

JADA, the most widely read clinical journal for dentists, is a highly respected, peer-reviewed media brand that influences clinical decision makers and consistently delivers practical insight to help dentists stay informed about advances in dentistry and related medical disciplines. For more than 100 years, JADA has been the leader in disseminating dental and dental science research through:

- Up-to-date clinical practice guidelines
- Peer-reviewed research on current and developing topics in dentistry
- Clinical information for both general dentists and specialists
- Reports on the relationship between dental health and overall health
- Scientific news and views on current issues
- Explorations of practice building and legal topics
- Continuing education



Highly Respected and Authoritative

JADA profile

BPA Audited
Circulation:

137,859



Web Traffic:

143,497



page views per month

69,762 average visits per month

Print
Frequency:

Monthly



2019 Impact Factor:

2.803

ranked 16 out of 91 journals in dentistry



Readership Strength:

#1 clinical journal



Optimized article
presentation for

Mobile
Access



JADA Print Mechanical Specifications

JADA Ad Size	Width/Depth						
Trim Size	8-1/8" x 10-7/8"						
Full Page bleed	8-3/8" x 11-1/8"						
Full Page	7" x 10"						
Spread bleed	16-1/2" x 11-1/8"						
Spread	16-1/4" x 10-7/8"						
2/3 Page	4-5/8" x 10"						
1/2 Page Island	4-5/8" x 7"						
1/2 Page Horizontal	7" x 4-7/8"						
1/2 Page Vertical	3-3/8" x 10"						
1/3 Page Vertical	2-1/4" x 10"						
1/3 Page Square	4-5/8" x 4-7/8"						
1/4 Page Horizontal	7" x 2-3/8"						
1/4 Page Vertical	3-3/8" x 4-7/8"						
1/6 Page Horizontal	4-5/8" x 2-1/4"						
1/6 Page Vertical	2-1/4" x 4-7/8"						
1/8 Page Horizontal	7" x 1-3/8"						
1/8 Page Square	3-3/8" x 2-3/8"						

Full Page Trim 8-1/8" x 10-7/8" (8-3/8" x 11-1/8" bleed)	Full Page 7" x 10"	2/3 Page 4-5/8" x 10"	1/2 Island 4-5/8" x 7"	1/2 Horizontal 7" x 4-7/8"	1/2 Vertical 3-3/8" x 10"
1/3 Vertical 2-1/4" x 10"	1/3 Square 4-5/8" x 4-7/8"	1/4 Horizontal 7" x 2-3/8"	1/4 Vertical 3-3/8" x 4-7/8"	1/6 Horizontal 4-5/8" x 2-1/4"	1/6 Vertical 2-1/4" x 4-7/8"
1/8 Horizontal 7" x 1-3/8"	1/8 Square 3-3/8" x 2-3/8"	1/12 Square 3-1/2" x 3-1/2"			

Note: Bleed sizes include 1/4" bleed. Live matter should not exceed 7" x 10".

Cover Card

- Non-mailer card size: 5" x 7" stock: 80# gloss

Cover Peel

- 1/12 tab page, 3-1/2" x 3-1/2" with live area for ad at 45 degree right angle at lower right hand corner. The gray area is reserved for editorial

PREFERRED FILE FORMATS

- PDF/X-1a:2001 compliant files
- CMYK 4-color process colors, no Spots or Pantone
- Fonts: All screen and printer fonts 100% embedded or outline
- Adobe Photoshop CS5, PSD, EPS, TIF; minimum resolution for continuous tone images is 300 DPI, line art is 1200 DPI
- Include additional .125" bleed on all sides
- Adobe InDesign CS5
- Open Type fonts preferred

JADA Print Ad Specifications

Binding: Perfect; Jogs to head

Printing Process: Web

Halftone Screen: Cover: 150 line screen Text: 150 line screen

Delivery: Submit PDF ad files to Elsevier ad portal at www.ads4els.com

File Format

PDF or PDF/X-1a compliant files, saved as PDF version 1.3.

Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:

- InDesign version CS5 or higher
- Adobe Illustrator Note: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

Additional costs may apply if problems are encountered.

Images

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Line art (Bitmap) images: 900–1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using Macintosh menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

Color Space

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

NOTE: Any non-intended spot colors will be converted to CMYK.

Miscellaneous

Continuous tone images (photos) must be high resolution (minimum 300 DPI effective output); total density not to exceed 300%.

Support materials must include a printout of media directory, color comp of electronic files, a contact person for electronic files and all colors set for 4-color separations or specific request for additional spot color.

Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet publication trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No Rotation.
- No content is to be within 1/4" of all trim edges.
- All fonts and graphics must be either embedded or included with the files

and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.

- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

Proofs

All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar or a GATF proof comparator. All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp. Proofs generated from any of the approved devices are acceptable.

Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. Any alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.

