



2010 ADVERTISING RATES AND DATA SUMMARY



*ADEA has more than 18,000 members
as of September 2009*

Journal of Dental Education* | PRINT EDITION

Monthly

The only peer-reviewed, scholarly journal published for dental, allied dental, and advanced dental educators. Of interest to practitioners as well. International reach to deans, program directors, faculty, administrators, staff, students, residents, and fellows.

RATES

Four-color	1x	6x	12x
Full page	\$2,786	\$2,663	\$2,534
Half page	\$1,648	\$1,524	\$1,396
Quarter page	\$1,365	\$1,251	\$1,133

*With any 6x or 12x print run, receive a 10% discount on banner advertising for either jdentaled.org or adea.org



Cover and preferred positions add:

Opposite masthead, 20% of earned black and white; Second cover, 30%; Third cover, 20%; Fourth cover, 50%; Page one and opposite table of contents, 25% Black and white only, subtract 40%. Advertisements interspersed. For preferred positions and details, see Specifications and Terms. Reservations due 1st of month preceding month of issue; Closing date for mechanicals is 4th of month preceding month of issue. The special issue includes the ADEA Annual Session proceedings (July).

FACULTY RECRUITMENT PACKAGES

PACKAGE	JDE**	BDE	30 Day Banner*	# of Job Postings	Price/Month**
Bronze	1/4 page	x		1	\$1,700
Silver	1/2 page	x	x	2	\$2,055
Gold	Full page	x	x	3	\$2,570

6 month commitments deduct an additional 10% | Annual commitments deduct an additional 15%

* Banner on Bulletin of Dental Education | ** 3 month minimum commitment | *** Black and white, see color rates for additional charges

CLASSIFIED RATES

\$340 for the first 150 words. Each additional word is \$2.16.

ONLINE JOB POSTING

30 DAYS \$258



Directory of Institutional Members and Association Officers

Annual - Issue Date: September 30, 2010

Print-only volume containing contact information for all ADEA member institutions and their key administrators and staff members. Serves as the "who's who" of dental education and an essential networking tool. Also includes ADEA officers, council members, section officers, and staff.

RATES

Full page, four-color: \$3,131 | Half page, four-color: \$2,354 | Quarter page, four-color: \$2,081

Black and white only subtract \$1,050. Advertisements interspersed. Space reservations close August 6, 2010.

ADEA Annual Session Program

Annual - Issue Date: February 27, 2010

RATES

Four-color	1x
Full page	\$2,786
Half page	\$1,648
Quarter page	\$1,365

The deadline for the ADEA Annual Session Program is January 6, 2010.

Official Guide to Dental Schools

Annual - Issue Date: January 10, 2011

The ADEA *Official Guide to Dental Schools* is the only authoritative guide to dental education on the market. This comprehensive, annually updated resource guide has been edited and published for more than four decades by the American Dental Education Association (ADEA). Space reservations close October 1, 2010.

RATES

Four-color	1x
Full page	\$2,786
Half page	\$1,648
Quarter page	\$1,365

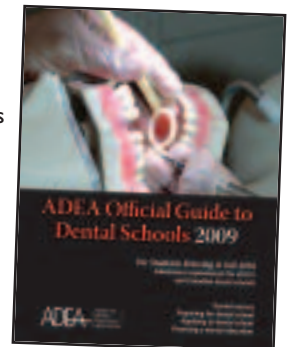
ADEA Fall 2010 Meetings Program

Annual - Issue Date: October 20, 2010

RATES

Four-color	1x
Full page	\$2,786
Half page	\$1,648
Quarter page	\$1,365

The deadline for the ADEA Fall 2010 Meetings Program is August 27, 2010.



For customized advertising packages, please contact George Goncalves at 1-800-983-7737 ext. 131 or by e-mail at ggoncalves@valleyforgepress.com



Journal of Dental Education | ONLINE EDITION (www.jdentaled.org)

Monthly

Five million successful requests every year. Reaches all ADEA members around the globe, readers of all 1,275 HighWire Press-hosted journals, and many others. Positions are listed below and include either a small banner at top left or top right of home page or central banner on every page. (As of October 2009, more than 2,198 JDE articles are online.)

RATES

Position	1x	6x	12x
Run-of-Site - Center Header	\$2,163	\$12,329	\$23,360
Homepage - Left	\$1,622	\$9,249	\$16,547
Homepage - Right	\$1,622	\$9,249	\$16,547

No tear sheets available. Advertiser provides banner (40 pixels high by 220 pixels wide) in GIF format.

Bulletin of Dental Education | ONLINE EDITION



Monthly

An online-only newsletter reaching every ADEA member every month. Lively and colorful, with news and articles of interest to administrators, faculty, staff and students in dental, allied dental, and advanced dental education programs. (Students make up 57% of membership.) Five ad spaces available each month. Placement is first come, first served. Each ad permits one link to advertiser's URL or a PDF of a recruitment ad.

