



**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.



## 2021 ADVERTISING RATE CARD

### Advertising & Sales Office

**Frank Cox** - Account Manager

Pharmaceutical Media, Inc.

P: 212-904-0368 E: fcox@pminy.com

**Eileen Cox** - National Account Manager

Pharmaceutical Media, Inc.

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**Susan Tagliaferro** - Production Manager

Pharmaceutical Media, Inc.

P: 212-904-0378 E: stagliaferro@pminy.com

### Publisher & Editorial Office

**Wiley**

101 Station Landing, Suite 300, Medford, MA 02155

### Circulation

**Total Circulation:** 6,097

**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 Rate

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

Issue	Reservation	Materials Due	Inserts Due
March	2/1/21	2/8/21	2/16/21
June	5/3/21	5/10/21	5/17/21
September	8/2/21	8/9/21	8/13/21
December	11/1/21	11/8/21	11/15/21

### 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 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: 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

P: 603-653-7213

# ADVERTISING & REPRINT PRODUCTION FOR AGENCY ACCOUNTS

## TERMS AND CONDITIONS

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### DEFINITIONS

1. In these terms and conditions:
  - (a) **“Wiley”** means the company within the John Wiley & Sons group that is providing the Advertising and Reprint services as set out on the Booking Confirmation or invoice issued by the Wiley group entity or its authorised agent.
  - (b) **“Advertising”** means any advertisements requested by the Customer to be displayed in products owned or controlled by Wiley or any third party partner of Wiley and includes both advertising that appears in Wiley’s or its third party partners’ print publications (“Print Advertising”) and advertising that appears electronically on any of Wiley’s websites, or any application or other digital format owned or controlled by Wiley or any third-party partner of Wiley (“Online Advertising”).
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  - (d) **“Booking Confirmation”** means the confirmation provided by Wiley which sets out the details of the Advertising. For Reprints, it consists of an email confirmation sent by Wiley to confirm the Reprint order.
  - (e) **“Insertion Order”** or **“Purchase Order”** means a document provided by the Customer for ordering Advertising or Reprints which confirms the agreed details.
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  - (g) **“Reprint Quotation”** means a document supplied to the Customer by Wiley which sets out the details of the quotation for Reprints.
  - (h) **“Terms”** means these terms and conditions.

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  - (b) the Customer has the right to grant the licence to Wiley to use the Advertising as contemplated by these Terms;
  - (c) the Advertising is accurate, truthful and non-deceptive and does not violate any laws regarding false advertising;
  - (d) the Advertising does not violate any other applicable law, statute, ordinance or regulation, including without limitation any laws and regulations governing export control;
  - (e) the Advertising is not and does not contain content that is lewd, pornographic or obscene, excessively profane, racist, ethnically offensive, threatening, infringing, excessively violent, libellous, gambling-related, or promote any discriminatory activity, promote illegal drugs or arms trafficking, create a risk to a person's safety or health, compromise national security or interfere with an investigation by law enforcement officials or is offensive, misleading, deceptive or destructive, and does not promote, advocate or facilitate terrorism, terrorist-related activities or violence;
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- (a) Section II (Ad Placement and Positioning);
- (b) Section IV (Reporting) (excluding clause IV(b))
- (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws’)
- (d) Section XIII (Third Party Ad Serving and Tracking)

In the event of any inconsistencies between the IAB Terms and these Terms, these Term will prevail, to the extent of the inconsistency.

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English Language	
Point of Cancellation	% OF ORDER VALUE – EXCLUDING SHIPPING & EXPEDITED DELIVERY FEES
Purchase Order/confirmed order received	5%
Order sent to printer / Proof compiled	10%
Proof approved by customer	25%
ePrint created	35%
Copies printed/ePrint supplied	100%

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  - (d) withhold any discounts or rebates previously granted to the Customer; or
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