Delivery

Submit PDF ad files to Elsevier ad portal at www.ads4els.com

Conformance to Specs

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

The Journal of the American Dental Association (JADA)

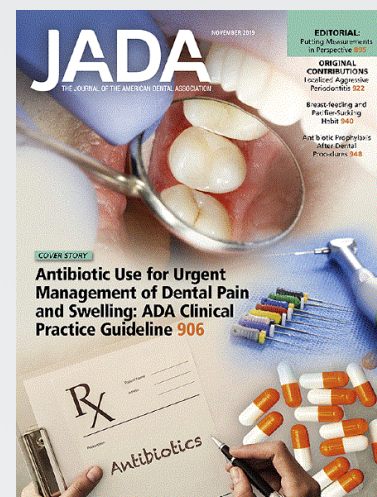
Product Sales Advertising

Jim Shavel
(t) 215-499-7342
jim@ssmediasol.com
Bill Kittredge
(t) 714-264-7386
bill@ssmediasol.com

Allen Schwartz
(t) 503-472-8614
allen@ssmediasol.com



www.jada.ada.org



Editorial

The Journal of the American Dental Association (JADA), the premier journal in dentistry, contains peer-reviewed editorial on the latest developments in practice and research. Clinical reports, original research, case reports, and editorial on new techniques and improvements affecting dentistry serve to enhance the delivery of dental care.

Since its debut in 1913, *JADA* has cornered the market in dental science publishing. No other journal commands the same respect. *JADA* is the "must-read" publication for the practicing dentist, the dental researcher, the dental educator.

Today's *JADA* continues to offer a wide range of information. Readers benefit from Clinical information in such areas as biomaterials, pharmacology, and cosmetic and esthetic dentistry, as well as general dental practice; Reports on the increasingly important relationship between dental health and overall health; Views on the issues of the day; and a continuing education program. Yearly independent readership studies consistently rank *JADA* as the nation's best-read dental journal.

Editor-in-Chief: Jeffrey Platt, DDS, MS (Interim Editor)

Affiliation: American Dental Association

Audience: Dentists, dental researchers, and dental educators.

Total Circulation: 137,859 **Issuance:** 12 times per year

Journal Contacts

Advertising and Integrated Programs

Jim Shavel jim@ssmediasol.com (t) 215-499-7342 (f) 215-369-4381

Allen Schwartz allen@ssmediasol.com (t) 503-472-8614 (f) 503-961-0445

Bill Kittredge bill@ssmediasol.com (t) 714-264-7386

Contracts, Insertion Orders & Production Materials

Le-Andrea Sylvester le.sylvester@elsevier.com (t) 212-633-3649 (f) 212-633-3846

Print Closings

Cancellations: No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.

VOLUME/ISSUE	PUBLICATION DATE	PRINT SPACE CLOSING DATE	PRINT MATERIALS DEADLINE	INSERTS DUE
151/1	January 2020	11/25/2019	12/2/2019	12/9/2019
151/2	February 2020	12/23/2019	12/27/2019	1/6/2020
151/3	March 2020	1/23/2020	1/28/2020	2/4/2020
151/4	April 2020	2/25/2020	2/28/2020	3/6/2020
151/5	May 2020	3/25/2020	3/30/2020	4/6/2020
151/6	June 2020	4/22/2020	4/27/2020	5/4/2020
151/7	July 2020	5/26/2020	5/29/2020	6/5/2020
151/8	August 2020	6/24/2020	6/29/2020	7/7/2020
151/9	September 2020	7/24/2020	7/29/2020	8/5/2020
151/10	October 2020	8/24/2020	8/27/2020	9/3/2020
151/11	November 2020	9/25/2020	9/30/2020	10/7/2020
151/12	December 2020	10/22/2020	10/27/2020	11/3/2020

Bonus Distribution

Contact your sales representative for more details.

Print Advertising Material Submission Website

Ads4Elsevier www.ads4els.com

Editorial Reprints

Derrick Imasa d.imasa@elsevier.com (t) 212-633-3874 (f) 212-633-3846

Multimedia Publishing

Craig Smith c.smith@elsevier.com (t) 212-462-1933 (f) 212-633-3846

Print Advertising

Rates

FREQUENCY	FULL PAGE (BLACK & WHITE)	2/3 PAGE (BLACK & WHITE)	1/2 PAGE (BLACK & WHITE)	1/3 PAGE (BLACK & WHITE)	1/4 PAGE (BLACK & WHITE)
1x	\$13,530	\$9,755	\$8,540	\$6,040	\$4,530
3x	\$13,110	\$9,520	\$8,440	\$5,990	\$4,425
6x	\$12,660	\$9,350	\$8,360	\$5,890	\$4,295
9x	\$12,565	\$9,090	\$8,270	\$5,850	\$4,255
12x	\$12,185	\$8,715	\$8,135	\$5,800	\$4,210
18x	\$11,945	\$8,540	\$8,030	\$5,680	\$4,165
24x	\$11,655	\$8,360	\$7,870	\$5,630	\$4,075
36x	\$11,560	\$8,270	\$7,770	\$5,510	\$4,045
48x	\$11,480	\$8,135	\$7,625	\$5,470	\$3,975
60x	\$11,290	\$8,030	\$7,520	\$5,400	\$3,925
72x	\$11,180	\$7,870	\$7,390	\$5,330	\$3,875
84x	\$10,775	\$7,580	\$6,700	\$4,760	\$3,565
96x	\$10,665	\$7,500	\$6,625	\$4,720	\$3,530
120x	\$10,520	\$7,405	\$6,545	\$4,665	\$3,490
STANDARD COLOR		MATCHED COLOR	4 COLOR	3 COLOR	
\$945		\$1,210	\$2,100	\$2,140	

Cover Tips

\$27,000 Net Client Provided (Standard 2-sided; please contact your sales representative for larger unit pricing)

Outserts

Contact your sales representative for rates and opportunities.

