ADVERTISING RATES & SPECIFICATIONS - 2027



EDITOR: Nicholas Jakubovics, Newcastle University, UK

DESCRIPTION: The Journal of Dental Research (JDR) is the leading peer-reviewed scientific journal dedicated to the dissemination of new knowledge and information on all sciences relevant to areas of clinical research in the dental, oral and craniofacial sciences.

The International Association for Dental Research (IADR) is a nonprofit organization with over 10,000 individual members worldwide. The IADR Mission is to drive dental, oral and craniofacial research to advance health and well-being worldwide. The IADR Vision is oral health for the world through discovery and dissemination.
To learn more, visit www .iadr.org. The American Association for Dental Research (AADR) is the largest Division of IADR with 3,100 members in the United States.
To learn more, visit www.iadr.org/aadr.

AFFILIATIONS: International & American Association for Dental Research

READERSHIP PROFILE: Oral, dental and craniofacial researchers, clinical scientists, dentists, oral and dental policy-makers, dental educators, and hard-tissue scientists.

IMPACT FACTOR: 6.6

RANKING: Dentistry, Oral Surgery & Medicine 5 out of 165

FREQUENCY: 13

CIRCULATION: 341

AVERAGE MONTHLY IMPRESSIONS: 127,993

AVERAGE MONTHLY PAGEVIEWS: 32,241

PRINT ADVERTISING

	COLOR	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS	24 INSERTIONS
• FULL PAGE*	4 COLOR	$4,573	$4,468	$4,165	$3,920	$3,665
• HALF PAGE	4 COLOR	$3,922	$3,870	$3,538	$3,423	$3,213
• QUARTER PAGE	4 COLOR	$2,881	$2,848	$2,651	$2,580	$2,453

SPECIAL POSITION PREMIUMS

- Inside front cover Earned rate + 35%
- Inside back cover Earned rate + 25%
- Back cover Earned rate + 35%
- Facing table of contents Earned rate + 30%
- Facing first text page Earned rate + 25%
- Other specified positions Earned rate + 15%

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate. Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

HIGH IMPACT advertising opportunities, including cover tips, inserts and outserts, are available. Contact your sales representative for pricing.

SCHEDULE

CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	MATERIALS CLOSING	INSERTS DUE
JANUARY	17 NOVEMBER 2026	17 NOVEMBER 2026	17 NOVEMBER 2026
FEBRUARY	17 DECEMBER 2026	17 DECEMBER 2026	17 DECEMBER 2026
MARCH	25 JANUARY 2027	25 JANUARY 2027	25 JANUARY 2027
APRIL	23 FEBRUARY 2027	23 FEBRUARY 2027	23 FEBRUARY 2027
MAY	29 MARCH 2027	29 MARCH 2027	29 MARCH 2027
JUNE	15 APRIL 2027	15 APRIL 2027	15 APRIL 2027
JULY	17 MAY 2027	17 MAY 2027	17 MAY 2027
JULY	1 JUNE 2027	1 JUNE 2027	1 JUNE 2027
AUGUST	14 JUNE 2027	14 JUNE 2027	14 JUNE 2027
SEPTEMBER	15 JULY 2027	15 JULY 2027	15 JULY 2027
OCTOBER	16 AUGUST 2027	16 AUGUST 2027	16 AUGUST 2027
NOVEMBER	16 SEPTEMBER 2027	16 SEPTEMBER 2027	16 SEPTEMBER 2027
DECEMBER	14 OCTOBER 2027	14 OCTOBER 2027	14 OCTOBER 2027

PRINT MECHANICAL REQUIREMENTS

SIZE (W x H)	NON-BLEED	BLEED
• FULL PAGE	7.885" X 10.285"	8.635" X 11.035
• HALF PAGE VERTICAL	3.7 X 10.285"	N/A
• HALF PAGE HORIZONTAL	7.9" X 4.9"	N/A
• QUARTER PAGE VERTICAL	3.7" X 4.9"	N/A

- **TRIM SIZE:** 8.385" X 10.785"
- **BINDING:** Perfect Bound
  - All advertising is subject to IADR approval
  - Ad dimensions are listed in inches
  - All live copy should be no closer than 1/4" from trim
  - For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides
  - All color files must be created and submitted to publisher in CMYK color mode. **Black & white** ads must be designed and output files in 1-color black only. Publisher will convert files supplied in color (rich black, CMYK, RGB) but is not responsible for color reproduction on these ads.

