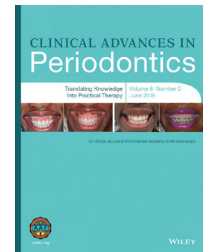


# Clinical Advances in Periodontics



**Clinical Advances in Periodontics** (CAP), is a quarterly journal available to all subscribers of the *Journal of Periodontology*. CAP features stimulating and relevant case reports and case series, clinical dilemmas, and best evidence scenarios and solutions. Materials in CAP are peer-reviewed, searchable, citable, and refer to other authoritative published references.

## Advertising & Sales Office

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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

## Editorial Information

**Co-Editors:** Kenneth S. Kornman, DDS, PhD and  
Michael S. Reddy, DMD, DMSc

## Advertising Information

Ask about digital advertising opportunities in  
*Clinical Advances in Periodontics*

**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% (subject to withdrawal on accounts not paid within 60 days of invoice date).

**Policy on Ad Placement:** Stacked.

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

## Color Advertising Rates

Ad Size	1x	4x
Full page	\$3,215	\$3,060
Half page	\$1,835	\$1,685
Cover 2	\$4,385	\$4,285
Cover 3	\$3,850	\$3,750
Cover 4	\$5,400	\$5,300

## Issuance & Closing Dates

**Frequency:** 4x per year

Cover Date	Reservation	Material Due	Inserts Due
March	1/28/19	2/4/19	2/12/19
June	5/1/19	5/8/19	5/16/19
September	8/1/19	8/8/19	8/16/19
December	10/30/19	11/6/19	11/14/19

## Mechanical Requirements

**Trim Size:** 8.25" 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	8.5"	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:** Saddle-stitched

Publication jogs to the head

## Contacts

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

**Pharmaceutical Media, Inc.**  
Attn: Monica Griffiths  
E: mgriffiths@pminy.com  
CAP, Issue\_\_\_\_, Month\_\_\_\_  
30 East 33rd Street, NY, NY 10016  
P: 212-904-0362

**Ship inserts to:**

**Sheridan NH (SNH)**  
Attn: Lisa George  
E: lisa.george@sheridan.com  
CAP, Issue\_\_\_\_, Month\_\_\_\_  
69 Lyme Road  
Hanover, NH 03755  
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