



**2017 Media Kit**

[www.jdtunbound.com](http://www.jdtunbound.com)

# JDT 2017 Editorial Calendar



	<i>Advertising placement deadline</i>	<i>Issue Feature</i>	<i>Business Feature</i>	<i>Product Feature</i>
<b>January</b>	Nov. 14	<b><i>Who's Hot Profiles</i></b> JDT identifies who's hot in the dental laboratory industry	Benchmarks: Measuring ROI on New Technologies and Materials	Scanners
<b>February</b>	Dec. 12	<b><i>Lab Consolidation</i></b> The Untold Story Behind Mergers and Acquisitions	Zirconia Options: Stack it Up	CAD/CAM Milling
<b>March</b>	Jan. 23	<b><i>Leave it All Behind</i></b> Successfully Transitioning Out of the Industry	Vision 21 in Review	Implant Abutments
<b>April</b>	Feb. 20	<b><i>Carve Your Niche with Distinction</i></b>	The New Generation of Marketing	Implant Bars/Overdentures
<b>May</b>	March 27	<b><i>What's Next?</i></b> The Industry's Paradigm Shift Continues	Case-By-Case: Compare and Contrast Your Craft	Zirconia Materials
<b>June/July</b>	May 15	<b><i>My Vantage Point</i></b> A Generational Approach to Lab Management	Going Digital: What Does it Even Mean?	Personal Protective Equipment
<b>August/September</b>	July 17	<b><i>The Dance of the Decade</i></b> What's Still Hot and What's Not?	Ensuring Production Efficiencies Using Diverse Digital Systems with the Perfect SOP	Workstations/Work Benches
<b>October</b>	Aug. 28	<b><i>WOW! Products</i></b> The top products or services that save dental laboratory owners time and money while improving quality	School's in Session: Educating the Dentist	n/a
<b>November/December</b>	Oct. 16	<b><i>NADL's Vision 21</i></b> Determine Your Strategy at the industry's premier business meeting	Connect the Dots: Training Technicians on Treatment Plans	Brushes and Burrs

Contact us for additional information and/or design services if needed.

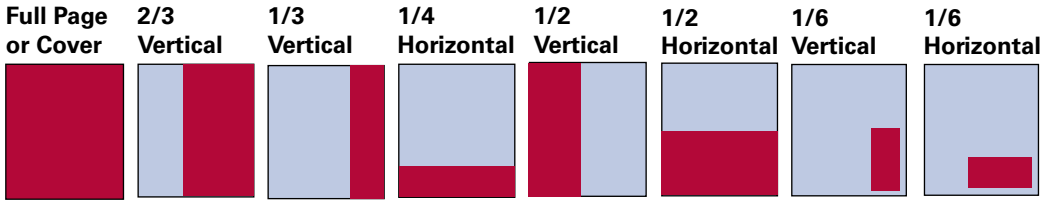
# JDT Advertising Specs

## Print Artwork Specifications

Full color display or classified display ads should be provided in one of the following formats:

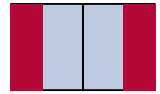
1. **High-Resolution PDF file** (Minimum resolution of 300 dpi, compression settings at high quality)
2. **TIFF or .JPEG file** (Minimum resolution of 300 dpi, compression settings at high quality)

## Print Edition Display Ad Sizes



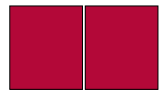
Display Advertising	Trim Size (inches)	Bleed Size	Live Area
<b>Full Page or Cover</b>	9" x 10.75"	9.25" x 11"	8.5" x 10.25"
<b>2/3 Vertical</b>	5.65" x 10.75"	5.9" x 11"	5.15" x 10.25"
<b>1/2 Vertical</b>	4.25" x 10.75"	4.5" x 11"	3.75" x 10.25"
<b>1/2 Horizontal</b>	9" x 5.25"	9.25" x 5.5"	8.5" x 4.75"
<b>1/3 Vertical</b>	3" x 10.75"	3.25" x 11"	2.5" x 10.25"
<b>1/4 Horizontal</b>	9" x 2.5"	9.25" x 2.75"	8.5" x 2"
<b>1/6 Vertical</b>	2.375" x 4.625"	n/a	2.375" x 4.625"
<b>1/6 Horizontal</b>	5.0625" x 2.25"	n/a	5.0625" x 2.25"
<b>Center Spread</b>	18" x 10.75"	18.25" x 11"	17.5" x 10.25"

### Bookend Spread



See 1/2 vertical specs (2 ads)

### Center Spread



with .5" text-free area down center stitch.

Display Classifieds	Trim Size (inches)
<b>1/3 Vertical</b>	2.375" x 9.5"
<b>1/3 Island</b>	5.0625" x 4.625"
<b>1/4 Horizontal</b>	7.75" x 2.25"
<b>1/6 Vertical</b>	2.375" x 4.625"
<b>1/6 Horizontal</b>	5.0625" x 2.25"
<b>1/12 Page</b>	2.375" x 2.25"

## ADVERTISE TODAY!

Contact **Maureen Turner** at  
 mturner@nabl.org  
 or **Lisa Kamper** at  
 lkamper@nabl.org or  
 via phone at (800) 950-1150.

## Digital Edition Ad Specs

For ads opposite cover, high resolution PDF format is required (same specs as for print edition). For skyscraper ad, landing page banner ad and logo, JPEG and GIF files are accepted. Logo requires transparent background with light or white lettering. For digital bellyband, gatefold and other special options, contact JDT.

