General Information

Editorial: Periospectives, the American Academy of Periodontology’s quarterly member magazine, is hailed as a top member benefit. Winner of seven publishing awards since its debut in 2010, Periospectives is the Academy’s main vehicle for communicating information about the organization, the specialty, and its members.

Circulation

Total Circulation: 6,000 (members outside of the U.S. receive a digital version)
Coverage: United States

Advertising Information

Earned Rates: Earned page rate is determined by the number of insertions per year (e.g., 2 half pages and 2 full pages earn the 4x rate).
Agency Commission: 15%
Ad Placement Policy: Interspersed
Acceptance of Advertising: All advertisements are subject to review and approval by the AAP Advertising Advisory Workgroup.

Color Advertising Rates:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$3,215</td>
<td>$3,060</td>
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<tr>
<td>Half Page</td>
<td>$1,835</td>
<td>$1,685</td>
</tr>
<tr>
<td>Cover 2</td>
<td>$4,385</td>
<td>$4,285</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$3,850</td>
<td>$3,750</td>
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<tr>
<td>Cover 4</td>
<td>$5,400</td>
<td>$5,300</td>
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Issuance and Closing Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Reservation</th>
<th>Materials Due</th>
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</thead>
<tbody>
<tr>
<td>Jan/Mar (Winter)</td>
<td>2/1/21</td>
<td>2/5/21</td>
</tr>
<tr>
<td>Apr/Jun (Spring)</td>
<td>5/3/21</td>
<td>5/7/21</td>
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<tr>
<td>*Jul/Sep (Summer)</td>
<td>8/2/21</td>
<td>8/9/21</td>
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<tr>
<td>Oct/Dec (Fall)</td>
<td>10/1/21</td>
<td>10/8/21</td>
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*Bonus Distribution Issue: July/Sep

Mechanical Requirements

Trim Size: 8.5" x 11"
Paper Stock: 70# Silk Text
Type of Binding: Saddle-Stitched

Submission of Ads

- Indicate publication, volume, and issue with ad material.
- High-resolution print ready PDF with bleed and crop marks
- Min. 300 dpi
- Email submission preferred. If FTP information is needed, contact Susan Tagliaferro at stagliaferro@pminy.com

Contacts

Send all insertion orders and materials to:
Pharmaceutical Media Inc.
Susan Tagliaferro
Periospectives, _____ (issue)
30 East 33rd Street, 4th Floor,
New York, NY 10016
212-904-0378
stagliaferro@pminy.com