



2018 Media Kit

www.nadl.org/jdt

JDT 2018 Editorial Calendar



	<i>Advertising placement deadline</i>	<i>Issue Feature</i>	<i>Business Feature</i>	<i>Product Feature</i>
January	Nov. 13	<i>Who's Hot Profiles</i> JDT identifies who's hot in the dental laboratory industry	These Aren't Your Grandfather's Dentures	Dental Lab Software
February	Dec. 11	<i>The Interdependent Relationship Between Labs and Dentists</i>	State Sales Tax Exemptions and Credits	Implant Systems
March	Jan. 22	<i>Hit Your Target</i> Finding the Right Message for the Right Market	The Best of Vision 21	CAD Scanners
April	Feb. 19	<i>One Size Doesn't Fit All</i> The Small Lab Model	The Key to Performance Reviews	All Ceramic Materials
May	March 26	<i>Define and Execute the Ideal Customer Experience</i>	The Cents and Sensibilities Behind DSOs	3D Printers
June/July	May 14	<i>The War for Talent</i>	New Lab? Putting the Business First	Alloys
August/September	July 16	<i>The Muddied Grey Market</i>	Complex Case Planning: A Prep Guide	CAD/CAM Milling Systems
October	Aug. 27	<i>WOW!</i> Top products and services in the industry	Successful Infrastructure within Digital Workflow	n/a
November/December	Oct. 15	<i>NADL's Vision 21</i>	Consolidation's Impact on Economies of Scale	Implant Attachments

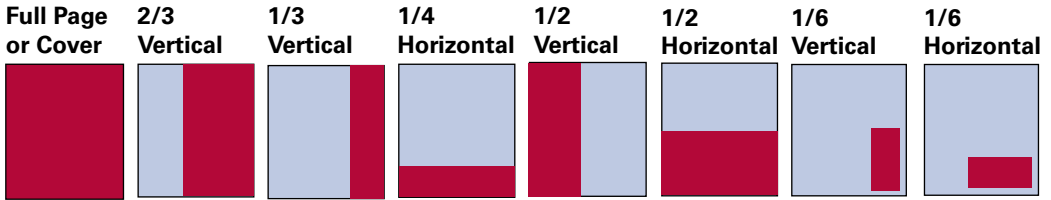
JDT Advertising Specs

Print Artwork Specifications

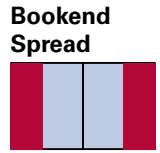
Full color display or classified display ads should be provided in one of the following formats:

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)

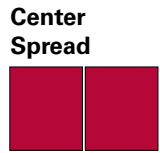
Print Edition Display Ad Sizes



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



See 1/2 vertical specs (2 ads)



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

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

Ad Opposite Cover	see Full Page specs
Landing Page Banner Ad	468 x 60 px max
Skyscraper	160 x 600 px max
Logo on Navigation Bar	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 Homepage 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

100 x 100 pixels maximum size
 (include 150 word product description and link to company website)

Large Banner	728 x 90 pixels
Skyscraper	250 x 250 pixels



JDT and JDT Homepage are published by the
 National Association of Dental Laboratories

www.nabl.org • (800) 950-1150

Place your marketing message directly in the hands of your target audience.

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	Call For Pricing	Call For Pricing
Cover: Outside Back	\$5,250	Call For Pricing	Call For Pricing
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 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
(Limited to NADL Members)



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



ADVERTISE TODAY!

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

JDT Digital Edition

JDT Digital Edition Advertising

Advertise 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:

- Embedded 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 Homepage

JDT Homepage Advertising Opportunities

The JDT Homepage is a go-to web destination for unique editorial content related to the dental laboratory industry. We average thousands of unique views per month. Don't miss this chance to interact with key buyers.

Product Showcase

Product Showcase is an economical way to add visibility to your products. Showcase ads can include a photograph, logo and details on your product. 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
Large Banner	\$1,000	\$900	\$800	\$600
Skyscraper	\$400	\$350	\$300	\$200

Online Classified Advertising

Run your classified ad on the *JDT Homepage* 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 ads will be exact copy of print classified ad.

E-blast Services

Non-Contracted, Non-Member Rates: \$3,000 per e-blast distribution.

Contact us for additional information.

**Paid e-blasts are limited to three (3) per month.*

ADVERTISE TODAY!

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

JDT

www.nadl.org/jdt

NADL 
National Association of
Dental Laboratories

325 John Knox Rd., #L103
Tallahassee, FL 32303
www.nadl.org • (800) 950-1150

***Published by the:
National Association of Dental Laboratories***