



## Case Study

# Journal of Clinical Orthodontics

LATITUDE 40  
CONSULTING

The Journal of Clinical Orthodontics, based in Boulder, Colorado, is a peer-reviewed professional publication, published monthly. For more than four decades, the JCO has kept its readers on the leading edge of professional development and continues to set the standard for the most useful and up-to-date information on clinical techniques and practice management. To ensure that their readers and advertisers receive the best customer service, the JCO turned to Latitude 40 to create and deploy a tailored subscription and advertisement management built for the unique way JCO does business.

### Subscription management

The subscription management solution contains many modules which include the following: Standard subscriber information such as names and addresses, pricing, subscription terms and expiration dates. The solution includes full history of past subscriptions and financial transactions for research and other reporting purposes.

Detailed circulation reports for every aspect of subscription processing including schools and groups, list purchasers, agencies, subscription counts, back issues, suspended and duplicate records, subscription liability, renewal, inventory, postage and tax reports and mail merge files. Mailing labels generation module. Renewal program to retain existing subscribers as well as those who have allowed their subscription to expire.

Internal audit reports that validate quantities and types of subscriptions.

A targeted list program to flexibly select subscribers for external list sales and internal promotions use.

### Website integration

Data synchronization with the subscriber website gives subscribers appropriate access to JCO's archive of online articles and allows the coordination of information between print subscriptions and online-only subscription accounts.

### Advertising space management

This module helps manage the sale, tracking, quoting and reservation of advertising space within the publication. Advertisers can now easily understand and purchase the displays most appropriate for their business goals.

## Solution Highlights

- Complete subscription management
- Data visualizations for each type of subscriber including geographical location, number of issues ordered and renewals
- Advertising space and traffic management



“The professionalism of Latitude 40 has been a great asset to our business, and has allowed us to accomplish our goals without the programming worries.”

Carol Varsos - Circulation  
Manager  
Journal of Clinical  
Orthodontics