

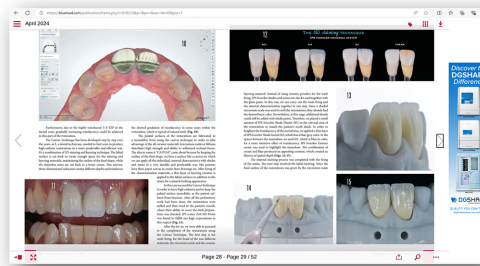
JDT

Published by the:
National Association of Dental Laboratories

2025 Media Kit
www.nadl.org/jdt

Advertise with the JDT

The only non-profit magazine in the dental laboratory community



JDT Digital Edition



www.nadl.org/jdt



Print

JDT is the go-to resource for thousands of technicians, dental laboratory owners and managers. Find out how JDT can help grow your business:

- Display Advertising Opportunities
- Classified Advertising Opportunities
- Editorial Support Opportunities
- Print Specialty Advertising such as:
 - Poly Bag Insert
 - Glue-ins
 - Faux Cover
 - French Door Cover



Digital Edition

Advertise in the printed edition of JDT and your ad will also appear in the JDT Digital Edition. Additional digital edition advertising opportunities include:

- Embedded Video
- Display Ad Opposite Cover
- Skyscraper Ad



JDT Webpage

The JDT page is the web destination for unique editorial content related to the dental laboratory industry. Interact with key buyers:

- Online Product Showcase
- Online Banner Advertising
- Online Classified Advertising
- E-blast Services



Get the JDT App

Apple

- <https://apps.apple.com/us/app/jdt-magazine/id1471341364?mt=8>

Google Play

- <https://play.google.com/store/apps/details?id=com.advancedpub.jdtunbound>

ADVERTISE TODAY!

Contact **Maureen Turner**,
Advertising Sales Manager,
at mturner@executiveoffice.org
or via phone at (800) 950-1150.



Print Display Advertising

Display Advertising	1x Rate	4x Rate	9x Rate
Full Page	\$5,000	\$4,800	\$4,500
2/3 Vertical	\$4,200	\$4,100	\$3,900
1/2 Horizontal / Vertical	\$3,600	\$3,500	\$3,300
1/3 Vertical	\$3,100	\$3,000	\$2,900
1/4 Horizontal	\$2,100	\$2,000	\$1,900
1/6 Horizontal / Vertical	\$1,800	\$1,700	\$1,600
Center Spread	\$9,900	\$9,500	\$9,100
Bookend Spread	\$7,800	\$7,400	\$6,700
Cover: Inside Front or Inside Back	\$5,500	Call For Pricing	Call For Pricing
Cover: Outside Back	\$5,800	Call For Pricing	Call For Pricing
Poly Bagging	Cost Per Item, \$7,500		
Faux Cover	Call For Pricing		
French Door Cover	Call For Pricing		



Digital Edition Advertising

	1x Rate	4x Rate	9x Rate
Ad Opposite Cover	\$3,500	\$3,300	\$2,900
Skyscraper	\$850	\$750	\$650
Video	\$1,000	\$800	\$600



JDT Webpage Advertising

	1x Rate	4x Rate	9x Rate	12x Rate
Large Banner	\$1,000	\$900	\$800	\$600
Rotating Banner	\$800	\$700	\$600	\$400



JDT Webpage Product Showcase

Featured on the JDT Homepage, Product Showcase is an economical way to add visibility to your products. Showcase ads can include a photograph, logo and details on your product. All showcase ads must be pre-paid. No agency commission.

	1x Rate	4x Rate	9x Rate	12x Rate
Product Showcase Ad	\$450	\$375	\$325	\$300



Print Classified Advertising

Display Classifieds	1x Rate	4x Rate	9x Rate
1/3 Vertical / Island	\$1,000	\$900	\$800
1/4 Page Horizontal	\$900	\$800	\$700
1/6 Page Horizontal / Vertical	\$750	\$650	\$550
1/12 Page	\$550	\$450	\$350

Classified Line Advertising

Classified Line Ads are \$100 for the first 25 words, and \$1.50 for each additional word. **Discounts for Classified Line Ads:** JDT offers a discount of 5% for three consecutive insertions, 10% for six insertions and 15% for nine insertions.



Faux Cover Example



Print Bonus: Advertise in the printed edition of JDT and your ad will also appear in the JDT Digital Edition.

E-blast Services

Non-Contracted, Non-Member Rates: \$3,000 per e-blast distribution. Contact us for additional information.
*Paid e-blasts are limited to no more than three (3) per month.

Website Classified Advertising

Post your job opportunity on the NADL Job Board at www.nadl.org/jobs. A 30-day posting is \$100 for NADL members and \$200 for non-members. A discount is available to NADL members purchasing more than one month. Other classified listings such as equipment for sale are available on the JDT homepage, www.nadl.org/jdt.

CONTACT US TO ADVERTISE TODAY!

