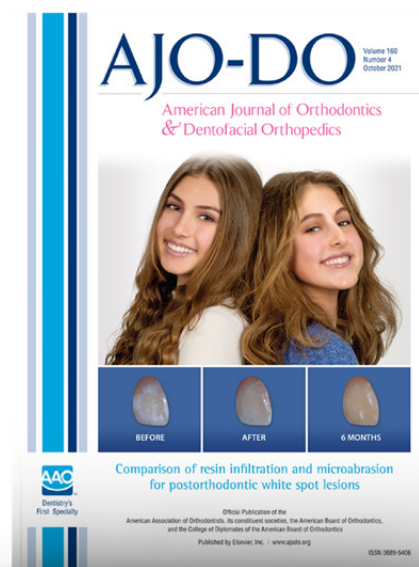
20,848



*Adobe Analytics: Average of Jan-Jun, 2021.

†Amazon SES: Averages of Jan-Jun, 2021.

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
Issuance	12 times per year
Circulation	14,607

Website

www.ajodo.org

App

[iTunes](#)

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

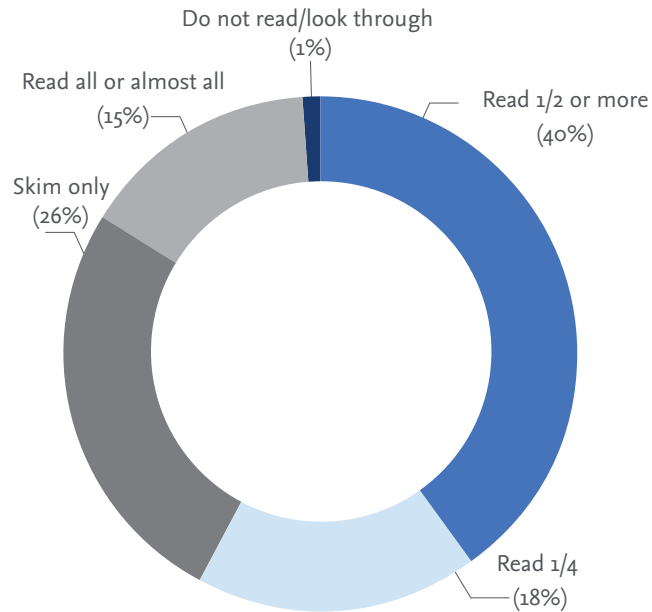


Readership



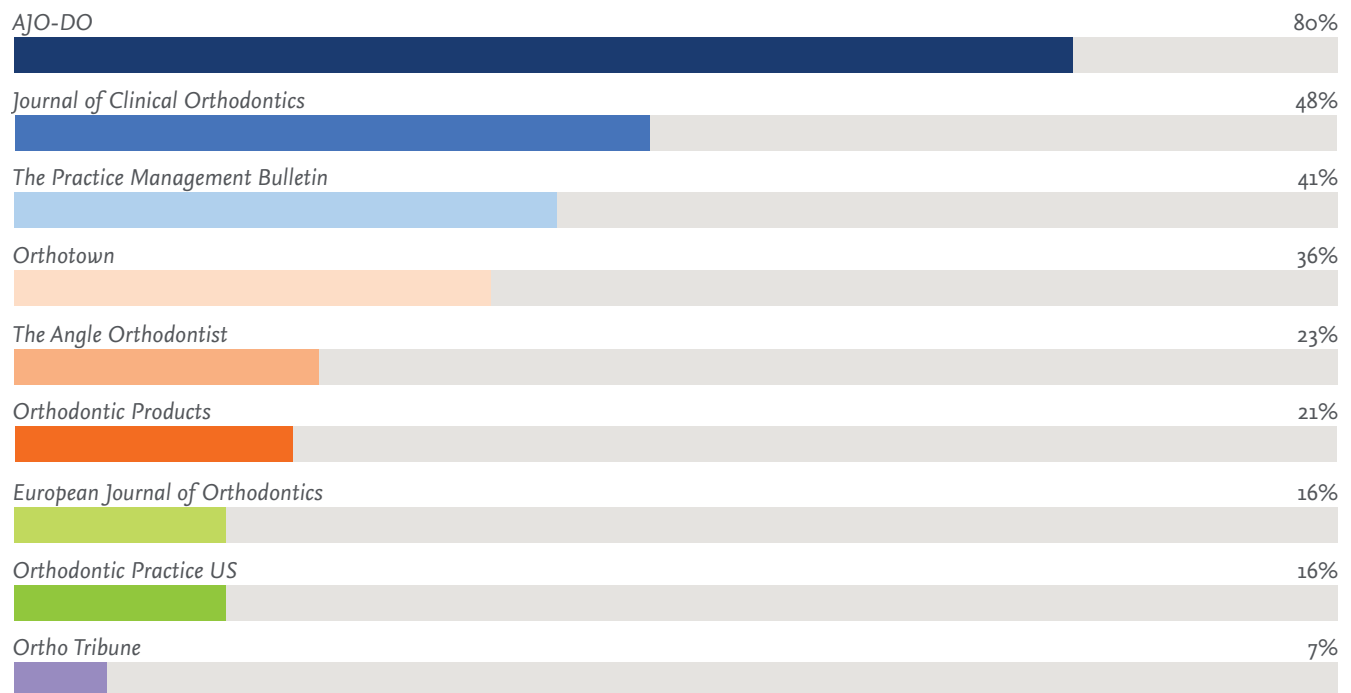
Journal Usage*

How thoroughly do you read or look through a typical issue of *AJO-DO*?