Earned Rates

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

AGENCY DISCOUNT 15% - All rates in print are GROSS, except those that marked as Net.

Inserts

Furnished inserts are billed at the black and white rate times the number of insert pages.

Two-page insert (one leaf): Two-times earned frequency rate.

Four-page or larger insert: Black & White earned frequency rate per page.

Composition

PRINTING	FULL PAGE	HALF PAGE	QUARTER PAGE
Black & White only	\$150	\$125	\$95

All production charges are net and non-commissionable

Digital Advertising

Banner Ads – Journal Website

POSITION	DIMENSIONS	RATE
Leaderboard	728 x 90 px	\$70 CPM
Skyscraper	160 x 600 px	\$70 CPM
Large Rectangle	300 x 250 px	\$70 CPM

Banner Ads – Table of Contents (TOC) Email

POSITION	DIMENSIONS	RATE
Leaderboard	728 x 90 px	\$1,900
Skyscraper	160 x 600 px	\$1,900
Large Rectangle	300 x 250 px	\$1,900

Additional Notes:

1. All rates in digital are NET.
2. Digital campaigns (including banner ads on journal website, Table of Contents (TOC) email and mobile apps) lasting 8 weeks or shorter are subject to 20% premium charge to regular CPM/flat fee.
3. Minimum purchase for banner ads on journal website: \$1,500.
4. See Digital Specs for detailed specifications.

Acceptance of Advertising

The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

**State and local taxes may apply.*

Production Specs

Mechanical Specifications

Trim: 8-1/8" x 10-7/8"

Keep live matter 1/4" from all trim edges.

AD SIZE	NON BLEED	BLEED
Full Page	7-5/8" x 10-3/8"	8-3/8" x 11-1/8"
Spread	15" x 10"	16-1/2" x 11-1/8"
2/3 Page	4-1/2" x 9-3/4"	
1/2 Horizontal	7-1/8" x 4-5/8"	
1/2 Vertical	3-1/2" x 9-3/4"	
1/3 Vertical	2-1/4" x 9-3/4"	
1/4 Page	3-1/2" x 4-5/8"	

Binding: Perfect; Jogs to head

Printing Process: Litho Web

Halftone Screen: Cover: 150 line screen Text: 150 line screen

Print Ad Specifications

File Format

PDF or PDF/X-1a compliant files, saved as PDF version 1.3.

Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. *If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.*

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

NOTE: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

Images

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using Macintosh menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).

Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Pages must be built to the final trim size. Any content that prints to the trim line must be extended an additional 1/8" (0.125") minimum bleed allowance beyond the trim on all sides.
- Any essential images or text ("live matter") should be positioned at least 1/4" (0.25") from trim edges.
- Supply as single page files only
- Right Reading, Portrait Mode, 100% size, No Rotation.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Special effects (ex. gradient, transparency, shadow, 3D effect) will be converted to raster object due to file compatibility.
- If needed, crop marks and SWOP color bars should be positioned 1/2" (0.50") outside trim (cannot appear within bleed area).

Color Space

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).

NOTE: Any non-intended spot colors will be converted to CMYK.

Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs

If submitting a proof for color match on press, please send a SWOP-certified contract color proof (with SWOP proofing bar or GATF proof comparator), produced from the final submitted file and imaged at 100% scale. Revised proofs must be supplied whenever a text or design change is made. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract proof is not supplied Elsevier will run to standard ink densities and dot gains.

Delivery

Submit PDF ad files to Elsevier ad portal at www.ads4els.com

Conformance to Specs

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.

Insert Requirements

Size - 2 page :	8-3/8" x 11-1/8"
Size - 4 page :	16-3/4" x 11-1/8", furnish folded to 8-3/8" x 11-1/8"
Trimming :	1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/4" from all trim edges. Note that a 1/2" safety must also be applied to both sides of the gutter/spine.
Insert Stock Weight :	For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.
Closing Date for Booking Inserts:	Same as ad space closing

Insert delivery date : See Insert due dates

All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications.
Copy of insert must accompany insertion order

Note: *Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.*

Insert Quantity

For conference copy distribution, contact Ad Sales Services.

Insert Packing & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

INSERT SHIPMENTS ADDRESS The Journal of the American Dental Association (JADA)
LSC Communications
1600 North Main Street
Pontiac, IL 61764
Attn: Elsevier Team

Disposition Of Reproduction Materials

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

For Contracts, Insertion Orders & Production Materials

Le-Andrea Sylvester le.sylvester@elsevier.com (t) 212-633-3649 (f) 212-633-3846

Send new print ad files and submit pickup ads to www.ads4els.com.

Digital Specs

Journal Website Banner Ads

Creative Sizes

Leaderboard: 728 x 90

Placement: Journal pages

Above journal banner and logo, set to display on all non-content journal pages (content pages = abstract and full text articles*)

NOTE: Leaderboard can be configured to load on full-text and abstract pages on journal-by-journal basis only. This is not an automatic placement so a special request must be made. Ad will appear on all abstract and FT pages (for all issues).