- **PRE-PRINTED INSERTS**

List journal name, issue # and quantity on boxes/skid
SHIP TO:
Mary Heiliger, CSR
Sheridan Press
450 Fame Avenue
Hanover, PA 17331 USA
Phone: (800) 635-7181 ext 8145

- **BANNER ADVERTISING REQUIREMENTS**
  - Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
  - Maximum size of banners: 100KB
  - Geo-targeting is available (higher CPMs apply).
  - Third party ad tags accepted.
  - Video is accepted (higher CPMs may apply).

- **ARTWORK DELIVERY**

Email: advertising@sagepub.com

• A high-resolution press-ready PDF is required for all electronic ad submissions.

• All fonts must be embedded.

• Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images.

RELATED TITLES







BANNER ADVERTISING • www.journals.sagepub.com/home/jdr

STANDARD Minimum of 10,000 impressions per month	**CPM/Cost Per Thousand**
STANDARD BANNERS	**$105**
GEOTARGETED BANNERS	**$110**
EXPANDABLE	**$130**
STICKY BANNERS	**$140**
PERSISTENT FOOTER	**$140**

BANNER ADVERTISING REQUIREMENTS

- Standard banner positions include:
  728 x 90 px; 160 x 600 px; 300 x 250 px; 300 x 600 px
- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).
- **ARTWORK DELIVERY**
  Email: advertising@sagepub.com

All prices are gross CPM unless otherwise noted. Minimums may apply.
Monthly Sponsorships Available. Contact Your Sales Representative For Pricing.

HIGH IMPACT ADVERTISING

INTERSTITIAL BANNERS	300 X 250 px - 700 X 700 px	**MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**
eARTICLE ADVERTISING		
DYNAMIC SUPER LEADERBOARD	Recommended size is 1237 x 250. Smaller banner sizes can be accepted but will not display optimally.	**MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**
FULL PAGE PDF	1237 X 1631 px	**MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**

CHANNEL BUYS

Boost your reach with a Channel Buy. Your banner ad rotates across various journal websites within the **Dentistry channel,** maximizing exposure to your targeted audience.
Take advantage of discounted CPMs for a high-volume purchase.

eBLASTS

Email Alerts	728 X 90 px	**CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**
Sponsored Emails	Custom HTML	**CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**

CONTEXTUAL ADVERTISING

Deliver ads to the most relevant audience using advanced AI and keyword targeting, ensuring seamless placement on pages that match your chosen keywords.
Contact your sales representative for pricing.

WEBINARS

Engage and convert qualified audiences through custom educational webinars, delivering expert-led content and interactive experiences that inspire action and generate valuable leads.

