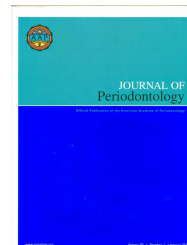


# Journal of Periodontology



**The Journal of Periodontology** (JOP), established in 1930 as the official scientific publication of the American Academy of Periodontology (AAP), publishes original papers of the highest quality to support practice, education, and research in the dental specialty of periodontology. The JOP also publishes case series, reviews, commentaries, editorials, letters to the editor, and summaries of current dental and biomedical research.

## Advertising & Sales Office

**Daniel Simone**, National Account Manager  
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## Publisher & Editorial Office

**Wiley**  
101 Station Landing, Suite 300, Medford, MA 02155

## Circulation

**Total Circulation:** 9,700 (8,200 members, 1,500 paid subscribers)

**Coverage:** United States and International

### Readership Metrics:

- 85% of the periodontal marketplace consists of AAP members, according to the American Dental Association
- 95% of active members renew their membership, and JOP is ranked as a top member benefit
- 78% of our readers read the print journal every month
- 90% of active members provide periodontal plastic surgery, oral reconstructive surgery, tissue engineering and regeneration, and dental implants
- The Journal of Periodontology is perceived as a high-quality and credible source of periodontal information

## Editorial Information

**Editors-in-Chief:** Kenneth S. Kornman, DDS, PhD

**2016 Impact Factor:** 3.477

**Peer Review:** Acceptance of articles solely determined by the Editorial Board based on rigorous peer review.

**Editorial/Ad Ratio:** 90/10

## Advertising Information

**Earned Rates:** Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate).

**Agency Commission:** 15%

**Policy on Ad Placement:** Stacked.

**Acceptance of Advertising:** All advertising is subject to the approval of the editors and publisher.

## Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$2,835	\$1,700	\$885
3x	\$2,700	\$1,600	\$850
6x	\$2,650	\$1,500	\$815
12x	\$2,550	\$1,350	\$765

**Color Rates** (in addition to earned B&W rate):

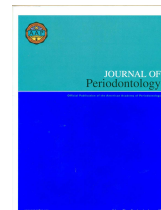
4-color process:	\$1,675
2- color process	\$950
PMS (per color)	\$1,125

**Premium Positions** (in addition to earned B&W rate):

4th Cover:	35%
2nd Cover:	25%
3rd Cover	25%
Opposite Table of Contents 1, 2 & 3:	25%
Opposite First Masthead:	25%
Opposite First Editorial:	25%
Guaranteed Right Hand Page:	15%

Contact the Academy's advertising representative regarding availability.

# Journal of Periodontology



## Issuance & Closing Dates

Frequency: Monthly

### Closing Dates:

Cover Date	Reservation	Material Due	Inserts Due
January	12/1/17	12/5/17	12/15/17
February	1/2/18	1/5/18	1/16/18
March	2/1/18	2/5/18	2/12/18
April	3/1/18	3/5/18	3/19/18
May	4/2/18	4/6/18	4/16/18
June	5/1/18	5/4/18	5/18/18
July	6/1/18	6/5/18	6/15/18
August	7/2/18	7/6/18	7/16/18
September	8/1/18	8/6/18	8/17/18
October	9/4/18	9/7/18	9/19/18
November	10/1/18	10/5/18	10/15/18
December	11/1/18	11/5/18	11/16/18

### Bonus Distribution

Issue	Conference
September	AAP2018 Annual Meeting

## Mechanical Requirements

Trim Size: 8.125" x 10.875"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3.5"	10"
1/2 page horizontal	7"	5"
1/4 page	3.5"	5"
Page Sizes, Bleed	Width	Depth
Full page	8.375"	11.125"

## Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (Preferred): Prior to submitting file via FTP, contact Monica Griffiths at mgriffiths@pminy.com.

### Paper Stock

- Inside pages: 60 lb. Sterling Ultra Matte.
- Covers: 8pt. C2S

Halftone Screen: 133

Type of Binding: Perfect. Publication jogs to the head

## Contacts

Ship all insertion orders, advertising material, and two insert samples to:

### Pharmaceutical Media, Inc.

Attn: Monica Griffiths  
JPER, Vol \_\_\_, Issue \_\_\_  
30 East 33rd Street, New York, NY 10016  
P: 212-904-0362 ~ E: mgriffiths@pminy.com

### Ship inserts to:

### Sheridan NH (SNH)

Attn: Lisa George  
JPER, Issue \_\_\_, Month \_\_\_  
69 Lyme Road  
Hanover, NH 03755  
603-653-7213  
E: lisa.george@sheridan.com