Journal Value*

In general, how valuable do you find the following publications?



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*Signet Research Inc, AJO-DO AdEngage™ Master Report, August 2021

Readership (cont'd)

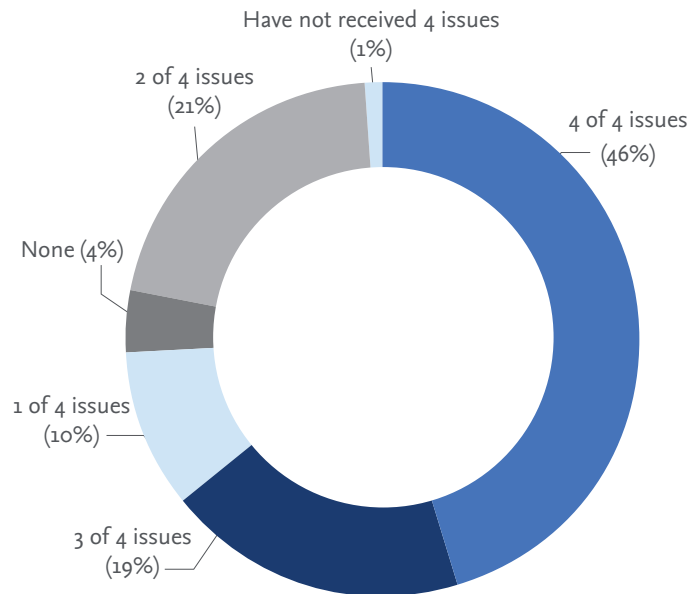


Readership Frequency*

How many of the last 4 issues of AJO-DO have you read or looked through?

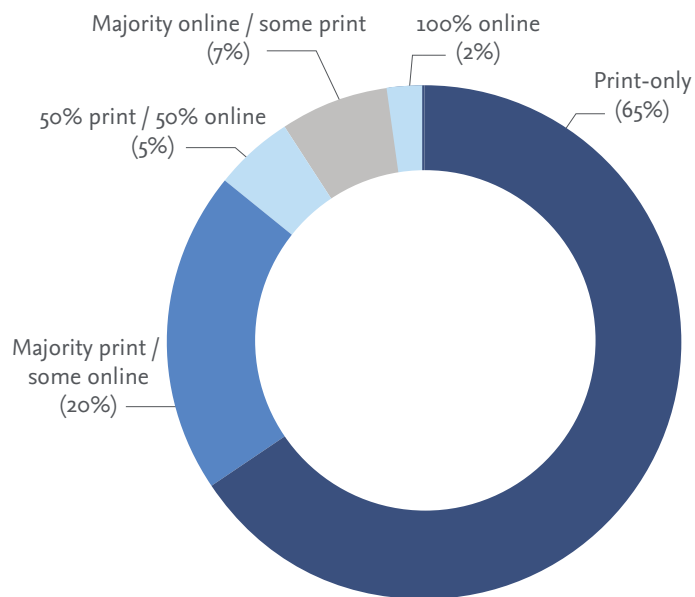
Regular Readers
(3 issues or more):

65%



Format*

Which of the following best describes how you read AJO-DO?