### Ad Sizes

<b>Ad Opposite Cover</b>	see Full Page specs
<b>Landing Page Banner Ad</b>	468 x 60 px max
<b>Skyscraper</b>	160 x 600 px max
<b>Logo on Navigation Bar</b>	150 x 31 px max

### Video Content

- Native video in WMV or AVI formats (3 minutes or less)
- Best quality: 24 frames per second or higher
- 680 x 480 pixels or higher (no less than 300)

### Live Links

- For each keyword, please provide URL link.

## JDT Unbound Ad Specs

For banner ads, JPEG and GIF files are accepted. For the Product Showcase, include a product description of 150 words or less (can include web links within the text).

### Ad Sizes

#### Product Showcase

160 x 242 pixels maximum size  
 (include 150 word product description)

<b>Top Banner</b>	468 x 60 pixels
<b>Large Banner</b>	728 x 90 pixels
<b>Skyscraper</b>	250 x 250 pixels



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# JDT Print Edition



## JDT Print Display Advertising Opportunities

Display Advertising	1x Rate	4x Rate	9x Rate
Full Page	\$4,500	\$4,300	\$3,900
2/3 Vertical	\$3,700	\$3,600	\$3,400
1/2 Horizontal / Vertical	\$3,200	\$3,100	\$2,900
1/3 Vertical	\$2,700	\$2,600	\$2,500
1/4 Horizontal	\$1,800	\$1,600	\$1,400
1/6 Horizontal / Vertical	\$1,500	\$1,400	\$1,200
Center Spread	\$9,000	\$8,600	\$7,900
Bookend Spread	\$7,000	\$6,000	\$5,900
Cover: Inside Front or Inside Back	\$5,000		
Cover: Outside Back	\$5,250		
Poly Bagging	Cost Per Item, \$6,700		
Faux Cover	Call For Pricing		
French Door Cover	Call For Pricing		

## JDT Print Classified Advertising Opportunities

Display Classifieds	1x Rate	4x Rate	9x Rate
1/3 Vertical / Island	\$1,000	\$900	\$800
1/4 Page Horizontal	\$900	\$800	\$700
1/6 Page Horizontal / Vertical	\$750	\$650	\$550
1/12 Page	\$500	\$450	\$350

### Classified Line Advertising

Classified Line Ads are \$100 for the first 25 words, and \$1.50 for each additional word. **Discounts for Classified Line Ads:** JDT offers a discount of 5% for 3 consecutive insertions, 10% for 6 insertions and 15% for 9 insertions.



*JDT technical articles*

## JDT Editorial Opportunities

The Journal of Dental Technology's readers want to know the latest about technology, products and services. Contact JDT at [jdt@nabl.org](mailto:jdt@nabl.org) to talk about editorial opportunities. There are many ways manufacturers and suppliers can interact with JDT readers on an editorial level including:

- Technical Articles
- Tech Tips
- Webinars
- Industry News
- Product Feature



*JDT's Product Feature*

## JDT Specialty Advertising

Only limited by your imagination! Contact the JDT Advertising Department at (800) 950-1150 to learn more. Examples are below:

- Staple-in and Blow-ins
- Gatefolds
- Glue-ins
- Bellybands
- Cover Wraps
- Pop-Up Advertising
- Faux Cover
- French Door Cover



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Contact **Maureen Turner** at [mturner@nabl.org](mailto:mturner@nabl.org) or **Lisa Kamper** at [lkamper@nabl.org](mailto:lkamper@nabl.org) or via phone at (800) 950-1150.

# JDT Digital Edition

## JDT Digital Edition Advertising

**A**dvertise in the printed edition of JDT and your ad will also appear in the digital edition. Utilize interactive features for your ad or call attention to your products listed in our articles with the following options:

- Live Video
- Landing Page Banner Ad
- Display Ad Opposite Cover
- Skyscraper Ad
- Digital Bellybands
- Digital Gatefolds
- Logo on Navigation Bar
- Live Links within Article text



JDT Digital Edition

## JDT Digital Edition Advertising Opportunities

Digital Edition	1x Rate	4x Rate	9x Rate
Ad Opposite Cover	\$3,500	\$3,300	\$2,900
Skyscraper	\$625	\$575	\$475
Logo on Navigation Bar	\$525	\$475	\$375
Video	\$1,000	\$800	\$600

# JDT Unbound

## JDT Unbound Advertising Opportunities

Jdtunbound.com has become the go-to web destination for unique content related to the dental laboratory industry. We average thousands of unique views per month. Don't miss this chance to interact with your key audience.

### Product Showcase

Product Showcase is an economical way to add visibility to your products in every issue. Showcase ads can include a photograph, logo and details on your product. A minimum of three-issue commitment is required. All showcase ads must be pre-paid. No agency commission.



	1x Rate	4x Rate	9x Rate	12x Rate
Product Showcase Ad	\$350	\$325	\$300	\$250

### Online Display Advertising

	1x Rate	4x Rate	9x Rate	12x Rate
Top Banner	\$700	\$650	\$600	\$500
Large Banner	\$600	\$550	\$500	\$400
Skyscraper	\$400	\$350	\$300	\$200

### Online Classified Advertising

Run your classified ad on the *JDT Unbound* website for an additional \$50 per month. Classified ads are posted monthly giving you 12 opportunities to run. **Note:** Classified discounts do not apply to classified line web ads. Online classified ad will be exact copy of print classified ad.

### E-blast Services

Non-Contracted, Non-Member Rates: \$2,600 per e-blast distribution.  
Contact us for additional information.

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or **Lisa Kamper** at [lkamper@nadi.org](mailto:lkamper@nadi.org) or  
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