

JDT

Published by the:
National Association of Dental Laboratories

2026 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

► **The JDT Digital Edition is now FREE!**

Sign up today for access to the current issue as well as archives.

www.nadl.org/jdt



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	\$1,000	\$900	\$800
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 to 10,000+ subscribers. 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 free 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

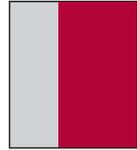


JDT Print & Digital Edition Display Ad Sizes

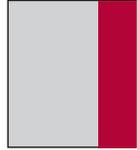
Full Page or Cover



2/3 Vertical



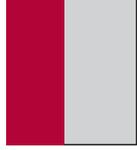
1/3 Vertical



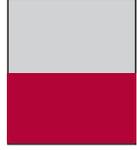
1/4 Horizontal



1/2 Vertical



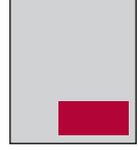
1/2 Horizontal



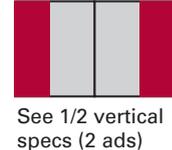
1/6 Vertical



1/6 Horizontal



Bookend Spread



See 1/2 vertical specs (2 ads)

Center Spread



with .5" text-free area down center stitch.

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:

1. **High-Resolution PDF file** (Minimum resolution of 300 dpi, compression settings at high quality)
2. **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

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(800) 950-1150

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

2026 Editorial Calendar



JDT

	<i>Advertising Deadline</i>	<i>Issue Feature</i>	<i>Business Feature</i>	<i>Product Feature</i>
January/ February	Dec. 22	<i>Who's Hot in 2026</i>	Drawing Attention	Capital Equipment Financing
March	Jan. 19	<i>Wellness in the Workplace</i>	V21 Delivers Again	Milling Software & Hardware
April	Feb. 16	<i>The Five-Year CDT Journey</i>	Crucial Awareness	Machining Tools
May	March 23	<i>AI</i>	The Latest on DLT Registered Apprenticeship	Resins
June/July	May 11	<i>Gaps to Fill</i>	Speaking the Language	Zirconia
August/ September	July 20	<i>Systemize Same-Day Surgery</i>	Intentional HR	3D Printers
October	Aug. 24	<i>WOW! Winners of '26</i>	Rite of Passage	N/A
November	Sept. 21	<i>Vision 21 Highlights</i>	Failing Forward	Implants and Implant Component Parts
December	Oct. 19	<i>Celebrating 75 Years of NADL</i>	Rolling Back the Curtain on Building a New Lab	Design Services

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 supplier members)*

NADL

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