Wide Skyscraper: 160 x 600

Placement: Journal pages

Right hand column of journal page, displays on all non-content pages (content pages = abstract and full text articles*)

Large Rectangle: 300 x 250

Placement: Journal pages

Bottom center of the page, displays on HOMEPAGE only (content pages = abstract and full text articles*)

* Generic list of non-content pages available upon request though will vary by journal

Specifications

HTML5:	Desktop/Tablet 150kB, Mobile (mWeb or In-App) 40kB
Size:	200K max
Rotation:	Accepted
Animated GIF:	Max 3 loops of animation – up to 15 seconds per loop
Required Resolution:	72 dpi
Acceptable File Format:	GIF, JPEG
Rich Media and HTML5:	Yes. Supplied as 3rd party tags only
Target URL:	Required

Rich Media Expanding & HTML In-Page Ads*

	728X90	300X250	160X600
Expanded (wXh pixels)	728X315	600X250	300X600
Expand direction	▽ Down	▷ Right	◁ Left
Initial size	150 KB	150 KB	150 KB
Subsequent size	2.2 MB	2.2 MB	2.2 MB
Back-up GIF	200 KB	200 KB	200 KB
Animation	15 seconds or 3 loops of 5 seconds	15 seconds or 3 loops of 5 seconds	15 seconds or 3 loops of 5 seconds
Video	No	No	No
Max video file size	N/A	N/A	N/A
Expansion method	On click	On click	On click
Hotspot requirements	Not to exceed 1/4 size of original ad	Not to exceed 1/4 size of original ad	Not to exceed 1/4 size of original ad
Close button requirements	8pt - 16 pt (11px - 21px)	8pt - 16 pt (11px - 21px)	8pt - 16 pt (11px - 21px)

*Rich media expanding and HTML in-page ads are subject to approval and testing. Creative must be received 5 business days before launch.

Additional Notes:

- Third party tags must be SSL compliant
- Ads served via DFP by Google

Table of Contents (TOC) Email Banner Ads

Creative Sizes

Leaderboard:	728 x 90
Wide Skyscraper:	160 x 600
Large Rectangle:	300 x 250

Specifications

Size:	200K max
Rotation:	No
Required Resolution:	72 dpi
Acceptable File Format:	.gif or .jpg
Rich Media:	No
Animation:	No
Target URL:	Required
3rd Party Tags:	No

ELSEVIER TERMS AND CONDITIONS OF SUPPLY

1. Applicability

These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties ("the TC"). They supersede any previous supply terms and conditions. For the purposes of the TC "Elsevier" shall mean the company within the Elsevier group that is providing the Products or Services as set out on the Elsevier order acknowledgement or invoice. Where general terms and conditions of business are proposed by the Client, these shall not apply and the TC will prevail. Any variation to the TC and any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed by an authorised signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's liability for fraudulent misrepresentation. Where Products are sold to the Client that contain third party product or software such a sale may be subject to additional license terms.

2. Offer and acceptance/ Description

Each order for the Products and Services by the Client from Elsevier shall be deemed to be an offer by the Client to purchase the Products and Services subject to the TC. No order placed by the Client shall be deemed accepted until a written acknowledgement of order is issued by Elsevier or (if earlier) Elsevier delivers the Products or issues the invoice to the Client or commences performance of the Services for the Client. All product orders are accepted subject to availability of the ordered Products. Unless otherwise expressly agreed by Elsevier in writing, Client represents and warrants that it is purchasing Products or Services from Elsevier for its own account and use and not on behalf of any other person or entity. If Client is an agent, it represents and warrants that it is purchasing the Products and Services from Elsevier for the account and use of no more than one identified institutional subscriber as principal or, if the agent is permitted to order personal subscriptions in a representative capacity, for the account and use of no more than one identified eligible individual subscriber for valid personal use. Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any violation of this representation and warranty, Elsevier shall be entitled to immediate injunctive relief requiring Client to disclose all recipients of Elsevier Products and Services from Client, including all actual recipients that have not been previously properly identified by Client. Elsevier shall use commercially reasonable efforts to comply with descriptions of the Products and Services agreed by both parties in the relevant order, including such things as format, printing processes, technical design, size and kind of address file, weights and the like. All drawings, descriptive matter, specifications and advertising issued by Elsevier and any descriptions or illustrations contained in Elsevier's catalogues or brochures are issued or published for the sole purpose of giving an approximate description of the Products and Services described in them. They will not form part of the TC. Publishing errors, including, but not limited to, typographical errors, having no significant effect on the editorial content or design characteristics of the Products and Services, cannot be considered a reason for rejecting delivery or, as the case may be, modifying the agreed price.

3. Execution and modification of the order

Any modifications to the agreed product or service description, budget or schedule, as set out in the order acknowledgement, may result in an adjustment to the final price and/or delivery schedule at Elsevier's discretion. If, at the request of the Client, Elsevier renders additional Services in connection with the performance of the TC, Elsevier shall act in the name of, to the account of, and at the risk of the Client. Any dates specified by Elsevier for delivery/performance of the Products and Services are intended to be an estimate and time for delivery/performance shall not be made of the essence by notice. If no dates are so specified, delivery/performance will be within a reasonable time.

