

Display Advertising Information

The *Journal of Periodontology*, established in 1930 as the official publication of the American Academy of Periodontology, publishes original papers of the highest scientific quality to support practice, education, and research in the dental specialty of periodontology. The *Journal* also publishes communications such as case reports, case series, letters to the editor, and state-of-the-art reviews relevant to periodontology and related sciences.

The award winning *Journal of Periodontology* is the premier advertising source for any company wishing to make a name for itself in the periodontal market.

Circulation

The *Journal* is published 12 times annually and mails by the 15th of each month. Total circulation is 8,900, comprising 6,900 members of the Academy and 2,000 other paid subscribers, including general dentists, dental students, dental libraries, and research institutions. Circulation is verified by the publisher's sworn statement and Postal Service records.

Closing Dates

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.

2004 Display Advertising Rates

Black and White				Color	
Earned Rate*	1 x	6 x	12 x	3 or 4 Color	\$1,560 extra
Full Page	\$1,930	\$1,800	\$1,660	2 Color (Process)	\$880 extra
Half Page	\$1,160	\$1,040	\$910	PMS Color (Per Color)	\$1,045 extra

* Earned rates are based on space accumulated within a calendar year. A spread counts as 2 insertions. Inserts count as 1 insertion per page. A business reply card (BRC) counts as 1 insertion.

Premium Positions*

Covers 2 and 3	Earned rate plus 25%
Cover 4	Earned rate plus 35%
Opposite Table of Contents	Earned rate plus 25%
Opposite Masthead	Earned rate plus 25%
Opposite First Editorial	Earned rate plus 25%
Guaranteed Right Hand Page	Earned rate plus 15%

* Contact Advertising Manager regarding availability. Premium positions are contracted on a yearly basis.

Insert Information

- Inserts must be reviewed and accepted by the Academy prior to publication. Allow at least 30 days prior to insertion order deadline for the review process.
- All inserts will be assigned an item number and purchase order number by the Advertising Manager. Carton labels must include assigned item number, PO number, month of insert, name of insert, and quantity in carton. Shipments received without this information will be returned. Contact Advertising Manager for item number, purchase order number, quantity, and shipping address.
- Bill of lading and packing slip must indicate the number of skids, cartons, and inserts shipped.
- Advertiser must supply 11% over press run.
- If an inadequate quantity is supplied, issues will run without insert.

Insert Rates

Earned Rate*	1 x	6 x	12 x
2-page	\$3,860	\$3,600	\$3,320
4-page	\$7,720	\$7,200	\$6,640
6-page	\$11,580	\$10,800	\$9,960
8-page	\$15,440	\$14,400	\$13,280

* Earned rates are based on space accumulated within a calendar year. Inserts count as 1 insertion per page.

Insert Paper

2-page	Minimum base weight 80 pound
4-page, 6-page, 8-page	Minimum base weight 60 pound; advertiser must furnish folded

Business Reply Card (BRC) Information

Business reply cards (BRCs) must appear with a minimum of a full page advertisement, and both must be reviewed and accepted by the Academy prior to publication. Allow at least 30 days prior to insertion order deadline for the review process.

- For postcard size BRCs, allow 1/8" head trim and 1/8" thumb trim. Height of card must be no less than width. Postal regulations require a minimum tear out size of 3 1/2" x 5" and a maximum of 4 1/4" x 6". BRCs must have bar codes (top and bottom) printed on them. Cards are bound into issue and must have a perforation.
- All BRCs will be assigned an item number and purchase order number by Advertising Manager and these numbers must appear on all cartons and packing information. Shipments received without this information will be returned. Contact Advertising Manager for item number, purchase order number, quantity, and shipping address.

BRC Rates

Earned Rate*	1 x	6 x	12 x
1 BRC	\$2,895	\$2,700	\$2,490

* Earned rates are based on space accumulated within a calendar year. BRCs are counted as 1 insertion.

Bellybands and Insertions in Polybag

Bellyband

Wrap your ad around the entire Journal by using a bellyband to showcase your products. 100% of readers are guaranteed to see your ad when it encases the entire book. Please contact advertising manager for further details and frequency discounts. Rate: \$6,000.

Polybag "outsert"

Advertisements and product samples may be included inside the polybag that the *Journal* is mailed in. Inclusion in the polybag is subject to postal regulation approval and may cause rates to fluctuate. Please contact advertising manager for further details and frequency discounts. Rate: \$7,500.

Specifications

Size	Width	Depth
Full Page (trim size)	8 3/8"	10 7/8"
Half Page (vertical)	4 3/16"	10 7/8"
Half Page (horizontal)	8 3/8"	5 7/16"
Bleed	8 5/8"	11 1/8"

- Inserts must include 1/4" head trim, 1/8" foot trim, thumb trim, and grind off. Live copy area must be 1/4" from trim. Publication Binding: Notch
- Body: 50 pound coated
- Cover: 80 pound coated

Production Services

Typeset Text: \$300 ▪ Typeset Tagline: \$100 ▪ Film Duplication: \$250

Digital Requirements

- Macintosh or Windows: 95/98; NT/2000
- QuarkXpress
- InDesign
- FreeHand
- Photoshop
- Microsoft Word (B/W only)
- PageMaker
- FrameMaker
- Illustrator
- Corel Draw
- CD
- DVD
- 100MB ZIP
- 250MB ZIP
- 1GB JAZZ
- 2GB JAZZ
- Include a printout of disk contents and label all disks clearly with company name, month of publication, and ad title.
- E-mail – Provide file names and compress files before transmission.

