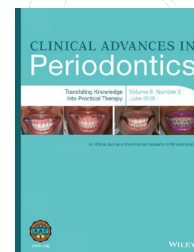


2020 Advertising Rate Card

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: 7,453

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

ISS	Cover Date	Reservation	Material Due	Inserts Due
10:1	March	1/3/20	2/10/20	2/14/20
10:2	June	5/5/20	5/13/20	5/20/20
10:3	September	8/6/20	8/13/20	8/20/20
10:4	December	10/5/20	11/11/20	11/18/20

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. 300 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (Preferred): Prior to submitting file via FTP, contact Susan Tagliaferro at stagliaferro@pminy.com

Paper Stock

- Inside pages: 60 lb. Sterling UltraMatte.
- 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: Susan Tagliaferro
E: stagliaferro@pminy.com
CAP, Issue __, Month __
30 East 33rd Street, NY, NY 10016
P: 212-904-0378

Ship inserts to:
Sheridan NH

(SNH) Attn: Lisa
George

E: lisa.george@sheridan.com
CAP, Issue __, Month __
69 Lyme Road
Hanover, NH 03755
603-653-7213

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