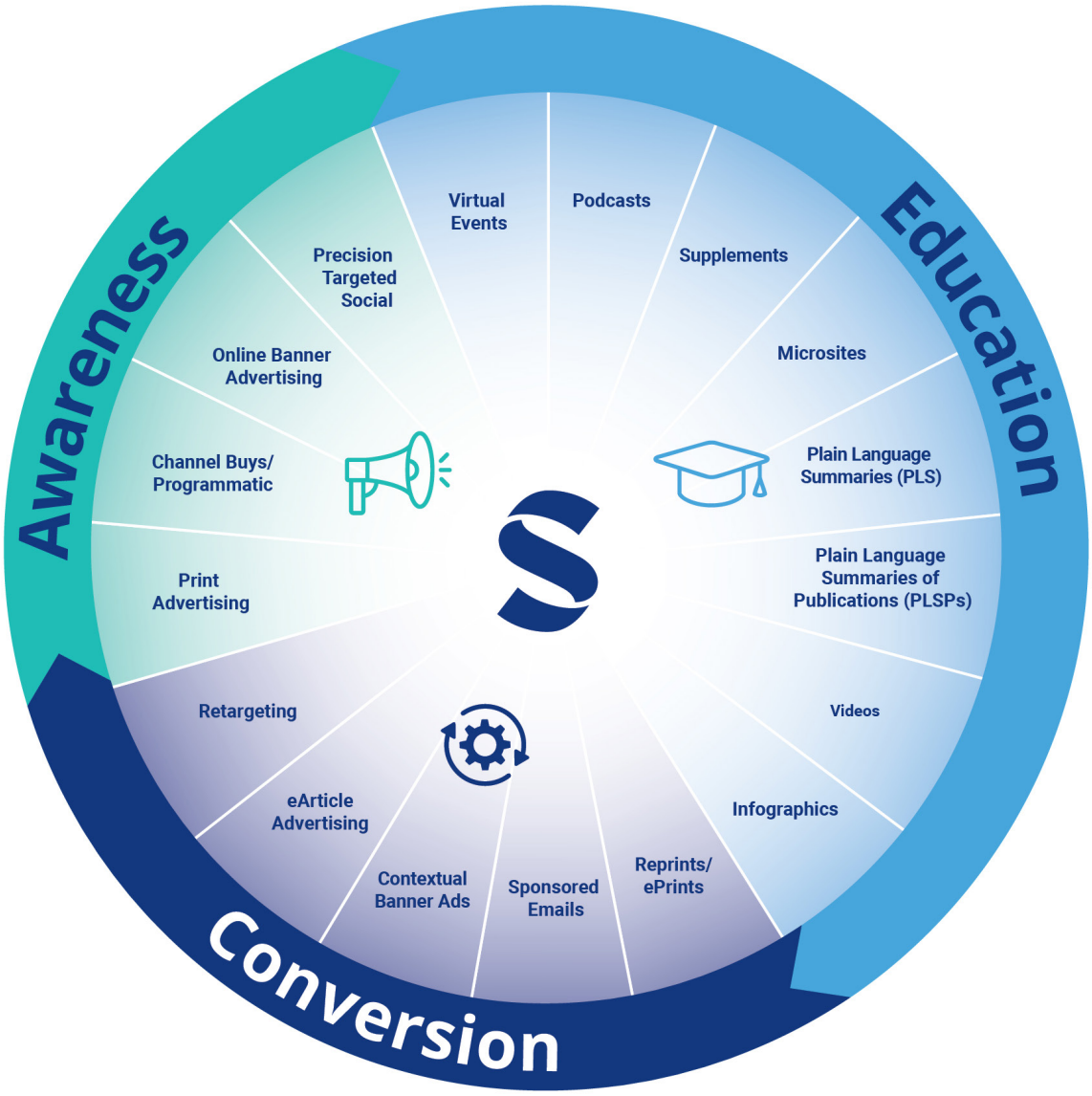
EBOOKS

Reach and educate your target audience with custom eBooks, delivering insightful content that highlights your expertise, strengthens brand awareness, and drives lead generation.

RETARGETING

CONTACT YOUR SALES REPRESENTATIVE FOR PRICING

MULTICHANNEL MARKETING SOLUTIONS FROM SAGE



CONTACTS



ADVERTISING
Joann Mitchell
973.464.3602
Joann.Mitchell@sagepub.com

REPRINTS
reprint@sagepub.com



PUBLISHING SOLUTIONS
Alessandro Baliani
publishingsolutions@sagepub.com

IADR AADOCR American Association for Dental, Oral, and Craniofacial Research | Sage