RATES

Size	1x	6x	12x
Regular Single (180 x 80 pixels)	\$597	\$3,574	\$7,153
Double (180 x 160 pixels)	\$896	\$5,366	\$10,727
Triple (180 x 240 pixels)	\$1,082	\$6,474	\$12,834

One-time recruitment ad \$901

ONLINE JOB POSTING

30 DAYS \$250

No tear sheets available. Advertiser provides ad in GIF format and active URL or 10" x 4" recruitment ad in PDF format. Closing date for all ads is 1st of month preceding month of issue. Special issues include the Dental Hygiene issue (April) and the Student issue (September).

Member News | E-mail newsletter to more than 15,000 ADEA members

Weekly - \$433/week (exclusive opportunity)



Web site advertising | WWW.ADEA.ORG

More than 300,000 successful requests per year

Dental educators, ADEA members, and many others visit the ADEA Web site for its wealth of up-to-date information. Almost all prospective dental school and advanced dental education students apply through ADEA's Web presence. ADEA.org is a destination site; half of all users access it directly. Limited space is available to display advertiser's logo with one link to your URL. Closing date for all ads is 25th of the month.

RATES PER MONTH

RUN-OF-SITE*	1X
100 x 100	\$2,379
180 x 150	\$2,987
300 x 250	\$3,605
160 x 600	\$4,120

Maximum file size 10 KB. JPG or GIF file formats only.

*Excludes application pages portal.passweb.org and portal.aadsasweb.org. Specific advertisements and their placement subject to ADEA approval.

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or by e-mail at ggoncalves@valleyforgepress.com

AMERICAN DENTAL EDUCATION ASSOCIATION

2010 ADVERTISING SPECIFICATIONS AND TERMS

Specifications for *Journal of Dental Education*, print edition, and *Directory of Institutional Members and Association Officers*

INSERTS

One-page inserts: Three times earned page rate
Four-page inserts: Five times earned page rate
Bind-in adds \$365

PREFERRED POSITION RATES

(Noncancelable)

Cover 2: 30% over earned

Cover 3: 20% over earned

Cover 4: 50% over earned

Page 1 and opposite table of contents: 25% over earned

Opposite masthead: 20% over earned

Consecutive right-hand pages: adds 10%

AD SIZES

Quarter page 3.375" width x 4.75" height

Half page (vertical) 3.375" width x 10" height

Half page (horizontal) 7" width x 4.75" height

Full page 7" width x 10" height

Live Area: 7.75" width x 10.5" height

Trim size: 8.25" width x 11" height. Perfect bound.

Bleed size, full page: 8.5" width x 11.25" height

Inserts trimmed: head .125", foot .125", face margins .125".

Allow minimum of .25" from all trim edges for live matter.

Insert stock weights not to exceed 80 lb.

Inserts are picked one up (folded if four pages, flat if two pages). Must be labeled with quantity and issue date scheduled to run. Allow 5% for spoilage.

TERMS AND CONDITIONS FOR ALL ADVERTISEMENTS

- Rates quoted are for U.S. funds only, drawn on a U.S. bank.
- 10% discount for ADEA Corporate Members.
- 15% commission to bona fide agencies. Color charges are commissionable.
- Earned rates are based on accumulated space and frequency during the previous twelve-month period. Space purchased by a parent-company and its subsidiaries is combined for accounting of earned rate. When several ad sizes are used, the minimum rate for the ad size used will apply.
- Typesetting is \$55 per ad. Any bleed adds \$40 per page.
- New professional products, generally of interest to the profession, are acceptable for advertising subject to approval by the publisher. Documentation for new products should be sent to the publisher. Please allow two weeks for clearance.
- Advertising for nonprofessional products or services should also be submitted to publisher for approval.
- Advertisements for employment from U.S. institutions must be nondiscriminatory and comply with all applicable laws and regulations.
- Digital ads only, except black and white only.
- All new orders must be accompanied by a proof.
- When copy is not provided before closing date, the immediately preceding advertisement will be repeated.
- Direct contracts, insertion orders, publication-set copy, and reproduction materials to Valley Forge Publishing Group.
- Direct inserts to Sheridan Press, 450 Fame Avenue, Hanover, PA 17331, Attention: Ms. Sue Moul.
- Reprints are available. Contact the ADEA Business Manager.
- Reproduction materials not called for within one year will be destroyed without notification.

National advertising representative

Valley Forge Publishing Group
2570 Boulevard of the Generals, Suite 220
Norristown, PA 19403
Phone: 800-983-7737
Fax: 610-854-3780
E-mail: info@valleyforgepress.com

Publisher

American Dental Education Association
1400 K Street NW, Suite 1100
Washington, DC 20005
Phone: 202-289-7201
Fax: 202-289-7204
www.adea.org
Contact: Merideth Menken, Business Manager