

# International Journal of Orthodontics



Published by the International Association  
for Orthodontics

Target thousands of 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](http://www.iaortho.org)

2021 Media Planner





# ***International Journal of Orthodontics***

***All IJO Advertisers Now Receive A Complimentary Ad  
On The IAO Website***

***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?**

thousands of 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's digital journal is a valued resource.**

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

## **IJO readers take action:**

- 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% visit an advertiser's web site to learn more about the product/service.

## **IJO has the right editorial environment for your sale message.**

Your dental product or services sales message, to general and pediatric dentists, including orthodontics, sleep apnea and TMJ, will be well received by IJO readers.



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 Through December 31, 2019

All Full Page Ads (Including Covers) Receive Free IAO Website Ad Space On Home Page  
 All Half Page Ads Receive Free IAO Website Ad Space On Secondary Page

Ad Rates	Rate 1x	Rate 4x
Back Cover	\$2040	\$1895
Inside Front Cover	\$1935	\$1800
Inside Back Cover	\$1830	\$1700
Full page	\$1430	\$1345
Half page	\$760	\$710

Ad Sizes	Width	Depth
Full Page	7"	10"
Full Page Bleed	8-3/4"	11-1/4"
1/2 Page horizontal	7"	4-7/8"
1/2 Page vertical	3-3/8"	10"

#### 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.

**Inserts or Business Reply Cards:** Available with the purchase of a full page ad. Call for rates.

#### Closing Dates:

Issue	Space closes	Material Due	Electronic Avail.	Release Date
Spring	February 12	March 1	March 25	April 1
Summer	May 7	June 1	June 25	July 1
Fall	August 20	September 1	September 25	October 1
Winter	November 15	December 1	December 20	January 1

### Advertising Questions

Contact:  
 Meg Plummer  
 (630)723-1582  
 meg@iaortho.org



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# Insertion Order

## International Journal of Orthodontics (IJO)

General Advertising Rate Information Effective through December 31, 2020

The IAO reserves the right to reject any ad submitted due to content or space limitations

Advertising Company: \_\_\_\_\_

Main Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Artwork Contact Person (if different): Name: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Billing Address (if different than above): Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Check the size/placement of your company's ad as well as the issues of insertion:

Full Color Ad Rates:	1x	4x
<input type="checkbox"/> Back Cover	\$2,040	\$1,895
<input type="checkbox"/> Inside Front Cover	\$1,935	\$1,800
<input type="checkbox"/> Inside Back Cover	\$1,830	\$1,700
<input type="checkbox"/> Full page	\$1,430	\$1,345
<input type="checkbox"/> Half page	\$760	\$710

Issue	Space closes	Material Due	Mailing Date
<input type="checkbox"/> Spring	February 12	March 5	April 1
<input type="checkbox"/> Summer	May 7	June 1	July 1
<input type="checkbox"/> Fall	August 20	September 1	October 1
<input type="checkbox"/> Winter	November 15	December 1	January 1

Total Due for this Ad Schedule \$ \_\_\_\_\_

Additional Details: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**PRE-PAYMENT** is required for Continuing Education Programs. (Payment is due on issue closing date).

**PAY BY CHECK:** Payable to IAO (Checks must be drawn on a U.S. bank in U.S. dollars.) MAIL check and copy of insertion order to:  
International Association for Orthodontics  
750 North Lincoln Memorial Dr, Suite 422 - Milwaukee, WI 53202

**PAY BY CREDIT CARD:**  
Complete below and return by FAX to: 440-232-0398  
 American Express  Mastercard  VISA

Card# \_\_\_\_\_ Expiration: \_\_\_\_/\_\_\_\_ CCV# \_\_\_\_\_

Billing Postal Code: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

Signature of cardholder: \_\_\_\_\_

Date: \_\_\_\_\_

E-mail payment confirmation to: \_\_\_\_\_

**Terms:** The terms below are set forth for the rates in effect at the time advertisements are published. This agreement supersedes any other verbal or written agreement between the aforementioned advertiser and IAO.

- IAO reserves the right to approve content of all advertisements.
- All Continuing Education Program advertising must be prepaid in full before publication.
- All ad materials must be received by the 1st of the month preceding date of issue.
- Submission of copy and its contents are the responsibility of the advertiser.
- All advertising/insertion order agreements are considered binding unless cancelled in writing prior to the closing date. No cancellations will be accepted after the issue closing date.
- All rates are net.
- In the event that space is ordered and new material is not received by the deadline, publisher reserves the right to run previous ad of equal size. No cancellations will be accepted after closing date.
- Advertiser and/or its agency are liable for payment.
- Position is not guaranteed unless advertiser pays a premium position charge.
- Ad material received past the due date may incur a production charge.

### Questions?

Contact Tamiko Kinkade at [tkcps@comcast.net](mailto:tkcps@comcast.net)  
or Meg Plummer [meg@iaortho.org](mailto:meg@iaortho.org)

PLEASE SEND PAYMENT TO:  
International Journal of Orthodontics  
750 N. Lincoln Memorial Dr. Ste 422  
Milwaukee, WI 53202 USA  
Phone: +414.272.2757 Fax: +414.272.2754  
Email: [worldheadquarters@iaortho.org](mailto:worldheadquarters@iaortho.org)

