



Print Circulation: 6,542  
 Frequency 12 issues per year

## Advertising & Sales Office

Pharmaceutical Media, Inc.  
 4 South Orange Avenue, #504, South Orange, NJ 07079

Frank Cox - fcox@pminy.com- 212.904.0368  
 Eileen Cox - ecox@pminy.com- 917.214.0095

## Advertising Production

Susan Tagliaferro - stagliaferro@pminy.com- 212-904-0378

## 2023 Advertising Rates

**Earned Rates:** Earned page rate is determined by the number of pages per year.

Ask about digital advertising opportunities in *The Journal of Periodontology*

**Agency Commission:** 15%

## B/W Space Charges:

FREQUENCY	FULL Page	Half Page	Quarter Page
1X	\$3,010	\$1,805	\$935
3X	\$2,855	\$1,700	\$905
6X	\$2,805	\$1,590	\$865
12X	\$2,705	\$1,430	\$810

## Color Rates: (in addition to B/W rates)

4 Color: \$1,720

## Preferred Position Premiums:

2nd Cover	25%
3rd Cover	25%
4th Cover	35%
Opposite TOC 1, 2 & 3	25%
Opposite First Masthead	25%
Opposite First Editorial	25%
Guaranteed Right Hand Page	15%

**Inserts:** Earned B&W page rate times the number of pages.

**Bellywraps and Outserts Accepted:** Contact your Sales Representatives for information.

Issue Date	Booking Deadline	Materials Due	Publication Date
January	12/5/2022	12/9/2022	1/20/2023
February	1/6/2023	1/13/2023	2/24/2023
March	2/6/2023	2/10/2023	3/24/2023
April	3/6/2023	3/10/2023	4/21/2023
May	4/5/2023	4/12/2022	5/19/2023
June	5/5/2023	5/12/2023	6/23/2023
July	6/5/2023	6/12/2023	7/21/2023
August	7/6/2023	7/13/2022	8/18/2023
September	8/7/2022	8/14/2022	9/22/2023
October	9/6/2022	9/13/2023	10/20/2023
November	10/6/2023	10/13/2023	11/17/2023
December	11/6/2023	11/13/2023	12/15/2023

## Mechanical Specifications

**Trim Size:** 8.25" x 10.875"

**Halftone Screen:** 133

**Type of Binding:** Perfect

Pages	Non-Bleed	Bleed
Full Page	7" x 10"	8.5" x 11.125"
1/2 page V	3.5" x 10"	
1/2 page H	7" x 5"	
1/4 page	3.5" x 5"	

## Reproduction Requirements (ROB):

**Digital Files Required**

**Preferred Format:** PDF/Acrobat 4.05 or later

**Check list Before Submission:**

- Convert all RGB to CMYK.
- Set up document to trim size and include 0.125" bleed.
- All fonts and graphics must be embedded.

## Asset Delivery:

Susan Tagliaferro - stagliaferro@pminy.com

## Insert Requirements:

Multi-page inserts are to be furnished folded (two samples).

**Delivered Size:** 8.5" x 11.125"

**Trim:** Head 0.125", foot no less than 0.125" or more than 0.5625", width 0.125"; safety margin in gutter; 0.125" safety at side; 0.125" grind off spine. Keep live matter 0.5" from trim; Jogs to head.

**Stock:** Not to exceed 80 lbs coated

**Quantity:** 7,100

**Packing:** Carton packing with quantity, publication name, and month clearly indicated.

## Ship to:

NH (SNH)  
 Attn: Kelly Nanopoulos  
 JPER, Volume: , Issue:  
 69 Lyme Road  
 Hanover, NH 03755  
 E: Kelly.Nanopoulos@sheridan.com

## Send All Insertion Orders to:

Susan Tagliaferro - stagliaferro@pminy.com