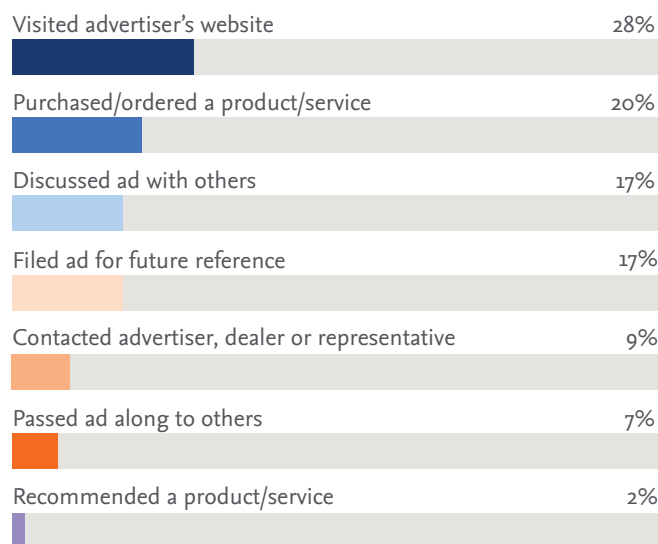
*Signet Research Inc, AJO-DO AdEngage™ Master Report, August 2021

Member Demographics



Actions taken as a result of seeing ads*

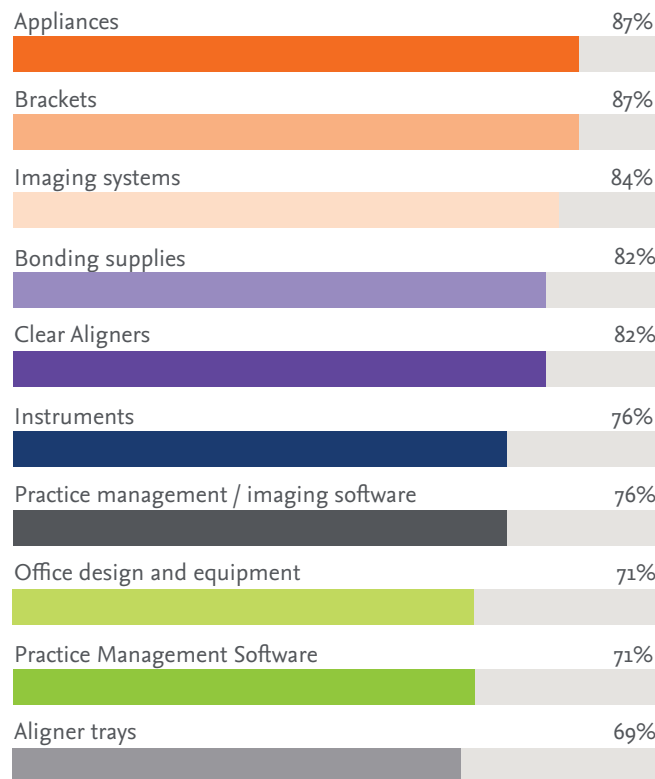
In the last 12 months, what actions have you taken as a result of seeing ads in AJO-DO?



