



Endodontic Prognosis Assessment
Irrigation in Endodontic Treatment
Endoscopy in Endodontics
From Pliers to SAF: 3D Endodontic Treatment is Possible at Last
The Coming Era of Regenerative Endodontics



Alpha Omegan

Journal of the Alpha Omega International Dental Fraternity

Published for Alpha Omega International Dental Fraternity by Mediconcept Inc. 3535 St. Charles Blvd., Suite 201, Kirkland, QC, Canada H9H 5B9
Advertising Sales: Dr. Fred Margolis, Telephone (847) 537-7695; E-mail: ao@mediconcept.ca

GENERAL INFORMATION

Established: 1907

Frequency: 2 Combined Issues in 2011

Issues Published: Spring (April/May) 2011
Fall (October/November) 2011

Publication Profile:

This peer-reviewed dental journal focuses on clinical and scientific issues and topics in general dentistry as well as news and information of interest to members of the international dental fraternity.

Regular departments include: Scientific and Clinical Articles, Communications, Case Reports, Meeting Reports, Letters to the Editor, Guest Editorials, New Product Reviews, Book Reviews, Upcoming Meetings and Conventions, News & Notes,

Press releases and photos are accepted.

Advertising Placement Policy:

Ads are placed before and/or after editorial sections throughout the journal, and on three of the four covers.

Editorial Board:

Editor-in-Chief: Fred Margolis DDS
kidzdr@comcast.net

Associate Editor: Dan Uditsky DDS
dnu@aol.com

Advertising Sales: Fred Margolis DDS
kidzdr@comcast.net

Publishing Staff:

Publisher: Lawrence Goldstein
lgoldstein@medconcept.ca

Managing Editor: Mary Dilemme
mdilemme@mediconcept.ca

Editorial Coordinator: Evra Taylor-Levy

Subscription Coordinator: Ashley Marianetti

Editorial Office: Telephone: (514) 426-5150
Fax: (514) 426-3442

CIRCULATION

Total Circulation: 6000

Direct distribution to all members of the Alpha Omegan dental fraternity and controlled distribution to selected dental schools, university dental departments, dental libraries, and students. Publisher's statement available on request.

CLOSING DATES

Space Reservation Closing Dates: First day of the month preceding the month of issue (i.e., March 1st for the April / May issue).

Artwork Deadline: 15th day of the month preceding the issue date (i.e., March 15th for the April / May issue). For courier shipments of artwork: allow an additional 2 weeks for transit and clearance of material. Customs charges will be billed to advertising agencies.

Cancellations: Not accepted after Space Reservation Closing Date.

Agency Commission: 15% discount to recognized advertising agencies.

RATES (in US dollars)

B&W general advertising rates not including 4-color supplement charge (see below)

	1X	2X
1 page	\$1640	\$1475
2/3 page	\$1175	\$1115
1/2 page	\$1030	\$ 980
1/4 page	\$ 810	\$ 765

For 4-color artwork add an, additional \$900 per page

Special position charge: including OTC, OE add an additional 15% per placement

Covers, 4-color ads only, noncancellable

	1X	2X
Inside Front Cover	\$2915	\$2620
Inside Back Cover	\$2475	\$2230
Outside Back Cover	\$3135	\$2820

Advertorials

Paid advertorials subject to editorial board approval are accepted for placement in the journal. Cost for text supplied material: 1-color \$1650 per page, plus \$900 per page for 4-color artwork. Copywriting services if required are available upon request, at an extra cost to be quoted by the publisher.

**MECHANICAL REQUIREMENTS**

Type page: 7" x 10"
Trim size: 8-1/8" x 10-7/8"
Bleed Size: 8-3/8" x 11-1/8"
DPS Bleed Size:

Reproduction Requirements:

Halftone Screen: 133-150
Printed Offset
Paper Stock: 200m coated

Binding: Saddlestitch

Advertising Materials Accepted:**Disks (Preferred)**

All ads should be sent to us on CD-ROM in Macintosh format (only) in any of the following software programs:

- Press Ready PDF Format
- QuarkXPress
- Illustrator
- PhotoShop

All ad material should be accompanied by high resolution accurate color proofs or printed press proofs which correspond to the ad's actual printed size and colors.

All ads must be created in their actual size; the ad size should be reflected in the document setup window. Imported elements (i.e., EPS, TIFF) and fonts (screen and postscript) should appear in the same folder as the document to be printed. All colors must be edited in CMYK. Save typographic preferences in QuarkXPress. All photoshop pictures must be saved in EPS, encoding DCS (5 files). All digital images should be prepared in 300 dpi. Additional charges will be levied for any requested changes to the ad.

Films (optional, at an extra cost)

Film negatives (right reading emulsion down). All reproduction materials must have register marks, center marks, and trim marks clearly indicated. Each negative must be marked for color. Color ads must be accompanied by one set of progressive proofs or matchprints.

Please note that ad material supplied in film format will be subject to an additional and non-commissionable handling charge of \$250 per page.

Inserts:

All inserts are subject to a \$980 insertion fee (non-commissionable)

- a. 2-page insert: 2x earned b/w page rate
- b. 4-page insert: 4x earned b/w page rate

Premium positioning not guaranteed with inserts.

Single-page inserts must be furnished printed, folded and ready for binding. Multiple-leaf inserts must be furnished folded.

Single-page insert: 8-1/4" plus 2" stub x 11-1/8". These will be trimmed at top, bottom, and right-hand side.

Four-page inserts must be supplied 16-1/2" x 11-1/8" and should be folded.

Stock weight: Maximum 80 lb coated.

Inserts printed in the United States must carry "Printed in USA."

Quantity: 6000

Sample of insert must accompany insertion order.

Business Reply Mail:

This service is offered only to current advertisers. All material for insertion must be furnished by the advertiser. The reply portion must meet current Canadian Postal Regulations. Additional information including cost is available upon request.

Disposition of Reproduction Material:

Materials are held for 6 months after the date of the last placement or insertion and then destroyed, unless otherwise requested in writing. Similarly excess inserts will not be held or returned unless otherwise requested in writing.

2011 Publication Release Dates:

Volume 104 1/2 Spring (April/May) 2011

Volume 104 3/4 Fall (October/November) 2011

