



## **RWISO JOURNAL RATE CARD (effective 3/10)**

The Roth Williams International Society of Orthodontics is the embodiment of a philosophical and technological transformation: addition of physiologic to anatomics from a foundation of function and esthetics.

Each issue of the RWISO Journal has five or six original articles, several case reports, letters to the editor, messages from the directors, schedules of events and meetings, and advertisements.

### **READERSHIP**

Readers include practicing orthodontists who have graduated from or currently enrolled in an approved Roth Williams course. Each issue will be delivered to approximately 500 orthodontists worldwide with varying practice sizes.

### **GUIDELINES**

- *RWISO JOURNAL* reserves the right to accept materials and require prepayment.
- The advertiser agrees to assume all liability for content of ads printed and must be fully authorized for use of the ad's content, including, but not limited to, persons' names and pictures, testimonials, and any copyrighted or trademarked material.
- The advertiser will indemnify and hold the publisher immune from any loss or expense arising out of an advertisement.
- There is a standard 15% commission to recognized agencies. Color charges and positioning charges are commissionable.
- There is a 2% discount for all invoices paid within 14 days of receiving them.
- 

### **2010 PUBLICATION SCHEDULE**

#### **September 2010**

Advertising Reservation Deadline: July 12, 2010

Receipt of Digital Files: July 19, 2010

Publication Date: Sept. 1, 2010

Call the RWISO Journal, Jeff Milde, Executive Director, for further information at 916.270.2013.

## ADVERTISING RATES

FULL COLOR	
Full-page	\$ 950
Half-page	750
Quarter-page	650
BLACK & WHITE	
Full-page	\$ 550
Half-page	350
Quarter-page	250

## COVERS AND PREFERRED POSITION RATES

Inside Front Cover \$ 1,500

Inside Back Cover \$ 1,200

Back Cover \$ 1,500

All other specified positions will be charged an additional 15% of the earned frequency rates.

## INSERTS

Prices quoted upon request.

## ARTWORK REQUIREMENTS

**TRIM SIZE:** 8-1/2" wide X 11" high

**BLEEDS:** 1/8 in. top, bottom, and trim sides

**BINDING:** Saddle-stitched

**150 line screen**

AD SIZE	WIDTH	HEIGHT
Two-page Spread Bleed	17 1/4"	11 1/4"
Full-page Bleed	8 5/8"	11 1/4"
Full-page No Bleed	7 1/4"	10"
Half-page Horizontal	7 1/4"	4 7/8"
Half-page Vertical	3 3/8"	10"
Quarter-page	3 3/8"	4 7/8"

## **ELECTRONIC REQUIREMENTS**

RWISO Journal rates are based on submission of correct, complete electronic files. There will be additional production charges for ads that must be modified to conform to printing requirements.

## **FILES**

**Adobe Acrobat PDF** files should be created using the Press Optimized setting and all fonts must be embedded.

**Adobe PageMaker, QuarkXPress** or **InDesign** files are acceptable. Please include the screen and printer fonts and all linked graphics.

**Adobe Illustrator** or **Macromedia Freehand** are acceptable. Please include screen and printer fonts or select all and convert the type to curves/outlines/paths. Image resolution for all graphics files should be 350 dpi or higher for color or grayscale images, 1200 dpi for bitmap line art. No RGB or Indexed color.

## **GRAPHICS**

The only acceptable graphics file formats are EPS and TIFF. Files created in programs such as Illustrator, Freehand, and Photoshop should be saved in one of these formats. Fonts used in these files must also be supplied or text should be converted to outlines. Image resolution for all graphics files should be 350 dpi or higher for color or grayscale images, 1200 dpi for bitmap line art. No RGB or Indexed color.

Graphics used for the Web are not acceptable because the resolution is too low. BMP, GIF, JPEG, PICT, and WMF files are not acceptable. Color files must be CMYK for offset printing. RGB files must be converted to CMYK in programs such as Illustrator or Photoshop. PMS spot colors should be converted to their CMYK equivalents but additional spot colors are available at extra cost.

## **FONTS**

Use only PostScript Type 1 or OpenType fonts. TrueType fonts and Multiple Master fonts are not acceptable. PostScript fonts require two files each; a screen font or Suitcase and a printer font file. OpenType fonts require only one file. In either case, you must supply all font files along with your page layout and graphics.

For Windows computer users: If you are creating an ad using the fonts supplied with your computer, use only PostScript Type 1 or OpenType fonts in your project. TrueType fonts and Multiple Master fonts are not acceptable. PostScript fonts require two files each; a screen font or Suitcase and a printer font file. OpenType fonts require only one file. In either case, you must supply all font files along with your page layout and graphics.

Please label your disks with the advertiser's name, insertion date, and the name and phone number of a contact for technical questions. Reusable media will be returned if a mailing address is provided. CDs will not be returned unless specifically requested.

**E-mail:** Ads may also be sent via e-mail if the total size of all files is less than 4 Mb. Files may be compressed using PK Zip for Windows or Stuffit on the Macintosh. Paper proofs must also be delivered even if you send files via e-mail (see proof requirements below). Be sure to include all fonts and graphics.

E-mail should be sent to: [anne@aerversco.com](mailto:anne@aerversco.com)

**FTP**

Please email Anne Evers if you wish to upload files via FTP; she will email you instructions.

**REQUIRED PROOFS**

Black-and-white ads must be accompanied by a laser proof. For color ads, please provide a color laser or inkjet proof along with monochrome laser proofs showing separations for cyan, magenta, yellow, and black (CMYK). Proofs should be at 100%. Journal staff will evaluate your files and, if necessary, make adjustments necessary for correct printing.

**ADVERTISING CONTACT:**

Roth Williams International Society of Orthodontists  
Jeff Milde, RWISO Executive Director  
1712 Devonshire Road  
Sacramento, CA 95864 USA  
Phone: 916.270.2013  
Fax: 866.746.3815  
Email: [j.milde@mra-sf.com](mailto:j.milde@mra-sf.com)

**PRODUCTION MANAGER/EDITOR:**

Anne Evers  
2856 Diamond St.  
San Francisco, CA 94131  
Phone-Fax: 415.333.4785  
[anne@aeversco.com](mailto:anne@aeversco.com)

Disclaimer: All claims for errors in advertisements must be made in writing and received within ten days of publication and will be considered only for the first insertion of the advertisement containing the error. An error, which does not materially affect the value or content of an advertisement, will not qualify for a credit, nor will any credit be allowed if the customer has seen and approved a proof, or a proof was not supplied.