

JOURNAL SPECIFICATIONS



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 near the 15th of each month. Total circulation is 9,000, comprised of 7,000 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.

2005 DISPLAY ADVERTISING RATES

	▶ Black and White			▶ Color	
Earned Rate*	1 x	6 x	12 x	3 or 4 Color	\$1,640 extra
Full Page	\$1,930	\$1,800	\$1,660	2 Color (Process)	\$925 extra
Half Page	\$1,160	\$1,040	\$910	PMS Color (Per Color)	\$1,100 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.

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PREMIUM POSITIONS*

► Position	► Earned Rate Plus
Cover 4	35%
Covers 2 and 3	25%
Opposite Table of Contents	25%
Opposite Masthead	25%
Opposite First Editorial	25%
Guaranteed Right Hand Page	15%

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

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"

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

PRODUCTION SERVICES

- Typeset Text \$300
- Typeset Tagline \$100

SHIPMENT OF MATERIALS

► *Journal of Periodontology*

E-mail, fax, or mail insertion orders, materials, correspondence, and payment to:

The American Academy of Periodontology
Attention: Advertising Manager

737 N. Michigan Avenue, Suite 800
Chicago, IL 60611-2690

Telephone: 312/787-5518 ■ Fax: 312/573-3225
E-mail: orders@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.

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DIGITAL REQUIREMENTS

- Macintosh or Windows: 95/98; NT/2000
- QuarkXpress ■ InDesign ■ FreeHand ■ Photoshop Microsoft Word (B/W only)
- PageMaker ■ FrameMaker ■ Illustrator ■ Corel Draw
- 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.
- Include color proof with materials.

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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.

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.

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- 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

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.