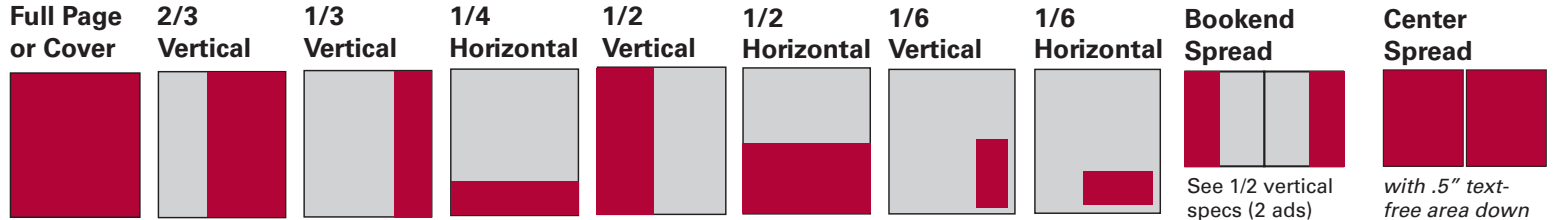
Maureen Turner
Advertising Sales Manager
mturner@executiveoffice.org
(800) 950-1150



Advertising Specifications



JDT Print & Digital Edition Display Ad Sizes



Display Advertising	Trim Size (inches)	Bleed Size	Live Area
Full Page or Cover	9" x 10.75"	9.25" x 11"	8.5" x 10.25"
2/3 Vertical	5.65" x 10.75"	5.9" x 11"	5.15" x 10.25"
1/2 Vertical	4.25" x 10.75"	4.5" x 11"	3.75" x 10.25"
1/2 Horizontal	9" x 5.25"	9.25" x 5.5"	8.5" x 4.75"
1/3 Vertical	3" x 10.75"	3.25" x 11"	2.5" x 10.25"
1/4 Horizontal	9" x 2.5"	9.25" x 2.75"	8.5" x 2"
1/6 Vertical	2.375" x 4.625"	n/a	2.375" x 4.625"
1/6 Horizontal	5.0625" x 2.25"	n/a	5.0625" x 2.25"
Center Spread*	18" x 10.75"	18.25" x 11"	17.5" x 10.25"

*Center Spread should include a .5" text-free area down center stitch.

Display Classifieds	Trim Size (inches)
1/3 Vertical	2.375" x 9.5"
1/3 Island	5.0625" x 4.625"
1/4 Horizontal	7.75" x 2.25"
1/6 Vertical	2.375" x 4.625"
1/6 Horizontal	5.0625" x 2.25"
1/12 Page	2.375" x 2.25"



Print Artwork Specs

Print Artwork Specifications

Full color display or classified display ads should be provided in one of the following formats:

- High-Resolution PDF file** (Minimum resolution of 300 dpi, compression settings at high quality)
- TIFF or JPEG file** (Minimum resolution of 300 dpi, compression settings at high quality)



Digital Edition Ad Specs

For ads opposite cover, high resolution PDF format is required (same specs as for print edition). For skyscraper ad, JPEG and GIF files are accepted.

Ad Sizes

Ad Opposite Cover	see Full Page specs
Skyscraper	160 x 600 px

Video Content

- Native video in WMV or AVI formats (3 minutes or less)
- Best quality: 24 frames per second or higher
- 680 x 480 pixels or higher (no less than 300)

Live Links

- For each keyword, please provide URL link.



JDT Webpage Ad Specs

For the Product Showcase, JPEG format is required. Include a product description of 150 words or less (can include web links within the text).

Ad Sizes

Product Showcase

250 x 250 pixels maximum size (JPEG format only)
(include 150 word product description and link to company website)

Large Banner 1450 x 200 pixels (JPEG format only)

Rotating Banner 380 x 250 pixels (JPEG format only)

CONTACT US TO ADVERTISE TODAY!

Maureen Turner

Advertising Sales Manager

mturner@executiveoffice.org

(800) 950-1150

Get a sneak peek at what's upcoming in JDT.

2025 Editorial Calendar



JDT

	<i>Advertising Deadline</i>	<i>Issue Feature</i>	<i>Business Feature</i>	<i>Product Feature</i>
January/ February	Dec. 23	2025's Hottest	Laboratory Litigation/Risk Management	Case Management Software
March	Jan. 20	The Power of Learning	Core of V21	Refining Services
April	Feb. 17	Clinical Dental Technicians – The Future	The Engaged Ethos	Denture Teeth
May	March 24	To Find and Foster	Call to KOLs	Outsource Design Milling and Printing Services
June/July	May 12	Lab-to-Lab Connections	NADL University Homecoming	Implant Abutments/ Attachments
August/ September	July 21	Forging Trails	From Consult to Placement	Ceramics and Zirconia
October	Aug. 25	What WOWs in 2025	Market Share	N/A
November	Sept. 22	Prime Time @ V21	Skyrocketing Removables	3D Printers
December	Oct. 20	Align with the Future	Flashbacks	Denture resins

JDT Editorial Opportunities

The Journal of Dental Technology's readers want to know the latest about technology, products and services. Contact JDT Editor Kristi Demuth, CAE, at kdemuth@executiveoffice.org to talk about editorial opportunities. There are many ways manufacturers and suppliers can interact with JDT readers on an editorial level including:

- Technical Articles
- Tech Tips
- Webinars
- Industry News
- Product Feature *(Limited to NADL members)*



325 John Knox Rd., #L103
Tallahassee, FL 32303
www.nadl.org • (800) 950-1150

**JDT is published by the:
National Association of Dental Laboratories**