39% or respondents took one or more actions

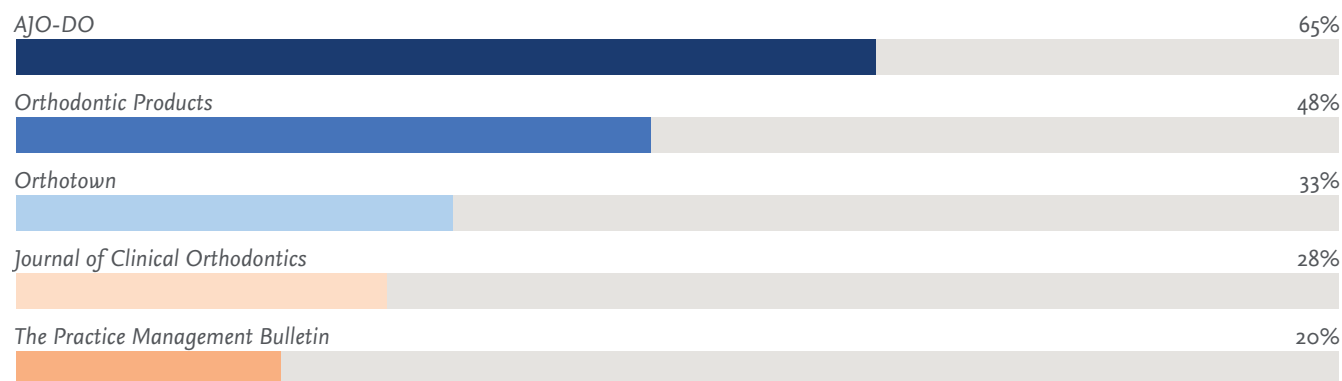
Buying Decisions*

For what products/services are you personally involved in your organization's buying decisions?



Top 5 Information sources for new products and services*

Which of the following publications do you use as a source of information about new products and services?



*Signet Research Inc, AJO-DO AdEngage™ Master Report, August 2020



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

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.

Monthly Metrics*

www.ajodo.org

Pageviews	132,146
Unique Visitors	31,979
Visits	48,184

Rate

\$85 CPM Net/Geotarget



*Adobe Analytics: Average of Jan 2021 - Jun 2021



Table of Contents Email (eTOC) Advertising



Monthly eTOCs

Each month, registered subscribers receive the Table of Contents email (eTOC) 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.

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

Banner Positions

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

Metrics*

Opt-in Distribution	20,848
Average Open Rate	11.30%

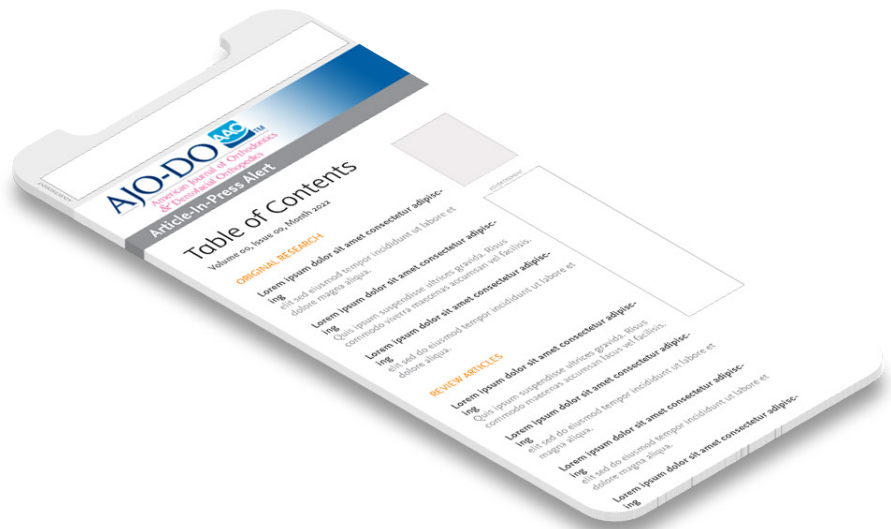
Rate

\$1,500 (Net) each
\$1,200 (Net) when you buy 3 or more



*Epsilon: September 2021

Article-In-Press Email Alerts



Each month, AJO-DO sends out an average of 8 article-in-press (New Content Alerts) to a separate list of opt-in subscribers.

Banner Positions

Leaderboard	728 x 90
Rectangle	300 x 250

Metrics*

Opt-in Distribution	4,800
Average Open Rate	24%
Average Monthly Sends	8

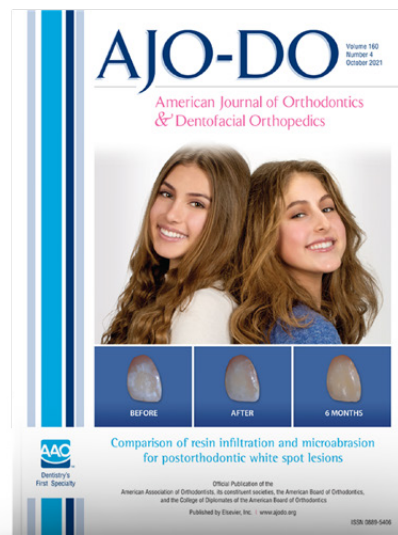
Rate

\$3,000/Month (100% Share of Voice)
2 month minimum



*Epsilon: September 2021

Print Rates



Black & White Rates

Frequency	Full Page	1/2 Page	1/4 Page
1X	\$4,065	\$3,080	\$2,370
3X	\$3,900	\$3,020	\$2,315
6X	\$3,840	\$2,985	\$2,280
12X	\$3,765	\$2,880	\$2,230
24X	\$3,675	\$2,840	\$2,195

