



Print Circulation: 6,037

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- 917.596.5201

## 2024 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	\$3,105	\$1,860	\$965
3X	\$2,945	\$1,755	\$935
6X	\$2,890	\$1,640	\$895
12X	\$2,790	\$1,475	\$835

## 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	Inserts Due
January	12/4/2023	12/11/2023	12/18/2023
February	1/3/2024	1/10/2024	1/17/2024
March	2/5/2024	2/12/2024	2/20/2024
April	3/4/2024	3/11/2024	3/18/2024
May	4/5/2024	4/12/2024	4/19/2024
June	5/3/2024	5/10/2024	5/17/2024
July	6/3/2024	6/10/2024	6/17/2024
August	7/2/2024	7/9/2024	7/16/2024
September	8/5/2024	8/12/2024	8/19/2024
October	9/4/2024	9/11/2023	9/18/2024
November	10/4/2024	10/11/2024	10/18/2024
December	11/4/2024	11/11/2024	11/18/2024

## 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:** 6,650

**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

# ADVERTISING AND REPRINT PRODUCTION

## TERMS AND CONDITIONS

### DEFINITIONS

1. In these terms and conditions:
  - (a) **“Wiley”** means the company within the John Wiley & Sons group that is providing the Advertising and Reprint services as set out on the Booking Confirmation or invoice issued by the Wiley group entity or its authorised agent.
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  - (e) **“Insertion Order”** or **“Purchase Order”** means a document provided by the Customer for ordering Advertising or Reprints which confirms the agreed details.
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7. The Customer will supply an authorised Purchase Order or Insertion Order to Wiley for Print Advertising and Online Advertising. Advertising bookings cannot be reserved without receipt of the aforementioned documents. Orders for booking of Online Advertising must be received at least 7 business days in advance of the proposed first run date. Wiley cannot guarantee that orders received after this time will be fulfilled. Customer shall book Online Advertising on a monthly basis unless otherwise expressly set out in the Booking Confirmation. Publication dates specified in the rate cards may be subject to changes at the discretion of Wiley; new publication dates will be communicated to the Customer prior to publication, at point of order confirmation where possible.
8. The Customer must submit the required copy for Print Advertising on the material submission date as set out in the Booking Confirmation (“Materials Due Date”). If a Customer fails to provide the Print Advertising copy for a confirmed booking by the Materials Due Date, the Customer may be charged for Print Advertising unless a cancellation has been approved by Wiley in writing. If Wiley accepts copy for the

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## Wiley Terms and Conditions of Advertising & Reprint Production

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  - (f) Online Advertising does not create, facilitate the creation of or exploit any security vulnerabilities in a user's computer, promote programs which compensate or provide incentives to users for clicking ads or offers, performing searches, surfing websites or reading emails or contain viruses, trojan horses, worms, time bombs, cancelbots or other harmful or deleterious programming routines whether similar or dissimilar to the foregoing; and
  - (g) Customer has obtained written consent to display the name or image of any living person in any Advertising.
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## Wiley Terms and Conditions of Advertising & Reprint Production

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- (a) Section II (Ad Placement and Positioning);
- (b) Section IV (Reporting) (excluding clause IV(b))
- (c) Section XII (Non-Disclosure, Data Usage and Ownership, Privacy and Laws')
- (d) Section XIII (Third Party Ad Serving and Tracking)

In the event of any inconsistencies between the IAB Terms and these Terms, these Term will prevail, to the extent of the inconsistency.

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### PRICING

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28. Reprint cancellations will be subject to a cancellation fee based on the value of the total order (excluding shipping and expedited delivery charges) and the point in the production process which has been reached at the time Wiley receives the cancellation:

English Language	
Point of Cancellation	% OF ORDER VALUE – EXCLUDING SHIPPING & EXPEDITED DELIVERY FEES
Purchase Order/confirmed order received	5%
Order sent to printer / Proof compiled	10%
Proof approved by customer	25%
ePrint created	35%
Copies printed/ePrint supplied	100%
Translations	
Point of Cancellation	% OF ORDER VALUE – EXCLUDING SHIPPING & EXPEDITED DELIVERY FEES
Purchase Order/confirmed order received	5%
Translation work started	50%
Proof approved by customer	75%
ePrint created	35%
Copies printed/ePrint supplied	100%

# Wiley Terms and Conditions of Advertising & Reprint Production

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