4. Prices, taxes and currencies

Unless otherwise agreed by Elsevier in writing the price/rates for the Products and Services shall be those set out in Elsevier's current price/rate list (whether print or online). All such prices/rates shall be exclusive of any handling, packing, loading, freight, transport and insurance charges unless otherwise agreed in writing, and shall also be exclusive of any taxes, import duties or other levies imposed on the sale or import of the Products or Services by local or national authorities, which shall be charged by Elsevier as appropriate. Where applicable, Client shall provide to Elsevier Client's VAT registration number or other evidence of tax exemption to Elsevier at the time of placing its order. If, under the laws of the territory in which Client is selling the Products, the Client is required to withhold any tax on the amounts payable to Elsevier under the TC, then the amount of the payment will be automatically increased to fully offset such tax, so that the amount actually remitted to Elsevier, net of all taxes, equals the amount invoiced or otherwise due. The Client will promptly furnish Elsevier with the official receipt of payment of those taxes to the appropriate taxing authority. All financial transactions must be settled in the currency of the applicable Elsevier invoice. The Client will be solely responsible at its own cost for completing any foreign exchange-related procedures in the said territory that are necessary to make payments to Elsevier under the TC, including without limitation all bank charges and foreign exchange charges.

5. Payment

Unless otherwise agreed in writing, payments shall be effected within thirty (30) days of the invoice date in the currency invoiced. Time for payment shall be of the essence. Elsevier may set and vary credit limits for any Client account and shall be entitled to refuse to supply any Client who has exceeded its current credit limit. Legal and beneficial title in any tangible Products supplied by Elsevier to the Client shall remain with Elsevier until Elsevier has received in full (in cash or cleared funds) all sums due to it in respect of the Products and all other sums which are or which become due to Elsevier from the Client on any account. The Client may resell the Products before ownership has passed to it provided that any sale shall be effected in the ordinary course of the Client's business at full market value and any such sale shall be a sale of Elsevier's property on the Client's own behalf and the Client shall deal as principal when making such a sale. Elsevier shall be entitled to recover payment for the copies of the Product notwithstanding that ownership of any of the copies of the Product has not passed from Elsevier. For the avoidance of doubt no intellectual property rights in any Elsevier Products shall transfer to the Client. Products shall be at the Client's risk as from delivery. The Client shall make all payments due under the TC without any deduction whether by way of set-off, counterclaim, discount, abatement or otherwise unless the Client has a valid court order requiring an amount equal to such deduction to be paid by Elsevier to the Client. From the due date of the invoice to the date of payment in full, interest at the rate of 1% may be charged to the Client on a monthly basis for any sums outstanding, together with any collection fees incurred by Elsevier. If the Client wishes to dispute any invoice (or part), the Client shall, as soon as reasonably practicable, but no later than the due date of such invoice, send full details of such dispute to Elsevier in writing. The Client shall remain liable for any undisputed part of such invoice. Elsevier shall be entitled, at any time, to demand payment in advance and may suspend performance of its obligations arising from the TC until such advance payment has been received. Where the Client is indebted to Elsevier for any other Product or Service under any other order, Elsevier reserves the right to withhold supply of the Products or Services under the current order until any outstanding monies are fully paid. Elsevier shall be entitled to apply any monies received by the Client, to clear any of the Client's outstanding debts to Elsevier.

6. Distribution

The Client shall not engage in piracy, reproduction, or plagiarism of the Products or any other products of Elsevier or its affiliates, nor shall it directly or indirectly facilitate any other party to engage in those activities. The Client shall promptly notify Elsevier if it becomes aware of any piracy, reproduction, or plagiarism of the Products by any third party. The Client is solely responsible for collecting from its customers amounts due in respect of its sales of the Products, exercising full credit control and solely bearing all of its own losses resulting from any uncollected amounts. Delays or failures in obtaining such payments will not affect the Client's obligation to make payments to Elsevier under clause 5.

7. Intellectual property

Copyright and other intellectual property rights to all Elsevier proposals, publications and other Products and/or Services shall remain with Elsevier unless agreed otherwise in writing. The rights granted by Elsevier are restricted to use solely by the Client and may not be assigned, transferred or sublicensed without the prior written permission of Elsevier. The rights granted by Elsevier are non-exclusive and for the purpose expressly agreed upon. Any other use shall require the prior written permission of Elsevier. The Client shall not acquire any intellectual property rights in the Products. No part of the Elsevier proposals, publications or Products may be stored in any automated data file and/or reproduced, whether electronically, mechanically, by photocopying, recording or in any other manner or form, without the specific prior written permission of Elsevier.

