

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

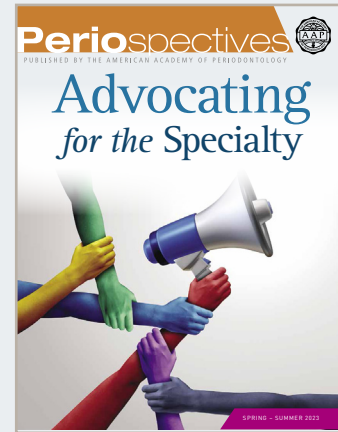
Display and Classified Advertising Account Manager
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National Account Manager
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Production Manager
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Publisher's Office
American Academy of Periodontology
737 North Michigan Avenue, #800
Chicago, IL 60611
www.perio.org

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



2024 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	\$3,380	\$3,220
Half Page	\$1,935	\$1,774
Cover 2	\$4,610	
Cover 3	\$4,050	
Cover 4	\$5,680	

Issuance and Closing Dates

Issue Date	Reservations	Materials Due
Jan/Mar (Winter/Spring)	2/1/2024	2/8/2024
Apr/Jun (Spring/Summer)	5/1/2024	5/8/2024
Jul/Sep (Summer/Fall)	8/1/2024	8/8/2024
Oct/Dec (Fall/Winter)	10/1/2024	10/8/2024

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: 917-596-5201