Color Rates

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

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

Outserts

\$16,000 Net Client Provided

(Up to 4 pages; please contact your sales representative for larger unit pricing)

Business Reply Card

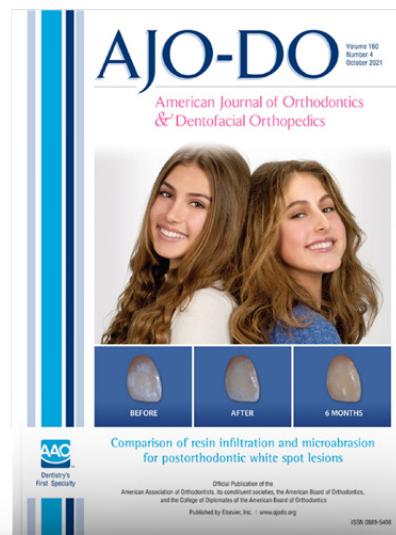
\$1,800

A full page ad is required to place a business reply card.



*All ads must go through an approval process

Closing Dates



Issue	Publication Date	Space Closing	Print Materials Due	Inserts Due
161/1	January 2022	11/29/21	12/3/21	12/17/21
161/2	February 2022	12/30/21	1/6/22	1/21/22
161/3	March 2022	1/28/22	2/3/22	2/17/22
161/4	April 2022	3/1/22	3/7/22	3/21/22
161/5	May 2022	3/29/22	4/4/22	4/18/22
161/6	June 2022	5/2/22	5/6/22	5/20/22
162/1	July 2022	5/31/22	6/6/22	6/20/22
162/2	August 2022	6/29/22	7/7/22	7/21/22
162/3	September 2022	8/1/22	8/5/22	8/19/22
162/4	October 2022	8/30/22	9/6/22	9/20/22
162/5	November 2022	10/3/22	10/7/22	10/21/22
162/6	December 2022	10/31/22	11/4/22	11/18/22



Meeting Issues



American Association of Orthodontists (AAO) 2022 Annual Session

May 21-24, 2022 (Miami Beach, FL)

AJO-DO

April 2022

The Practice Management Bulletin

April 2022

August Issue: AdEngage™ 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.

AAO Publications



The Practice Management Bulletin

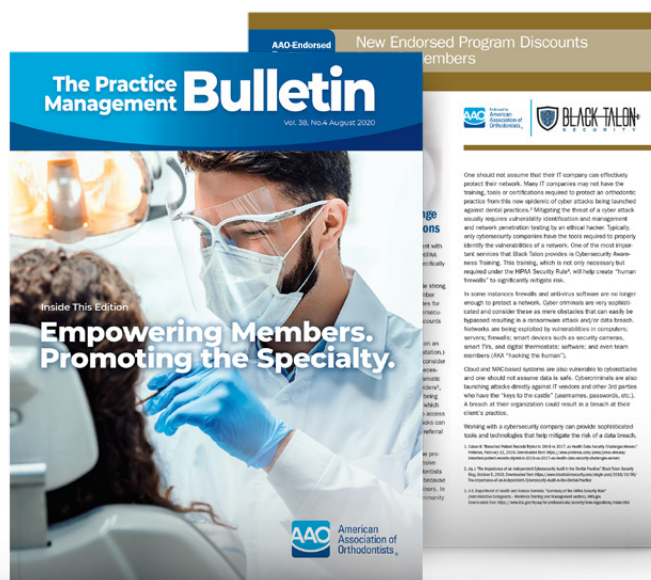
AAO Corporate Close Up

AAO Annual Session Exhibit Guide

AAO Annual Session On-site Program



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, AAO member benefit

Closing Dates

Issue	Reservation Due	Material Submission
February	12/20/21	1/12/22
April	3/3/22	3/15/22
June	5/9/22	5/16/22
August	7/7/22	7/18/22
October	9/7/22	9/19/22
December	11/4/22	11/14/22





The Practice Management Bulletin (continued)

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

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

Premium Positions

Cover 2 Add \$450 (Net) to rates listed in the chart

Cover 3 Add \$450 (Net) to rates listed in the chart

Closing Date

Issue	Reservation Due	Material Submission
February	12/20/21	1/12/22
April	3/3/22	3/15/22
June	5/9/22	5/16/22
August	7/7/22	7/18/22
October	9/7/22	9/19/22
December	11/4/22	11/14/22

Mechanical Specifications

Journal trim size is 8 3/8" x 10 7/8".