8. Liability and claims

TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS (I) Elsevier shall not be liable for any of the following losses which may arise by reason of any breach of this TC or any implied warranty, condition or other term, any representation or any duty of any kind imposed on Elsevier by operation of law: (a) any loss of anticipated profits or expected future business; (b) damage to reputation or goodwill; (c) any damages, costs or expenses payable by Elsevier to any third party; (d) loss of any order or contract; or (e) any loss that was not foreseeable by the Client and Elsevier at the time this TC was entered into; or (f) any loss not caused by any breach on the part of Elsevier; AND (II) NEITHER PARTY SHALL BE RESPONSIBLE FOR DEATH OR PERSONAL INJURY EXCEPT THAT RESULTING FROM ITS OWN NEGLIGENCE OR WILLFUL INTENT OR THE NEGLIGENCE OF ITS EMPLOYEES OR OTHERS FOR WHOM THE PARTY IS LEGALLY RESPONSIBLE. NOTHING IN THE TC SHALL BE CONSTRUED AS CREATING AN OBLIGATION TO INDEMNIFY THE OTHER PARTY AGAINST THE OTHER PARTY'S OWN NEGLIGENCE. ELSEVIER'S LIABILITY FOR ANY OTHER LOSS IMPUTABLE TO IT SHALL IN ANY EVENT BE LIMITED TO THE INVOICE VALUE OF THE PART OF THE TC TO WHICH THE LIABILITY ARISES. TO THE MAXIMUM EXTENT PERMITTED BY RELEVANT LAWS ELSEVIER EXPRESSLY EXCLUDES ANY LIABILITY FOR BREACH OF ANY IMPLIED OR EXPRESS WARRANTY OF AS TO MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. NOTHING IN THIS CONTRACT SHALL LIMIT THE CLIENT'S EXISTING LEGAL OR STATUTORY RIGHTS WHERE IT IS ACTING AS A CONSUMER. The parties agree that the United Nations Convention on Contracts for the International Sale of Goods shall not apply to this TC or the interpretation thereof. The Client has entered into this TC in the knowledge that the liability of Elsevier is to be limited in accordance with these terms and conditions and the charges have been agreed accordingly. The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations.

9. Force majeure

If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, accidents, power or telecommunications failure, customs delays, governmental restrictions or appropriation or other causes beyond the control of a party, such party is unable to perform in whole or in part its obligations set forth in this TC, then such party shall be relieved of those obligations to the extent it is thereby unable to perform, and such inability to perform shall not make such party liable to any other party. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with the provisions of this TC and to avoid the effects of such event to the extent possible.

10. Advertising & Reprints

Client is solely responsible for ensuring proposed advertising copy is received at Elsevier in electronic form (or such other form as specified by Elsevier) and within the relevant deadline set by Elsevier (the "Closing Date"). Where copy is received late or not at all, although Elsevier will endeavour to do so, Elsevier may not be able to arrange for such copy to be published on the agreed date or for the agreed period. Payment for the campaign will however be required in full. When change of copy is not received before the Closing Date, copy run in previous issue may be inserted. Client shall retain a complete copy of all materials delivered to Elsevier. Elsevier shall take reasonable care but shall not be liable for accidental loss or damage thereto. Client is solely responsible for any legal liability arising out of or relating to any Client advertisement or other content (the "Advertising Content"). Client represents and warrants that (i) Client holds the necessary rights to permit the use of the Advertising Content by Elsevier for the purposes of this TC, (ii) the use, reproduction, distribution, or transmission of the Advertising Content will not violate any civil or criminal laws, rules or regulations or industry codes or any rights of any third parties including, but not limited to, infringement or misappropriation of any copyright, patent, trademark, trade secret, music, image, or other proprietary or property right, false advertising, unfair competition, defamation, invasion of privacy or rights of celebrity, violation of any anti-discrimination law or regulation, or any other right of any person or entity; (iii) Advertising Content complies with any applicable laws, rules, industry codes, regulations and generally prevailing custom and practice. Client agrees to indemnify Elsevier and to hold Elsevier harmless from any and all liability, loss, damages, claims, or causes of action, including reasonable legal fees and expenses incurred by Elsevier, arising out of or related to the Advertising Content or Client's breach or alleged breach of any of the foregoing representations and warranties. Elsevier reserves the right to reject any advertising and/or promotions that are not consistent with Elsevier's standards. In addition, Elsevier shall have the right, at any time, to remove any of Client's advertising and/or terminate this TC if Elsevier determines, in its sole discretion, that the Advertising Content or any portion or publishing thereof (1) violate Elsevier's then applicable advertising policy; (2) violate any law, rule or regulation or industry code or if Elsevier is directed to do so by any law enforcement agency, court or government agency; (3) are the subject of a claim asserted by an entity with respect to its trademarks, trade names, service marks or other proprietary rights or (4) are otherwise objectionable to Elsevier. In such event, Elsevier may either (i) publish alternative Advertising Content in consultation with the Client or (ii) refund to Client a pro rata portion of the fee which Client has paid to Elsevier for display of the Advertising Content (if Client has paid Elsevier a flat fee). Elsevier will not be liable for the timely appearance or accuracy of any advertisement supplied by the Client. Elsevier may terminate this TC at any time in the event of a breach of this TC by Client. Orders must specify a definite schedule of insertions, issues and sizes of space for a specific advertiser. Two or more advertisers are not permitted to use space under the same order. No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements has been given a discounted rate for volume by Elsevier, and the Client does not order the quoted volume, Elsevier shall be entitled to re-calculate the price for the actual volume at the end of the applicable year at a reduced discount and the Client shall pay any additional amount found owing. If the Client orders in excess of the quoted volume, Elsevier shall return to the Client any amount overpaid by the Client. Orders specifying positions are accepted subject to the right of Elsevier to determine actual positions. If Elsevier considers it necessary to modify the space or alter the date or position of insertion or make any other alteration, the Client will have the right to cancel the order for that advertisement, if the alterations requested are unacceptable, unless such changes are due to an event of force majeure. Elsevier can only supply reprints of published material and shall be entitled to reject any order for reprints of material that has not been published.

11. Audit

Client shall allow Publisher's authorized representative at any reasonable time to have access to Client's premises (or to arrange for Publisher's authorized representatives to have access to other relevant premises) for the purpose of inspecting Client's facilities, books and records to verify Client's compliance with the TC.

