

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.

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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

2017 Impact Factor: 3.392

ISI Journal Citation Reports® Ranking 2017: 9/91 (Dentistry, Oral Surgery & Medicine)

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

Editorial/Ad Ratio: 90/10

Advertising Information

Ask about digital advertising opportunities in *The Journal of Periodontology*

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.

Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$2,895	\$1,735	\$900
3x	\$2,750	\$1,630	\$870
6x	\$2,700	\$1,530	\$830
12x	\$2,600	\$1,375	\$780

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

4-color process: \$1,700

Cover and Preferred Position (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. Premium positions are contracted on a yearly basis.

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Issuance & Closing Dates

2019 Closing Dates:

Cover Date	Reservation	Material Due	Inserts Due
January	12/3/18	12/7/18	12/18/18
February	12/28/18	1/4/19	1/15/19
March	1/28/19	2/1/19	2/12/19
April	3/1/19	3/8/19	3/19/19
May	4/1/19	4/5/19	4/16/19
June	5/1/19	5/9/19	5/21/19
July	6/3/19	6/7/19	6/18/19
August	7/1/19	7/5/19	7/16/19
September	8/2/19	8/9/19	8/20/19
October	9/3/19	9/10/19	9/20/19
November	9/30/19	10/4/19	10/15/19
December	11/1/19	11/8/19	11/19/19

Bonus Distribution

Issue	Conference
October	AAP2019 Annual Meeting

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

- High-resolution PDF files are preferred
- All supporting files and fonts must be included in native applications
- Provide file names and compress files before transmission
- 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
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Ship inserts to:

Sheridan NH (SNH)

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