Ad Size	Non Bleed	Bleed
2-Page Spread	15 3/4" x 9 7/8"	—
Full Page	7 3/8" x 9 7/8"	8 5/8" x 11 1/8"
1/2 Horizontal	7 3/8" x 4 5/8"	—
1/2 Vertical	3 1/2" x 9 5/8"	—
1/4 Horizontal	7 3/8" x 2 1/8"	—
1/4 Vertical	3 1/2" x 4 5/8"	—
1/8 Page	3 1/2" x 2 1/8"	—

- 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.

Ad Material Submission

Gail Gardner, Editor

Tel: 314-993-1700, #534

Email: ggardner@aaortho.org



*All ads must go through an approval process



Weekly eNewsletter

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, 50 times a year
Circulation	15,000, Opt-in AAO members
Average open rate	40.4%
Average click-thru rate	11%

Rates

Frequency	Cost per deployment
1X	\$925
3x or more	\$600

Specifications

Dimensions:	728 x 90*
File size	50 kb max
File format	.jpg (RBG) only

- Include a solid keyline around your ad if it does not have a full background full of color.
- The disclaimer, "PAID ADVERTISING" must be included on every ad.

Ad Material Submission

Gail Gardner, Editor

Tel:	314-993-1700, #534
Email:	ggardner@aaortho.org



*Best if created 1456 x 180 and then optimized down to 728 x 90 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 OnSite Program & Exhibit Guide

Deadlines

Space Reservation	1/27/22
Low-res PDF due for approval	1/27/22
High-res PDF materials due	2/15/22

Circulation, Audience and Editorial Content

The 2022 Annual Session OnSite Program/Exhibit Guide will be an integrated publication including all content that previously appeared in both the OnSite Program and the Exhibit Guide, including:

- Lecture schedules for the Doctors Scientific Program, the Collaborative Concepts for Doctors & Team Program, and the Orthodontic Team Program
- Events schedule
- Exhibit Hall listings
- Exhibit Hall floorplan

Ad Placement and Distribution

Most non-premium ads will be inserted into the Exhibit Guide portion of the publication, but there will be a few openings for ads to be included in the OnSite Program (lecture schedule) portion. Advertisers are encouraged to discuss placement preferences, if applicable, with your sales rep and the AAO will do our best to accommodate all requests on a first-come, first-served basis.

The publication will be printed and distributed to all attendees of the 2022 Annual Session, included in the convention backpacks that registrants receive as they arrive for the meeting and pick up their conference badges. Decisions

regarding digital publication will be made close to the meeting dates.

Mechanical Specifications

Ad Size	Non-Bleed
Full Page	8.5" x 11" *
1/2 Page Horizontal	8.5" x 5.5" *

* For bleeds, a 0.125" bleed is required on all outside edges. Regardless of whether or not there are bleeds, ads should not have critical text or images within .25" of any edge of the page.

(Continue with all Mechanical Specifications currently listed under the Exhibit Guide in the 2021 Media Kit.)