12. Compliance with laws

Client shall at all times during the term strictly comply with all applicable laws, ordinances, codes, regulations, standards and judicial and administrative orders (jointly "Applicable Laws" or "Laws") relevant to its duties, obligations and performance under this Agreement, including, without limitation, the RELX Suppliers Code of Conduct at [Suppliers Code of Conduct](#) and Applicable Laws related to bribery, including, without limitation any such Laws that are enforced internationally (such as the United States Foreign Corrupt Practice Act and the UK Bribery Act) and those enforced in the country where business is being conducted and/or the Client's place of business or residency. Client and its officers, directors, employees and agents shall engage only in legitimate business and ethical practices in commercial operations and in relation to its dealings with any employee or official of a government agency or any other government owned, operated or controlled entity (including, without limitation, state run universities, hospitals and libraries), or political parties or candidates (jointly "Government Official"). Neither the Client nor any of its officers, directors, employees or agents shall pay, offer, give, promise or authorize the payment, directly or indirectly, of any monies or anything of value to any commercial contact or Government Official for the purpose or intent to induce such person to use his/her authority to help the Client. Elsevier, and/or any affiliate of Elsevier for personal gain or for that of Elsevier or Elsevier's affiliates (any such act, a "Prohibited Payment"). A Prohibited Payment does not include a payment of reasonable and bona fide expenditures, such as travel or lodging expenses, which are directly related to the promotion, demonstration or explanation of Products or Services or the execution or performance of a contract provided that such payments are permissible under the Applicable Laws. The Client further agrees that he/she will not accept any payment or other benefit in money or in kind from any person as an inducement or reward for any act or forbearance or in connection with any matter or business transacted by or on behalf of Elsevier.

13. Cancellations & Returns

If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing. This fee will be calculated to cover any external or internal costs which have been incurred or committed up to and including the date of cancellation. No new external costs will be incurred or committed/contracted from the date of receipt of written notice of cancellation by Elsevier. Orders for advertisements must be cancelled in writing prior to the relevant ad space closing date, but in the event that any cancellations are made after such date, Elsevier shall be entitled to charge the full cost of the advertisement. Any returns of the products shall be subject to the relevant Elsevier company's return policy applicable to the product at the time of the return. Details of such policies will be provided to the Client upon request. Reprints cannot be returned once these have been printed.

14. General

The formation, existence, construction, performance, validity and all aspects of the TC shall be governed by the law of the corporate domicile of the Elsevier company which is providing the Products or Services. The parties agree to submit to the exclusive jurisdiction of the courts of that same corporate domicile. The Client shall not be entitled to assign the TC or any part of it without the prior written consent of Elsevier. Elsevier may assign the TC or any part of it to any person, firm or company. If any provision of the TC is found by any court, tribunal or administrative body of competent jurisdiction to be wholly or partly illegal, invalid, void, voidable, unenforceable or unreasonable it shall to the extent of such illegality, invalidity, voidness, voidability, unenforceability or unreasonableness be deemed severable and the remaining provisions of the TC and the remainder of such provision shall continue in full force and effect. Failure or delay by Elsevier in enforcing or partially enforcing any provision (or prosecuting any breach) of the TC will not be construed as a waiver of any of its rights under the TC.

The ADA welcomes advertising in its publications as an important means of keeping the dentist informed of new and better products and services for the practice of dentistry. Such advertising must be factual, dignified, tasteful and intended to provide useful product and service information. These standards apply to all product-specific promotional material submitted to ADA programs. The publication of an advertisement is not to be construed as an endorsement or approval by the ADA or any of its subsidiaries, councils, commissions or agencies of the product or service being offered in the advertisement unless the advertisement specifically includes an authorized statement that such approval or endorsement has been granted. The fact that an advertisement for a product, service or company has appeared in an ADA publication will not be referred to in collateral advertising.

The ADA reserves the right to accept or reject advertising at its sole discretion for any product or service submitted for publication.

General Requirements

1. All advertisements submitted for display in an ADA publication are subject to review.
2. Products that are in an ADA Seal program must also satisfy all requirements of the Council on Scientific Affairs, in addition to these standards governing eligibility for advertising in ADA publications. Further information on the evaluation programs of the Council on Scientific Affairs is available by contacting the council office at 312.440.2734.
3. Advertisements must not be deceptive or misleading. All claims of fact must be fully supported and meaningful in terms of performance or any other benefit. The Association reserves the right to request additional information as needed.
4. Advertisements will not be accepted if they conflict with or appear to violate ADA policy, the ADA Principles of Ethics and Code of Professional Conduct or its Constitution and Bylaws, or if the advertisements are deemed offensive in either text or artwork, or contain attacks of a personal, racial or religious nature. The ADA reserves the right to decline advertising for any product involved with a government agency challenge or denial of product marketing, and for any technique or product that is the subject of an unfavorable or cautionary report by an agency of the ADA.
5. By submitting advertising copy, advertisers certify that such copy and the advertised product(s) are in accord with applicable government laws and regulations such as equal opportunity laws and regulations covering new drug applications and prescription drug advertising. For example, products that require approval by the U.S. Food and Drug Administration for marketing must receive this approval before being eligible and must include "full disclosure" when required. It is the responsibility of the advertiser to conform to regulations of the FDA and all legal requirements for the content of claims made for products. Acceptance of advertising in ADA publications is not to be construed as a guarantee that the manufacturer has complied with such laws and regulations.
6. Complete scientific and technical data, whether published or unpublished, concerning product safety, operation and usefulness will be required.
7. The advertisement may cite, in footnotes, references from dental and other scientific literature provided the reference is truthful and is a fair and accurate representation of the body of literature supporting the claim made.
8. Comparative advertising claims for competing products and services will not be accepted.
9. Display advertising with respect to employment, purchase of practice, participation or any other contractual relationship with any dental care delivery mode or system may be accepted for publication. Such opportunities may also be advertised in the classified section of ADA publications without any illustrations or graphics.
10. ADA image requirements for advertising materials showing dentists and their practices: In order to ensure timely review and approval, the advertiser is required to follow standard PPE procedures and is highly encouraged to use images appropriate for COVID-19. In lieu of meeting the requirements below, the advertiser can avoid displaying people in images and just show a gloved hand, for instance, or the product.

