

2012 Rate Card



QUINTESSENCE INTERNATIONAL

Quintessence International is targeted at dentists in general practice, serving as a continuing education source. Each issue provides timely information on clinical and research advances from all fields of dentistry: operative dentistry, prosthodontics, periodontics, oral surgery, endodontics, orthodontics, pedodontics, gerodontics, radiography, anesthesiology, practice administration, dental research, and special reports.

Production Specifications

Journal trim: 8 $\frac{1}{8}$ " wide × 10 $\frac{7}{8}$ " deep.
Bleed size: 8 $\frac{3}{8}$ " wide × 11 $\frac{1}{8}$ " deep.
Printing: text is sheet-fed offset on 60# matte; cover is 100# coated enamel.
Binding: perfect.
Production service: any extra mechanical work done by the Publisher on any submitted ad materials will be billed at prevailing rates (noncommissionable).

Delivery of Files

You can send your files to us in 3 ways:

1. On disk, mailed to: Advertising Manager, 4350 Chandler Drive, Hanover Park, IL 60133
2. By email (5-MB file limit): whartman@quintbook.com
3. By FTP: Please visit <http://www.quintpub.com/dropbox> for further instructions

Publication Data

Issue	Publication Date**	Insertion Order Closing	Material Closing
January	Nov 25, 2011	Sep 30, 2011	Oct 7, 2011
February	Dec 16, 2011	Oct 28, 2011	Nov 4, 2011
March	Jan 20, 2012	Nov 23, 2011	Dec 2, 2011
April	Feb 24, 2012	Dec 29, 2011	Jan 6, 2012
May	Mar 23, 2012	Jan 27, 2012	Feb 3, 2012
June	Apr 20, 2012	Feb 24, 2012	Mar 2, 2012
July/Aug	Jun 1, 2012	Apr 5, 2012	Apr 13, 2012
September	Jul 20, 2012	May 25, 2012	Jun 1, 2012
*October	Aug 17, 2012	Jun 29, 2012	Jul 13, 2012
Nov/Dec	Sep 21, 2012	Aug 3, 2012	Aug 10, 2012

*Special issues (distributed at various dental meetings and bonus circulation.)

**This journal is printed in Germany; allow 4 weeks for delivery.

Mechanical Requirements

Advertising materials should be supplied as an electronic file, such as PDF, Adobe Photoshop, or Adobe Illustrator application files as well as EPS files. A high-resolution digital color proof must be supplied with the electronic file. For a more detailed list of requirements or submissions in other formats, contact the Publisher prior to the material deadline.



QUINTESSENCE INTERNATIONAL

Editor-in-Chief
Eli Eliav, DMD, PhD

Black/White Advertising Rates (effective October 1, 2011)

Frequency*	1x	6x	10x
1 page	\$2,940	\$2,740	\$2,440
½ page	1,790	1,640	1,490
⅓ page	1,490	1,440	1,290
¼ page	1,190	1,140	1,040

*Earned rates are based on frequency of insertions within calendar year.

Color Advertising Rates

Matched color rate\$780 per page plus earned rate
Metallic color rate\$920 per page plus earned rate
Three- or four-color rate\$1,850 per page plus earned rate
Additional color will be quoted on request.

Special Positions

Second coveradd 40% to earned black & white rate
Third coveradd 30% to earned black & white rate
Fourth coveradd 60% to earned black & white rate
Specified positionadd 20% to earned black & white rate

Inserts

Two page3 times earned black & white rate
Four page4 times earned black & white rate

Bleeds

No charge.

Agency Commission

15% on space and color charges only if paid within 30 days of invoice date.

Online Journal

Paid subscribers have free access to the web edition and unlimited use of the archives.

Acceptance of Advertising

All advertisements are subject to review and approval by the Editorial Board. Copy in duplicate should be sent to the Journal Publisher as far in advance as possible for submission to the committee.

Frequency

Ten issues per year

Circulation

16,000

Subscription Rate

\$178

Year Established

1970

Foreign Editions

Quintessence International is also published in German, Italian, Japanese, French, Russian, Polish, and Spanish. For ad rate quotations, please contact the Publisher.

Contracts and Materials

All insertion orders, contracts, films, reproduction materials, plus any advertising-related inquiries should be addressed to:

William G. Hartman, Vice President
Quintessence Publishing Co Inc
4350 Chandler Drive
Hanover Park, IL 60133
Tel: 630/736-3600
Toll-free: 800/621-0387
Fax: 630/736-3633
Email: whartman@quintbook.com

Website Advertising

Website advertising available on www.quintpub.com.
Contact us for more information.

Visit our website at: www.quintpub.com

 **QUINTESSENCE PUBLISHING**