Ad Submission

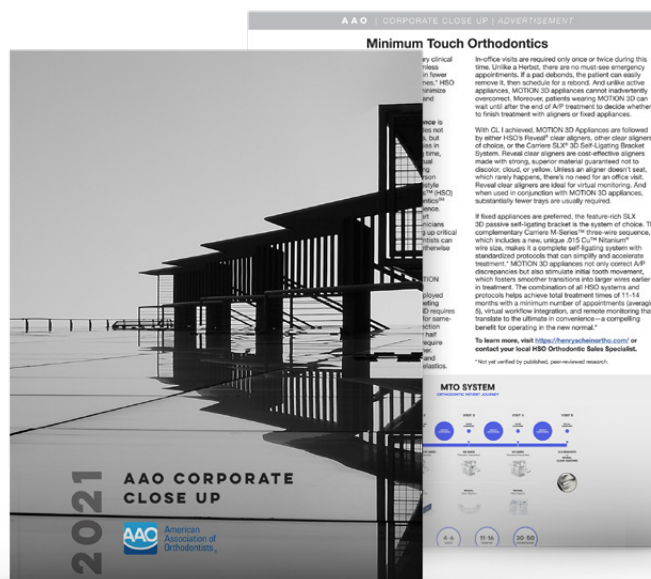
Jim Shavel

Tel: 215-499-7342

Email: jim@ssmediasol.com



AAO Corporate Close-Up



AAO Corporate Profile Supplement

Participants will receive a Spread 4-Color ad unit in the AAO Corporate Close-Up supplement that will mail with the May issue of AJO-DO and be handed out at the AAO meeting. Your spread consists of an advertisement facing a full-page article sharing your corporate story, or highlighting a particular product.

Additional copies will be available at the AAO Annual Session in bins at Registration, Outside Exhibit Hall and in Doctor's Lecture Hallway.

It will deliver exclusive impact, exposure and added value for you prior to, during and after the AAO Annual Session.

Package includes

- Two-page spread 4/C in the AAO Corporate Profile Supplement
- Full Page 4/C ad in the April AAO Annual Session issue of AJO-DO
- Full Page 4/C ad in the May post-AAO Annual Session issue of AJO-DO

Rates

\$13,750 (valued at \$18,500)

On Site Extra!

As a participant in the AJO-DO Corporate Close-Up Package you can influence clinicians at the meeting with a full-page ad in the AAO Exhibit Guide, distributed to all attendees at check-in. The net cost is just \$2,250, an \$800 savings!

Ad Deadlines

Space Closing	1/28/22
Corporate Close Ups and Advertising Materials Due	2/4/22

Ad Submission

Jim Shavel

Tel: 215-499-7342

Email: jim@ssmediasol.com



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Product Showcase



Maximize your ad exposure with a free product release in the Product Showcase section of select issues of AJO-DO

With each ad page you reserve in specified issues you earn a free full-color product release highlighting your product that is related to the theme of the issue. Your advertisement will increase the high-level visibility of your product showcase.

January Issue

With each paid Full Page/4-Color print advertisement placed in the January issue for *Clear Aligners* category, advertisers earn one full-color product release highlighting a *Clear Aligners* product.

Space reservation	12/3/21
Materials due	12/8/21

April Issue

With each paid Full Page/4-Color print advertisement placed in the April issue for *New Products* category, advertisers earn one full-color product release highlighting a *New Products* product.

Space reservation	3/4/22
Materials due	3/9/22

June Issue

With each paid Full Page/4-Color print placement in the June issue for *Practice Management Software* category, advertisers earn one full-color product release highlighting a *Practice Management Software* product.

Space reservation	5/2/22
Materials due	5/6/22



October Issue

With each paid Full Page/4-Color print placement in the November issue for *Brackets/Bracket Systems* category, advertisers earn one full-color product release highlighting a *Brackets/Bracket Systems* product.

Space reservation	9/2/22
Materials due	9/7/22

Product Showcase Guidelines

- 70 words or less of descriptive copy
- All submissions will be edited to fit guidelines
- 4-color image, minimum of 3" wide, 300 dpi

Ad Submission

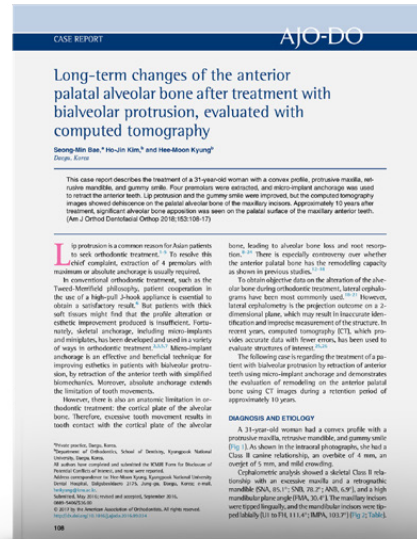
Jim Shavel

Tel: 215-499-7342

Email: jim@ssmediasol.com



Reprint Capabilities



The Power of Credibility

Reach targeted Orthodontists 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 multi-media 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



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Reprint Capabilities (cont'd)



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.

Order Reprints Online

Visit us at 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



A digital 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.



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).

