



International Journal of Orthodontics

Published by the International Association
for Orthodontics



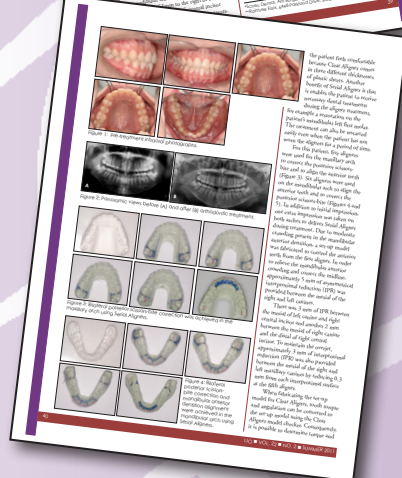
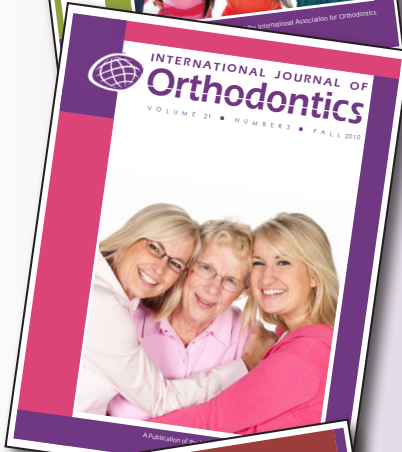
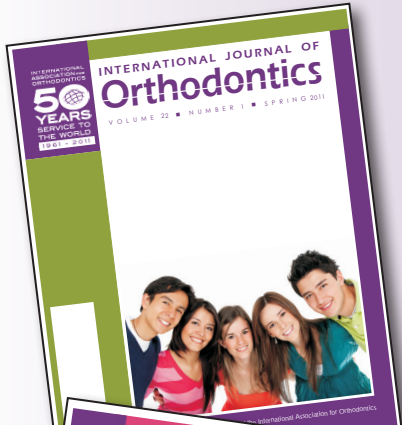
2012 Media Planner

Target 4,200 general dentists, pediatric dentists, and other dentists who provide orthodontic care to patients in the publication this targeted audience relies on most – International Journal of Orthodontics

www.iaortho.org



International Journal of Orthodontics



The International Journal of Orthodontics is the flagship peer-reviewed clinical journal published quarterly by the International Association for Orthodontics (IAO).

Who reads the International Journal of Orthodontics?

IJO reaches 4,200 experienced decision makers around the globe (2/3 thirds of readers are in North America):

- 90% have been practicing dentistry for 10+ years with 48% of those practicing for 25+ years.
- 65% have been practicing orthodontics for 10+ years with 24% of those practicing 25+ years.

IJO is a valued resource.

Every quarter, readers turn to IJO, a well-respected vehicle, for up-to-date information on the latest treatments and research plus opinion pieces, practice tips and office management hints as well as information on the latest products and services that can help them do their job better.

According to a recent IJO reader survey:

- 61% of readers adopted a process or modified a procedure as a result of reading and reviewing IJO.
- Almost 40% shared an article with a colleague.
- Almost 40% visited an advertiser's web site to learn more about the product/service.

IJO has the right editorial environment.

Your sales message, especially for dental products or services of interest to general and pediatric dentists, including orthodontics, sleep apnea and TMJ, will be well received.

Publisher

International Association for Orthodontics

750 North Lincoln Memorial Drive, #422 ▲ Milwaukee, WI, USA 53202



Advertising Rates & Specifications

International Journal of Orthodontics
General Advertising Rate Information Effective January 1, 2012

Ad Rates	1x	4x
Back Cover	\$1980	\$1840
Inside Front Cover	\$1880	\$1750
Inside Back Cover	\$1775	\$1650
Full page	\$1385	\$1305
Half page	\$740	\$690

Ad Sizes	Width	Depth
Full Page	7"	10"
Full Page Bleed	8-3/4"	11-1/4"
½ Page horizontal	7"	4-7/8"
½ Page vertical	3-3/8"	10"

Closing Dates:

Issue	Space closes	Material Due	Mailing Date
Spring	February 1	February 8	March 15
Summer	May 1	May 8	June 15
Fall	August 1	August 8	September 15
Winter	November 1	November 8	December 15

Artwork Submission Specifications:

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIF and JPG files are accepted. Images from the Web are NOT suitable for printing. All color artwork must be in CMYK color. Black and white artwork must be either grayscale or bitmap. RGB artwork is not accepted. All screen and printer fonts as well as linked images must be supplied, if not embedded in the file.

Paper Stock: 70 lb. enamel finish

Binding: Saddle stitch

Inserts or Business Reply Cards:

Available with the purchase of a full page ad. Call for rates.

Web Advertising: Call for rates, ad sizes and specs.

Advertising Questions

Contact: 800.335.7500 or 440.232.0108

Fax: 440.232.0398

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