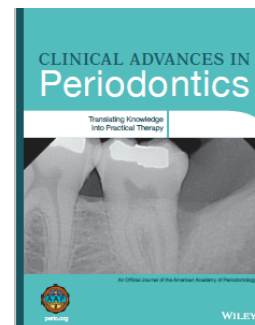


Clinical Advances in Periodontics



Clinical Advances in Periodontics (CAP), is a quarterly journal available to all subscribers of the Journal of Periodontology. CAP features stimulating and relevant case reports and case series, clinical dilemmas, and best evidence scenarios and solutions. Materials in CAP are peer-reviewed, searchable, citable, and refer to other authoritative published references.

Advertising & Sales Office

Daniel Simone, National Account Manager Pharmaceutical Media, Inc.
P: 212-904-0360 ~ E: dsimone@pminy.com

Monica Griffiths, Advertising Production Manager Pharmaceutical Media, Inc.
P: 212-904-0362 ~ E: mgriffiths@pminy.com

Dave Surdel, Director – Reprint Sales, Americas, Wiley
P: 781-388-8343 ~ E: commercialprints@wiley.com

Publisher & Editorial Office

Wiley
101 Station Landing, Suite 300, Medford, MA 02155

Circulation

Total Circulation: 9,700 (8,200 members, 1,500 paid subscribers)

Coverage: United States and International

Editorial Information

Co-Editors: Kenneth S. Kornman, DDS, PhD
Michael S. Reddy, DMD, DMSc

Advertising Information

Earned Rates: Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate).

Agency Commission: 15%

Policy on Ad Placement: Stacked.

Acceptance of Advertising: All advertising is subject to the approval of the editors and publisher.

Color Advertising Rates

Ad Size	1x	4x
Full Page	\$3,150	\$3,000
Half Page	\$1,800	\$1,650
Cover 2	\$4,300	\$4,200
Cover 3	\$3,780	\$3,680
Cover 4	\$5,300	\$5,200

Issuance & Closing Dates

Frequency: 4x per year
Closing Dates:

Cover Date	Reservation	Material Due	Inserts Due
March	2/1/18	2/5/18	2/12/18
June	5/1/18	5/4/18	5/15/18
September	8/1/18	8/8/18	8/15/18
December	11/1/18	11/5/18	11/13/18

Mechanical Requirements

Trim Size: 8.125" x 10.875"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3.5"	10"
1/2 page horizontal	7"	5"
1/4 page	3.5"	5"

Page Sizes, Bleed	Width	Depth
Full page	8.375"	11.125"

Paper Stock

- Inside pages: 60 lb. Sterling Ultra Matte.
- Covers: 8pt. C2S
- Halftone Screen: 133
- Type of Binding: Perfect. Publication jogs to the head

Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (Preferred): Prior to submitting file via FTP, contact Monica Griffiths at mgriffiths@pminy.com.

Contacts

Ship all insertion orders, advertising material, and two insert samples to:

Pharmaceutical Media, Inc.
Attn: Monica Griffiths
CAP, Issue____, Month____
30 East 33rd Street, New York, NY 10016
P: 212-904-0362 ~ E: mgriffiths@pminy.com

Ship inserts to:

Sheridan NH (SNH)
Attn: Lisa George
CAP, Issue____, Month____
69 Lyme Road
Hanover, NH 03755
603-653-7213
E: lisa.george@sheridan.com