

## 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

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### Publisher & Editorial Office

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

### Circulation

**Total Circulation:** 7,430

**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

**2018 Impact Factor:** 2.768

**ISI Journal Citation Reports® Ranking 2018:**  
14/90 (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	\$2,950	\$1,770	\$915
3x	\$2,800	\$1,660	\$885
6x	\$2,750	\$1,560	\$845
12x	\$2,650	\$1,400	\$795

**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.

# 2020 Advertising Rate Card

## Journal of Periodontology



### Issuance & Closing Dates

#### 2020 Closing Dates:

Cover Date	Reservation	Material Due	Inserts Due
January	12/9/19	12/16/19	12/23/19
February	1/6/20	1/13/20	1/20/20
March	2/3/20	2/10/20	2/17/20
April	3/9/20	3/16/20	3/23/20
May	4/6/20	4/13/20	4/20/20
June	5/8/20	5/15/20	5/22/20
July	6/8/20	6/15/20	6/22/20
August	7/6/20	7/13/20	7/20/20
September	8/10/20	8/17/20	8/24/20
October	9/8/20	9/18/20	9/25/20
November	10/5/20	10/12/20	10/19/20
December	11/9/20	11/16/20	11/23/20

### Bonus Distribution

Issue	Conference
October	AAP 2020 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 Size, Bleed	Width	Depth
Full page	8.5"	11.125"

### Submission of Ads

- High-resolution PDF files are required
- 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: Susan Tagliaferro at [stagliaferro@pminy.com](mailto:stagliaferro@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: Susan Tagliaferro  
JPER, Vol., Issue  
30 East 33rd Street, New York, NY 10016  
P: 212-904-0378 ~ E: [stagliaferro@pminy.com](mailto:stagliaferro@pminy.com)

#### Ship inserts to: Sheridan

#### NH (SNH)

Attn: Lisa George  
E: [lisa.george@sheridan.com](mailto:lisa.george@sheridan.com)  
JPER, Vol: \_\_\_ Issue:  
69 Lyme Road  
Hanover, NH 03755  
603-653-7213