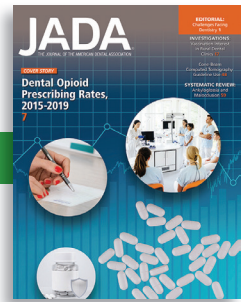


2025 RECRUITMENT and CLASSIFIED ADVERTISING



Journal of the American Dental Association (JADA) is the official peer-reviewed journal of the American Dental Association (ADA) and a reliable source of information on dentistry and dental science. *JADA* has cornered the market in dental science publishing and is consistently ranked in yearly independent readership studies as the nation's best-read dental journal.

PRINT ADVERTISING RATES

Word Classified

Minimum 30 Words	\$120
31-60 words	\$290

UNIT DISPLAY - B&W

1x	
1/6 Pg. (2-1/4" x 4-5/16")	\$390
1/4 Pg. (H: 3-7/16" x 4-5/16") (Horz. Strip: 7-1/8" x 2")	\$790
1/3 Pg. (Sq: 4.685" x 4-5/16") (V: 2-1/4" x 9")	\$1,180
1/2 Pg. (H: 7-1/8" x 4-5/16") (V: 3-7/16" x 9")	\$1,570
Full Pg. (7-1/8" x 9")	\$2,365

UNIT DISPLAY - Color

1/6 Pg. (2-1/4" x 4-5/16")	\$1,075
1/4 Pg. (H: 3-7/16" x 4-5/16") (Horz. Strip: 7-1/8" x 2")	\$1,640
1/3 Pg. (Sq: 4.685" x 4-5/16") (V: 2-1/4" x 9")	\$2,200
1/2 Pg. (H: 7-1/8" x 4-5/16") (V: 3-7/16" x 9")	\$2,760
Full Pg. (7-1/8" x 9")	\$3,890

*Rates are per insertion. In order to earn frequency rates, insertion orders for 3 or more issues must be submitted at the same time. If an ad is cancelled, credit will be based on the frequency rate earned.

Blind Box Service: \$45 one-time fee.

Note: Recruitment advertising is listed in the Employment Opportunities section. Word ads run under a heading indicating where the position is located. Product and service advertising are placed under category specific classified headings.

COUNTING WORDS: Every word is counted. Two initials are considered one word, each abbreviation is considered one word and figures consisting of a dollar sign and numerals are considered one word. P.O. is one word, box is one word and box number is one word. Suite, Dept. or Ext. with the number are counted as two words. Cities and states consisting of two or more words are considered one word: i.e. "New York City". Zip code is considered one word. Internet / email addresses are considered three words (each). Telephone numbers with area code are considered one word. No charge for normal punctuation.

WORD AD STYLE: Classified print ads are set solid with lead words set in bold caps. Abnormal capitalization, type variations, illustrations, special line breaks, and borders are not permitted.

DISPLAY SPECIFICATIONS

File types accepted: Adobe Photoshop, Adobe Illustrator (when sending EPS files, save all text as outlines). High resolution PDF file (distilled through Acrobat Distiller with fonts embedded). InDesign with all resource files (logo, graphics) and screen/ printer fonts (postscript fonts only, no true-type fonts) included. Color images in CMYK mode only (do not send RGB), black and white ads are set using black only, zero-100% (do not use a CMYK breakdown); 300 dpi resolution, saved as PDF, Tiff or EPS. Send ads via email to: production@russelljohns.com with a copy to your sales account representative indicating the publication in which the ad is being placed in the subject line or send on disk. FTP site information is available upon request. If sending a file type other than a Tiff or PDF, please send a PDF for proofing purposes or fax a copy of the ad to: 813-702-9335 (clearly stating which publication you are working with). Reproduction quality is at the advertiser's risk if requirements are not met.

TYPES OF ADVERTISING: JADA's "Classified Advertising" section offers opportunities for recruitment, product, service and practice for sale / lease advertising.

