

Please Fill Out Each Section

Earned Rate

- 1-time 6-time 12-time

Issue(s)

- January February March April
 May June July August
 September October November December

Ad Title: _____

Ad Size

- Full Page 1/2 Page Horizontal 1/2 Page Vertical Polybag Insert
 2-Page Spread BRC w/ Spread BRC w/ Full Page Ad Bellyband
 2-Page Insert 4-Page Insert 6-Page Insert 8-Page Insert

Ad Position

- Run of Book Guaranteed Right Hand Page Cover 2* Cover 3* Cover 4*
 Opposite Table of Contents* Opposite First Editorial* Opposite Masthead*

* Contact advertising manager for availability.

Color

- Black/White 2 Color 3-4 Color Additional PMS _____

Copy

- New ad; copy enclosed for review.
 (see Submitting an Advertisement for Review and Advertising Standards section of Media Kit)
 Previously published ad; repeat _____(month/year).

Contact Information

Company Placing Ad/Agency: _____
 Contact Name: _____
 Telephone: _____ Fax: _____ E-mail: _____

Deadlines

Ad copy for review* 30 days prior to insertion order deadline (see below)
 Insertion orders 1st of the month preceding issue date; i.e., June 1 for the July issue
 Materials 15th of the month preceding issue date; i.e., June 15 for the July issue

* Advertisements not previously accepted for publication in Academy publications must complete a screening review process. See Submitting an Advertisement for Review and Advertising Standards for more information.

Payment Information

Payment Enclosed Check Visa MasterCard
 Credit Card #: _____ Exp. Date: _____
 Signature: _____
 Invoice to address below
 Company: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Telephone: _____ Fax: _____ E-mail: _____
 Contact: _____

Shipment of Materials

E-mail, fax, or mail insertion orders, materials, correspondence, and payment to:
 The American Academy of Periodontology ■ Attention: Patti Lawlor, Senior Marketing and Advertising Manager ■ 737 N. Michigan Avenue ■ Suite 800 ■ Chicago, IL 60611-2690
 Telephone: 312/573-3252 ■ Fax: 312/573-3225 ■ E-mail: patti@perio.org
 Copy insertion form for additional *Journal of Periodontology* advertising orders.