

Updated March 2022

The Official Journal of
the Academy of Laser Dentistry



Journal of Laser Dentistry



MEDIA GUIDE



9900 W. Sample Rd. Suite 400 | Coral Springs FL 33065



www.laserdentistry.org



The Academy of Laser Dentistry (ALD) is a global organization devoted to laser dentistry. Its members include **1,400 general dentists, pediatric dentists, oral and maxillofacial surgeons, orthodontists, endodontists, periodontists, prosthodontists, hygienists, and others interested in the field of laser dentistry.** Our membership also includes industry manufacturers of lasers, laser accessories, high-tech products and services.

ALD is devoted to clinical education, research and the development of standards and guidelines for the safe and effective use of laser technology. Through our educational offerings, credentialing program, and the Journal of Laser Dentistry (JLD) we are a resource for comprehensive expertise in the field of lasers in dentistry - expertise that ultimately benefits the patients that dentists serve. We are improving patient health and well being, every day. This is our mission; it's simple.

The Academy's journal is a benefit of membership, published electronically for our members and paid subscribers, and is readily available on the ALD website www.laserdentistry.org. For questions regarding the Journal of Laser Dentistry please send an email Gail Siminovsky at siminosvky@laserdentistry.org or call (954) 346-3776.

Mission Statement: The ALD supports the safe and effective adoption of lasers in oral systemic health for patient well-being.

JLD is green! Always providing tools to help our members grow, archived issues are available for download at any time.



For questions regarding the *Journal of Laser Dentistry* please call (954) 346-3776.

Advertising Specifications

The *Journal of Laser Dentistry* is distributed as a PDF for both easy access electronically and to be environmentally considerate. Limited quantities may be available in print.

FULL PAGE

Live Area: 8" wide x 10.5" high (1/4" in from the trim size)

Trim Size: 8.5" wide x 11" high

Bleed Size: 8.625" wide x 11.125" high and must extend 1/8" past the actual page dimensions

PREFERRED FILE FORMAT: PDF at full size with bleeds if required, CMYK format with crop marks and color bars set at .25" offset.

Although not preferred, files can be accepted in

1. Indesign 2022 or below, and must include all fonts and images used embedded, with bleed and crop marks included and collected for output.
2. JPGs or TIFs are acceptable at 300 dpi or higher at full size with bleeds if required.

Remember: Fonts must be embedded. File must be saved as CMYK and must be the exact actual size of the ad area and include bleed

Microsoft Word, Microsoft Publisher, Microsoft Powerpoint, Keynote or Pages files will not be accepted.

Advertorial

An advertorial is a type of advertisement that presents content in an editorial-like format. It may have one or more of the following characteristics:

- Formatted like an article, with columns of text and headings
- Contains tables, figures, or text boxes of key points
- Has an author byline
- Includes a detailed bibliography.

Just as with conventional advertising, all advertorials are subject to approval.

- Advertisements and advertorials must not be deceptive or misleading. All claims of fact must be fully supported.
- All advertorials must be clearly and immediately recognizable as advertisements.
- The word "ADVERTISEMENT" must appear in the top center of the advertorial in all caps, using a minimum bold font size of 14 points.
- The company logo must appear prominently in the advertorial.
- The advertorial must not refer to itself as an "article."

Artwork Submission

Please send all artwork submissions to laser@laserdentistry.org. If your artwork is too large to email, please provide a link using your preferred provider so that I can access and download your ad materials.

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Advertising Rules & Regulations

Rates are stated on a per issue or per opportunity basis. All advertising costs are due at time the insertion order or contract is placed with the Academy of Laser Dentistry (ALD). A discount is **ONLY** offered to out-of-company advertising agencies pre-approved by ALD and must also be paid in advance. Any outstanding balance may affect your opportunity to participate in other ALD opportunities, such as annual conferences and ancillary marketing opportunities.

Neither advertiser, advertising agency, nor its agents may cancel or change an advertisement (ad creative) after an issue's materials closing date. Orders for cover positions may not be canceled less than thirty (30) days preceding the space reservation date. ALD and/or its publisher or advertising sales agent reserve the right to determine the eligibility of a company or their product or service for inclusion in the *Journal of Laser Dentistry (JLD)* and reserve the right to restrict advertisements that are deemed questionable or objectionable by any of the above stated representatives. If by the materials due date, ALD has not received advertising materials, the publisher (ALD), in its sole discretion may either repeat the advertiser's most recent advertisement that the *Journal of Laser Dentistry* has published, or publish nothing and still consider advance payment for said issue, as applied to that issue, will not be refundable or applicable to apply to a future advertising payment. **CANCELLATIONS MUST BE RECEIVED IN WRITING** by ALD or its advertising sales agent no later than the published ad space reservation date of said issue(s). ALD assumes no liability for advertising that fails to be published as scheduled. In the event that advertiser, advertising agency and/or its agents cancels a multi-issue advertising contract after advertisements have been placed but before the full contractual obligations have been met, ALD reserves the right to charge the above stated parties the full, non-discounted "per issue" rate as stated in the published rate card. Advertisers that have paid in advance for a single or multi-issues and cancel prior to the space reservation date will receive a refund for any relevant issues.

Advertiser, advertising agency and/or its agents assume responsibility for claims and/or testimonials made in advertisements as well as permission to utilize names, places, photos, logos or any other item(s) published within their advertisements. Any advertisement that, in the opinion of ALD and/or its agents, may be confused with *JLD's* editorial pages must be clearly marked as "Advertisement" or "Advertorial" at the top of the advertising copy. Advertiser, advertising agency or its agents shall, jointly and severably, indemnify and protect ALD and/or its publisher and/or advertising sales representative from any loss or expense, including and without limitation and including attorney's fees resulting from claims or suits for libel, violation or right to privacy, plagiarism, copyright infringement, and false advertising. Performance pursuant to these contract regulations by either party is subject to acts of God, war, government regulation, disaster, strike, civil disorder, or other emergency making it inadvisable, illegal, or impossible to provide the advertiser or advertising agency with the publication of contracted advertising space. It is provided that ALD's contract for advertising may be terminated without liability for any one or more of such reasons by written notice from one party to the other.

Use of the ALD logo(s) are strictly prohibited without express written consent from the Executive Director.

This prior approval must be received in writing and signed off on by ALD's authorized representative. The contract regulations & rules set forth herein are final and binding, except that ALD reserves the right to change or modify policies, terms, advertising rates set forth herein without further notice.



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