CLASSIFICATION HEADINGS: Classified advertising is listed under the following categories:

Opportunities - International	Equipment for Sale
Opportunities - Nationwide	Faculty
Opportunities - Available	Professional Services
Opportunities - Wanted	Continuing Education
Practices / Offices - Available	Miscellaneous

CIRCULATION: Reaches a qualified average circulation of 146,920.* Qualified circulation includes: dentists, students, hospitals / health departments and others allied to the dental profession.

ISSUE & CLOSING DATES

JADA Issues Closing Dates

January 2025	December 2, 2024
February	January 3, 2025
March	February 3
April	March 4
May	April 3
June	May 5
July	June 2
August	July 7
September	August 1
October	September 3
November	October 6
December	October 31

JADA is mailed within the first week of the month of issue.

ADA CareerCenter

Opportunities for Dental Professionals

Maximize your reach with ADA CareerCenter online advertising opportunities.

Promote your organization and job openings for dentist and dental professional on the online job board at:
www.careercenter.ada.org

View a copy of our Online Advertising Rates or contact us for details.

careercenter.ada.org

ADA CareerCenter Online Advertising

Maximize your reach with ADA CareerCenter online advertising opportunities. Promote job openings and targeted messages on the online job board supported by ADA, JADA and ADA News. Online rates are effective January 1, 2025.

ADA CareerCenter Online Advertising

ADA CareerCenter is the online career resource of The American Dental Association (ADA). Partnered with and promoted by industry respected journals Journal of the American Dental Association (JADA) and ADA News, ADA CareerCenter is an online job board focused on connecting employers and recruiters with job seekers looking for positions for dentists and dental professionals.

- JADA publishes original clinical and educational research of interest to dentist, others professionals involved in dentistry.
- ADA News supports a learning community of those who generate and use information about important news affecting dentistry.

Print and Online Combo Discount

Advertise in any three ADA print products and receive 25% off online ADA CareerCenter advertising.

Advertise in any five ADA print products and receive 35% off ADA CareerCenter advertising.

Standard Online Job Board Advertising Rates

Standard jobs are online for 30 days and appear in the job search results. Their position is determined by the search executed (e.g. location) or by the date they were posted.

Standard Listing.....	\$275
3 Pack - Standard Job Posting.....	\$800
5 Pack - Standard Job Posting.....	\$1,295
60 Day Standard.....	\$440
90 Day Standard.....	\$615
365 Day Standard.....	\$2,310

Premium Online Job Board Advertising Rates

Premium jobs are online for 30 days and offer superior exposure to jobseekers. They have an enhanced design and appear more frequently in email job alerts.

Premium Listing.....	\$370
3 Pack - Premium Job Posting.....	\$1,025
5 Pack - Premium Job Posting.....	\$1,650
60 Day Premium.....	\$535
90 Day Premium.....	\$710
365 Day Premium.....	\$2,405

Unlimited Resume Database Access

1 Month.....	\$1,100
3 Months.....	\$1,855
6 Months.....	\$3,300
12 Months.....	\$6,050

Banner Ad Prices

Displayed on the jobseeker site

30 Days.....	\$400
60 Days.....	\$635
90 Days.....	\$895
365 Days.....	\$2,855

Banner Ad Specs: Sizes: 300x250 | File Type: gif/jpg/png | File Size Max: 40K

Ask us about Featured Employer Accounts today!

Featured Employer Account Information:

Upgrading to a Featured Employer account can help you achieve your recruitment goals! Letting your job opening go unfilled for too long can cost your company time and money. Don't let the cost of an unfilled position bring you down, invest in the right recruitment resources.

3 Months.....	\$2,970
6 Months.....	\$5,280
12 Months.....	\$8,250

Want More Tools You can Use?

- Unlimited Featured Job Postings
- Login in Rotation on the Homepage
- Customized Company Profile Page
- Resume Database Access
- Enhanced Account Management Tools
- Applicant Pre-screening Options

