

# Perspectives

JERD: LEADING THE WAY TO PUBLICATION EXCELLENCE!

As many of you may have noted in the last issue's Perspectives feature, the *Journal of Esthetic and Restorative Dentistry* recently achieved a "new level of distinction," having attained its first impact factor. Concomitant with the *Journal's* heightened publication stature, a number of other significant improvements are being made as well.

First, in an effort to improve color rendition in the printed version of the *Journal*, a new printer has been attained. Already, improved color replication in the printed figures has been noted. Although online color rendition for e-publication has never been an issue, many authors are reticent to publish in a printed journal unless the color replication is excellent. Although online publication clearly represents the future for all journals, so long as printed versions of the *Journal* are maintained, we will continue to strive for excellence in color illustrations.

Second, a facelift is being made. The *Journal* is now in its 23rd volume, and after 10 years of publishing the *Journal* with its classic

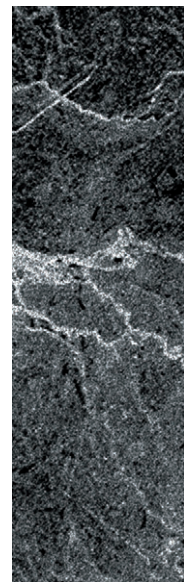
black marbled cover and gold lettering, we decided it was time for a change! We wanted to give the *Journal* a fresh look, while maintaining the classic design that has been a hallmark of this publication from the beginning. You will note the new cover starting with Volume 23, Issue 1 and newly designed internal pages starting with Issue 3.

Third, a new feature entitled, "Contemporary Issues," will be introduced. This feature, under the able direction of Associate Editor, Dr. Ed Swift, will replace the "Ask the Experts" feature and will address vital topics in esthetic and restorative dentistry. Topic experts will be invited to delve into specific clinical issues and questions and will provide valuable information for the clinician based on the latest research evidence.

**Fourth and most importantly, beginning in 2011, the *Journal of Esthetic and Restorative Dentistry* will be taking a huge step toward the future of online publishing through the introduction of an innovative service called Early View. Although the *Journal* will**

continue to offer a printed version, Early View affords the author a form of e-publication that will be available well ahead of print.

Articles that appear in Early View will eventually appear in the print issues of the *Journal*, and are fully peer-reviewed and corrected. In fact, from the time articles appear in Early View, they are considered the *version of record*, i.e., the final published article. The Early View service presents full-text, peer-reviewed, copyedited articles as soon as they are complete, generally well before the release of the compiled print issue. Articles in Early View are posted following receipt of the authors' corrected proofs. They include all figures and tables and are fully citable. This innovative online publishing service will greatly reduce the time from submission to publication, allowing the *Journal* to expedite the dissemination of vital new information, and facilitating more rapid citation of the paper by the author and others conducting online searches.



Since Early View articles are fully integrated within the Wiley Online Library platform, they may be retrieved using the search and browse functions, delivered to your desktop via e-mail alerts, and viewed through the *Journal's* home page: <http://www.wileyonlinelibrary.com/journal/jerd>. Every Early View article carries an online publication date and a digital object identifier (DOI) for citations, but page numbers are not assigned until the article is published in the print edition. Early View articles are also indexed in PubMed and ISI.

We are pleased to offer this service to *Journal of Esthetic and Restorative Dentistry* authors and readers so that you can enjoy immediate access to cutting edge research and clinical reports in esthetic and restorative dentistry—the kind of vital information that influences practicing dentists and patients alike.

It is important to note that many journals currently claim publication superiority based on beautifully printed covers, fanciful design elements and, of course, wonderful color rendition in printed illustrations. As journals progress further into the digital age, online publication will render much of these perceived attributes in printed journals moot. Color rendition categorically is superb online since printing concerns are irrelevant. With the vast experience and unequaled online publication expertise of Wiley-Blackwell, the *Journal of Esthetic and Restorative Dentistry* intends to stay “ahead of the curve” and lead the way in online publication excellence in its field. Exciting, innovative features such as Early View represent concrete evidence of this commitment.

Thank you for your continued support of the *Journal of Esthetic*

*and Restorative Dentistry*! We value our authors and readers, and we hope that these efforts, highlighted by our new Early View service, will enhance your publishing and reading experience. Do not forget to take advantage of Author Services production tracking, which allows you to track your accepted article from submission to publication.

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