

# 2020 Advertising Rate Card

## Australian Dental Journal

*The Australian Dental Journal* provides a forum for the exchange of information about new and significant research in dentistry, promoting the discipline of dentistry in Australia and throughout the world. It comprises of peer-reviewed articles as its core material (including scientific reports, case reports and clinical notes) supplemented by reviews, special features, commentaries and continuing professional development aids.

### Contact information

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### Editorial information

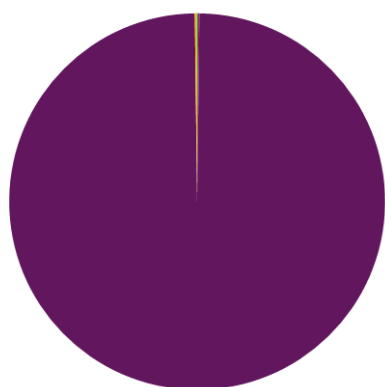
P Mark Bartold (AU) – Editor-in-Chief

**Impact Factor 1.494**

### Audience

General dentists, endodontists, orthodontists, periodontists

**Circulation:** 11,400



■ ANZ  
■ Rest of world



### Advertising Rates

Ad size	1 issue	2 issues	4 issues
Full page colour (FPC)	4,020	3,820	3,620
Double page colour	5,540	5,260	4,995
Half page colour	2,290	2,180	2,060
Quarter page colour	1,840	1,750	1,660
Full page mono	2,060	3,820	3,620
Half page mono	1,490	1,420	1,340
Quarter page mono	1,030	980	930
Outside back cover	5,360		
Inside front cover	4,920		
Inside back cover	4,600		
Preferred position	4,225		
Cover wrap	6,560		
Bound insert	6,560		
Bookmark	7,110		

All prices are quoted in AUD. Many options are available, including printing. Please contact the Corporate Sales team for further information and a quotation. Agencies receive 10% discount.

### Issue & closing dates

Frequency x4 a year, plus 1 themed issue

Issue date	Booking deadline	Materials due	Loose inserts
March	29 January	05 February	21 February
June	30 April	07 May	25 May
September	30 July	06 August	24 August
December	29 October	05 November	23 November

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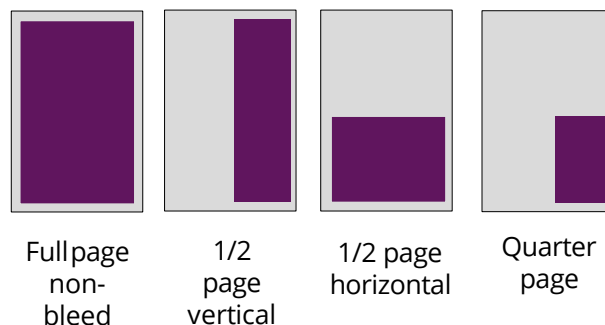
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## Mechanical Requirements

Journal trim size 275mm x 210mm

\*\*5mm bleed all edges

Page sizes	Trim	Type
Full page**	275mm x 210mm	244mm x 170mm
Half page horizontal	115mm x 170mm	
Half page vertical	244mm x 80mm	
Quarter page	115mm x 80mm	
Cover wraps**	100mm x 500mm	
Bookmark	160mm x 70mm	



**Thinking of advertising online?**  
For more information, visit [wileyonlinelibrary.com/advertising](http://wileyonlinelibrary.com/advertising)

## Advertising information

Files must be press-optimised PDF files supplied in CMYK for colour ads, and greyscale for black and white, with crop marks. Please indicate the journal, volume and issue to which they should be included. Fonts and graphics must be embedded and all transparencies flattened. Image resolution must be a minimum of 300dpi.

All submitted artwork will automatically be used as repeat copy for repeat bookings unless notification is given to the publisher in advance of all relevant issue artwork deadlines. Please contact your sales representative or the ad coordinator prior to the deadline if submitting new materials. Artwork may be emailed, sent by Quickcut or by FTP. For our FTP details please get in touch with the Corporate Sales team.

## Terms and conditions

All advertising is subject to editorial approval. Upon publication, invoices will be sent to agencies/clients and are based on 30 day payment terms. Any cancellations or changes to the original order must be notified to the publisher by the artwork deadline, otherwise withdrawal of the advertisement cannot be guaranteed and the full invoice amount will be charged at the discretion of Wiley.

Changes or updates made to previously submitted material must be resupplied in full with all pages included. While we will do our best to ensure that advertisements received after the advertisement material deadline are included in the relevant journal issue, our ad deadlines run close to the journalschedule, so it may not always be possible to do this. We reserve the right to amend late advertisements if they do not conform to our PDF specifications and do not take responsibility for the quality of advertisements sent after the deadline.

Please submit all creative to our print advertising specialists at  
[corporatesalesaustralia@wiley.com](mailto:corporatesalesaustralia@wiley.com)

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