Film Requirements

- 4-color separations, right reading, emulsion side down negatives with match print (no color keys).
- Negatives on .004" stable base material must have register marks, center marks, and trim marks clearly indicated.
- Line screen: 150 line

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

All efforts are made to preserve advertising materials; however, publisher is not responsible for lost or damaged materials after publication. All materials will be destroyed 6 months after publication unless advertiser requests in writing that materials be returned.



Special 75th Anniversary Features

The *Journal of Periodontology* is celebrating its 75th anniversary in 2004 and is commemorating this milestone with special features throughout the year including:

- Publication of classic articles that have profoundly influenced contemporary periodontics;
- Special anniversary editorial from the Editor-in-Chief;
- A photographic exposé;
- The first table of contents from 1930;
- Congratulatory letters from dental editors of other scientific publications;
- And more!

Advertising Incentives

We invite you to share in our 12-month celebration by congratulating the *Journal* on its achievements. The following special advertising incentives have been created for this monumental celebration:

- 12-time advertisers: Everything listed below, plus free taglines for the year!
Consider "Proud *Journal* supporter since 19xx."
- 9-time advertisers: Everything listed below, plus an adhesive sticker or placard for your Annual Meeting booth thanking you for your ongoing support of the *Journal*.
- 7-time advertisers: Inclusion in special tote-bag listing of congratulatory advertisers to be distributed at the 2004 Annual Meeting (Orlando, November 14-17) including company name, product listing, and booth number.
- Classic ads for classic rates, see page 2 for details!
- 75th Anniversary savings on bellybands and polybag inserts, see page 2 for details!

**Classic Ads for
Classic Rates**

Run any *classic themed* ad for *classic rates!**

1x rate	Silver Anniversary Savings	\$1,745 + color
3x rate	Gold Anniversary Savings	\$1,540 + color
6x rate	Diamond Anniversary Savings	\$1,325 + color

*Ads qualify as "classic themed" when they reference the past in some way, have a retro theme or feel, or celebrate/congratulate the *Journal's* 75th anniversary history. Regular rates apply to standard advertising campaigns.

**75th Anniversary
Savings**

To celebrate our 75 years, pay only 75% of the going rate for bellybands and polybag inserts!

Bellybands	Regularly \$6,000	This year only \$4,500
Polybag inserts	Regularly \$7,500	This year only \$5,625

Take advantage of this unique opportunity to promote your products and show your support of our members and the Academy throughout 2004.

**75th Anniversary
Special Editorial
Calendar**

January – Anniversary editorial from the Editor-in-Chief Dr. Robert Genco; classic article TBD
February – Classic article TBD
March – Publication of first table of contents from 1930; classic article TBD
April – Classic article TBD
May – Congratulatory letter from dental editor; classic article TBD
June – Classic article TBD
July – Classic article TBD
August – Congratulatory letter from dental editor; classic article TBD
September – Classic article TBD
October – Congratulatory letter from dental editor; classic article TBD; Annual Meeting issue
November – Photographic exposé; classic article TBD
December – Congratulatory letter from dental editor; classic article TBD

Advertising Review Requirement

The American Academy of Periodontology seeks to promote the art and science of periodontology and to encourage the improved dental health of the public. The Academy believes that advertising constitutes an important means of keeping its members informed of products and services relating to the provision of periodontal care.

All display advertisements must be reviewed and accepted by the Academy prior to publication. Please note that the advertisements themselves (not the products being advertised) are screened; therefore, any revision to an accepted or published ad must be resubmitted for review.

Advertising Standards

- Products and services advertised in Academy publications should be germane to periodontology, useful in the practice of periodontics, or of interest to periodontists.
- Advertising may not contain claims or statements which:
 - Are not adequately substantiated;
 - Exaggerate the benefits of the product or service; or
 - Are otherwise false or misleading.
- Alcoholic beverages and tobacco products may not be advertised.
- Advertisers may be requested to provide copies of cited articles or other supportive material for review.
- If product claims are made, advertisers may be required to footnote cited studies and published results in the advertisement.
- For drugs or devices that require clearance by the Food and Drug Administration (FDA) prior to marketing, advertisers must provide evidence of clearance and the claims allowed, unless the advertisement clearly states that the product has not been cleared. Clinical claims allowed by the FDA or the appropriate seal program of the American Dental Association will be accepted as validation of a product's efficacy.
- The Academy reserves the right not to publish advertising for any product or service that is involved in litigation with a government agency with regard to claims made in the marketing of such a product or is the subject of an unfavorable or cautionary report of an agency of the American Dental Association or any regulatory agency.



Submitting an Advertisement for Review

Lead Time Required

Advertisements promoting new products or containing clinical claims can require a lengthy review; therefore, advertisers are encouraged to submit copy and any published references or supportive data as far ahead of the desired publication date as possible. Acceptance of an advertisement by the Academy does not obligate the advertiser to place an insertion order. See individual publication specifications for copy review deadlines and space closing dates.



Format

Final copy must be submitted for review. Digital files, typewritten copy, and rough layouts are acceptable. Tear sheets from other publications or camera-ready materials may also be submitted provided they are in a format which can be photocopied.

Advertiser Liability

The Academy considers all insertion orders binding contracts cancellable only if written notice is received within 5 days of the space closing date.

Please be advised of the following payment policies:

- Insertion orders will be accepted only if an account is paid to date.
- Accounts which are 60 days past due are referred to a collection agency.
- If an agency-placed account is sent for collection, the client will be informed of the situation and the Academy's inability to accept further advertising until payment in full is received.
- The advertising agency and/or advertiser are jointly and severally liable for all advertising invoices.

Shipment of Review Materials

E-mail, fax or mail materials to Advertising Manager. Please include ad title, prospective publication, month, and contact information in correspondence.

All review materials should be sent 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

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.