Skyscraper

160 x 600

Placement: Journal pages. Right hand column of journal page, displays on all noncontent 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
Size	200KB max
Rotation	Accepted
Animated GIF	Max 3 loops of animation, up to 15 seconds per loop
File Format	.gif, .jpg or .swf [rich media]
Required Resolution	72 dpi
Rich Media and HTML5	Yes. Supplied as 3rd party tags only
Target URL	Required



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

Digital Media (continued)



Rich Media Expanding & HTML In-Page Ads[†]

Creative Sizes

Leaderboard	728 x 90
Expands ▼ down (maximum size)	728 x 315
Skyscraper	160 x 600
Expands ◀ left (maximum size)	300 x 600
Large Rectangle	300 x 250
Expands ▶ right (maximum size)	600 x 250

Additional Notes:

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

Rich Media Specifications

Desktop/Tablet	HTML5, 150KB
Initial Size	150KB
Subsequent Size	2.2 MB
Back-up .gif	200KB
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)



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

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

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 to avoid overprint issues. 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



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

Print Media (continued)



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.
- 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. 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

Conformance to Specs

Variances from the stated specifications may not yield results that conform to Elsevier quality control standards.

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



Print Media (continued)



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.

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

Publishers Press

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

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Director of Sales, Eastern Region
1554 Surrey Brook Court
Yardley, PA 19067

Cell: 215-499-7342

Email: jim@ssmediasol.com

Allen L. Schwartz

Director of Sales, Western Region
1239 NW Michelbook Ln
McMinnville, OR 97128-2820

Tel: 503-784-8919

Fax: 503-961-0445

Email: allen@ssmediasol.com

Visit www.elsmediakits.com to view other media kits and rate cards.

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

Recruitment & Classified Advertising

Ariel Medina

Elsevier
230 Park Avenue
New York, NY 10169

Tel: 212-633-3689

Fax: 212-633-3846

Email: a.medina@elsevier.com

Recruitment & Classified Production

Jaichand Ramsaroop

Elsevier
230 Park Avenue
New York, NY 10169

Tel: 212-633-3690

Fax: 212-633-3846

Email: j.ramsaroop@elsevier.com



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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 (AJODO), 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.

Any advertising that is deemed to not be in the best interest of our members or the public, or that is associated with a product or service that provides exclusivity to any of our members, will be rejected.

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 AJODO, 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 may 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 further reserves the right to reject advertisements by anyone who engages in, or provides material support for or to, teledentistry or teledentistry services that do not, in the AAO's sole discretion, meet the necessary standards of patient care and/or safety, including but not limited to requiring sufficient supervision (both in-person and/or otherwise) by a licensed dentist and/or orthodontist. The AAO further 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.



AAO Advertising Policy (continued)



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.
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

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:



AAO Advertising Policy (continued)



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.





Overview

Aims & Scope

For more than a century, the American Journal of Orthodontics and Dentofacial Orthopedics (AJO-DO) has been the leading orthodontic resource. The success of the journal, however, has resulted in a significant increase in submissions to the extent that a backlog of accepted articles has been created. This bottleneck in the publication process slows the dissemination of information that is certain to be of value to the orthodontic community. This community is inclusive of those involved in education, research, and patient care.

In response, the American Association of Orthodontists has approved the creation of a related publication titled the AJO-DO Clinical Companion, which will be an international journal dedicated to excellence in clinical orthodontics.

Every other month, readers will have online access to featured information and original peer-reviewed articles that examine all aspects of orthodontic treatment.

Illustrated throughout, this publication will include photographs, illustrations, graphs and tables. Coverage includes practice management, diagnostic procedures and treatment planning, imaging techniques, orthodontic materials, strategies that include aligners and temporary skeletal anchorage devices, orthognathic surgery, TMJ disorders, craniofacial treatments, sleep apnea and much more. Ideas and information that document and then extend strategies for successful orthodontic treatment will be the prime focus.

Case reports will be a centerpiece and articles that follow up on previously reported cases will be a new feature. In addition, expert orthodontists will describe various treatments that they employ that produce excellent results.

On this change, the AJO-DO will continue its work to report on advances in our foundational science, while the AJO-DO Clinical Companion will direct attention more to applied science.



Editor in Chief

Rolf G. Behrents, DDS, MS, PhD



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Publisher

Jane Ryley