

# 2020 Advertising Rate Card

## International Endodontic Journal

*The International Endodontic Journal* is a leading international forum for publications in the field of Endodontology, the branch of dental sciences dealing with health, injuries to and diseases of the pulp and periradicular region, and their relationship with systemic well-being and health. The journal is published on behalf of the British Endodontic Society and is the official publication on the Danish Endodontic Society, European Society of Endodontology, Flemish Society of Endodontology, Irish Endodontic Society, Lebanese Society of Endodontology.

Published monthly, it drives to publish original articles of the highest quality to disseminate scientific and clinical knowledge; all manuscripts are subjected to peer review.

### Contact information

[corporatesaleseurope@wiley.com](mailto:corporatesaleseurope@wiley.com)

### Editorial information

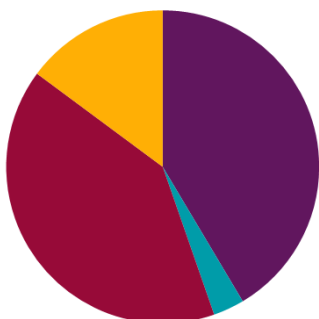
Editor-in-chief Professor Paul MH Dummer  
[IEJ@Cardiff.ac.uk](mailto:IEJ@Cardiff.ac.uk)

**Impact Factor 3.331**

### Audience

General dental practitioners, specialist endodontists, research, scientists and dental teachers

**Circulation:** 1,466



■ UK 557  
■ USA 41  
■ Europe 660  
■ Rest of world 208



### Advertising Rates

Ad size	2020 Price
Premium position full page	£1,984
Premium position full page mono	£1,230
Premium position double page	£3,180
Regular full page colour	£1,586
Regular full page mono	£956
Regular double page spread	£2,542
Special premium OBC colour	£2,121

**Bellybands/Wrappers, Bound or Loose inserts and additional options available. Contact Corporate Sales for information**

### Issue & closing dates

Frequency x12 issues a year

Issue Date	Booking deadline	Materials due	Publication date
53:1	14 Nov 19	21 Nov 19	18 Dec 19
53:2	18 Dec 19	25 Dec 19	21 Jan 20
53:3	15 Jan 20	22 Jan 20	18 Feb 20
53:4	13 Feb 20	20 Feb 20	18 Mar 20
53:5	16 Mar 20	23 Mar 20	17 Apr 20
53:6	16 Apr 20	23 Apr 20	20 May 20
53:7	15 May 20	22 May 20	18 Jun 20
53:8	15 Jun 20	22 Jun 20	17 Jul 20
53:9	16 Jul 20	23 Jul 20	19 Aug 20
53:10	14 Aug 20	21 Aug 20	17 Sept 20
53:11	17 Sept 20	24 Sept 20	21 Oct 20
53:12	15 Oct 20	22 Oct 20	18 Nov 20

WILEY

# 2020 Advertising Rate Card

## Additional advertising solutions



### Online advertising

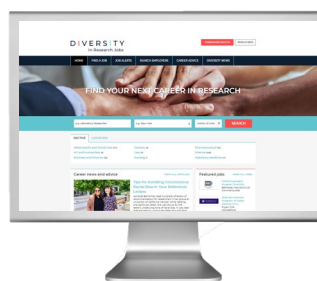
Reach millions of professionals who rely on Wiley for credible online content to maximise your marketing campaign response. Digital advertising on journal pages increases visibility and can be geotargeted by country.

Average CTR	0.06%
Unique users	14,174
Average page views	77,945



### eTOC, Issue Alert & Society email advertising

Email advertising provides contextual advertising opportunities to engage highly-targeted, influential communities of decision makers and opinion leaders in key markets around the world. Society issue alerts include exclusive use of the Society member list with signed approval.



### Recruitment advertising

Diversity in Research is a full service job board dedicated to expanding diversity in the fields of science, technology, law healthcare and business. Our job postings appear alongside research journal articles published on Wiley Online Library, so you can be sure your job will be seen by a diverse array of researchers, including people of color, veterans, and LGBTQ individuals.

For additional educational, messaging and engagement solutions, please contact  
[corporatealeurope@wiley.com](mailto:corporatealeurope@wiley.com)

WILEY

# 2020 Advertising Rate Card

## Mechanical Requirements

Journal trim size 276mm x 210mm

Page sizes	Non-Bleed	Bleed
Full page	245mm x 180mm	282mm x 216mm
Half page - vertical	245mm x 90mm	
Half page - horizontal	120mm x 180mm	
Quarter page	120mm x 90mm	
Double page spread	245mm x 360mm	

Digital position	Size
MPU	300 x 250px
Leaderboard	98 x 720px



Full page  
non-  
bleed

1/2  
page  
vertical

1/2  
page  
horizontal

1/4  
page



MPU

Leaderboard

## Advertising information

Binding: Saddle-wired

Files must be press-optimised PDF files supplied in CMYK for colour ads, and greyscale for black and white, with crop marks. Fonts and graphics must be embedded and all transparencies flattened. Image resolution must be a minimum of 300dpi.

In the rare event of artwork being accepted after the deadline, the publisher reserves the right to amend the files if they do not conform to our specifications and cannot be held responsible for the quality of advertisements. 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.

## Online adverts

Acceptable file formats are GIF/JPEG, Flash, and 3rd Party Tags (preferably HTML or javascript code)

We can accommodate animated gifs. Animation must be a maximum of 3 screens and a minimum of 5 seconds between each screen change. For interactive banners please supply the link to further information. This link must be in the form of a URL of another web page. For flash creative please contact the team prior to build to ensure files meet ad-server guidelines or requirements  
Maximum file size = 39kB

Please submit all creative to our print advertising production specialist, Izabela Mayne  
at [imayne@wiley.com](mailto:imayne@wiley.com)

WILEY