If treating (or it looks like they are treating) a patient (Dentist, Assistant, and/or Hygienist) or if the wording of the piece gives a "clinical context" (eg. "Ready to return to work" and the picture is of, or implies, a clinic setting):

 - Must be wearing gloves.
 - Gloves are pulled up over the cuffs of the sleeves.
 - Must be wearing protective eyewear.
 - Face shield is highly recommended during the COVID-19 pandemic.
 - Must be wearing a mask and have it sitting correctly on the bridge of the nose. (If not treating: Mask should be properly on or off. Mask may not be pulled up on top of head or hang around neck or ears.)
 - Should be wearing long sleeves or gown – concern for cases that are more invasive.
 - Cannot be wearing a watch, bracelets, or rings – as these items can become contaminated.
 - No hanging eyewear.
 - If they are wearing any gown, it must be properly fastened in the back and at the neck.
 - Head coverings or shoe coverings are not required, though are optional.
 - Any practitioner with long hair must have it pulled back.

Patients:

 - Need to be wearing protective eyewear while being treated.
 - Need to be wearing a protective drape/bib during treatment.
 - If no patient is present, dentist and/or dental team member does not need protective gear but must be consistent, i.e. do not show one wearing gloves but no eyewear or mask, or some combination thereof. Must be all or none.

Continued on next page

X-Rays:

- If taking x-rays, patient should be wearing lead shield with thyroid collar when appropriate.
- X-ray images are moving away from film and should be shown on a digital screen as much as possible.
- Certain types of x-ray machines should not be shown (please request ADA review if selecting a photo).
- X-rays need to be shown on a light board or screen; do not hold them up to the light.

Specific COVID-19 Image Guidance (recommended)

- Operatory counter surfaces must be cleared of any unnecessary non-clinical objects and necessary clinical objects must be properly protected. Examples include:

Necessary, permitted:

- Clinical items such as a curing light, handpieces, bagged or open instruments (as the scene depicts)
- Sharps disposal containers
- Keyboards should be covered with protective covering, paper records should not be sitting out open and exposed without some sort of transparent covering

Unnecessary, not permitted:

- Photos along a counter
- Decorative items of any kind
- Boxes of additional PPE
- No patient information should be visible, in keeping with HIPAA regulations.

Non-treatment areas:**Front office check-in area:**

- Plexiglas/glass barrier or staff with proper PPE of face shield or goggles and mask (gloves not necessary), long sleeves
- Hand sanitizer recommended
- If multiple staffers in close proximity, proper PPE is a must even if Plexiglas barrier, as they should be protective of each other, not just incoming patients/visitors

Reception area:

- No magazines/brochures/toys on display
- Spacing of chairs to indicate 6 ft. social distancing or barriers between chairs

11. Alcoholic beverages and tobacco products are not eligible for advertising.

12. Books and electronic media are eligible for advertising but a sample may be required in advance for review.
13. An advertisement for an educational course is eligible if it is offered by a provider that is recognized by the ADA Continuing Education Recognition Program (ADA CERP) or conducted under the auspices of the following organizations: an ADA constituent or component dental society, an ADA-recognized dental specialty certifying board or sponsoring organization; an accredited dental or medical school; or any organization specifically referred to in the Bylaws of the ADA; and educational courses offered by providers recognized by the Academy of General Dentistry Program Approval for Continuing Education (AGD PACE). The eligibility of an advertisement for a course conducted by or under the auspices of an organization or commercial entity other than the aforementioned will be determined on a case-by-case basis.
14. The advertiser and the product or service being offered should be clearly identified in the advertisement. In the case of drug advertisements, the full generic name of each active ingredient will appear.
15. Advertising that simulates editorial content must be clearly identified as advertising. The word "advertisement" must be displayed prominently.
16. Guarantees may be used in advertisements provided the statements that are "guaranteed" are truthful and can be substantiated. However, no guarantee should be used without disclosing its conditions and limitations. When space or time restrictions preclude such disclosures, the advertisement must clearly reveal where the full text of the guarantee can be examined before purchase.
17. Advertisements must not quote the names, statements or writings of any individual, public official, government agency, testing group or other organization without their express written consent. Guidelines for the use of testimonials are available upon request.

For questions regarding the ADA Advertising Standards, please contact Rebecca Kiser in the Publishing Division at 312-440-3540 or by email.