



Advertising & Sales Office
Pharmaceutical Media, Inc.
 4 South Orange Avenue, #504
 South Orange, NJ 07079
 www.pminy.com

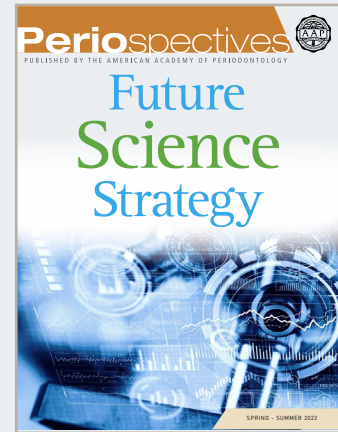
Display and Classified Advertising Account Manager:
 Frank Cox: 212-904-0368
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National Account Manager
 Eileen Cox: 917-214-0095
 ecox@pminy.com

Production Manager:
 Susan Tagliaferro: 212-904-0378
 stagliaferro@pminy.com

Publisher's Office
 American Academy of Periodontology
 737 North Michigan Avenue
 Ste. 800
 Chicago, IL 60611

Senior Manager, Marketing & Communications
 Adam Natali: 312-573-3240
 adam@perio.org



2023 RATES & DATA

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:

Frequency	1x	4x
Full Page	\$3,280	\$3,125
Half Page	\$1,875	\$1,720
Cover 2	\$4,475	
Cover 3	\$3,930	
Cover 4	\$5,510	

Issuance and Closing Dates

Issue Date	Reservations	Materials Due
Jan/Mar (Winter/Spring)	2/1/2023	2/6/2023
Apr/Jun (Spring/Summer)	5/1/2023	5/5/2023
Jul/Sep (Summer/Fall)	8/1/2023	8/3/2023
Oct/Dec (Fall/Winter)	10/2/2023	10/6/2023

Mechanical Requirements

Trim Size: 8.5" x 11"

Paper Stock: 70# Silk Text

Type of Binding: Saddle-Stitched

Page Sizes	Non-Bleed	Bleed
	Width x Height	Width x Height
Full Page	8.75" x 11.25"	8" x 10"
1/2 Page Horizontal	8.75" x 5.75"	8" x 5"

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

PDF files to:
 Susan Tagliaferro
 Pharmaceutical Media Inc.
 Email: stagliaferro@pminy.com
 Phone: 212-904-0378