

Journal of Periodontology



The Journal of Periodontology (JOP), established in 1930 as the official scientific publication of the American Academy of Periodontology (AAP), publishes original papers of the highest quality to support practice, education, and research in the dental specialty of periodontology. The JOP also publishes case series, reviews, commentaries, editorials, letters to the editor, and summaries of current dental and biomedical research.

Advertising & Sales Office

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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

Readership Metrics:

- 85% of the periodontal marketplace consists of AAP members, according to the American Dental Association
- 95% of active members renew their membership, and JOP is ranked as a top member benefit
- 78% of our readers read the print journal every month
- 90% of active members provide periodontal plastic surgery, oral reconstructive surgery, tissue engineering and regeneration, and dental implants
- The Journal of Periodontology is perceived as a high-quality and credible source of periodontal information

Editorial Information

Editors-in-Chief: Kenneth S. Kornman, DDS, PhD

2016 Impact Factor: 3.477

Peer Review: Acceptance of articles solely determined by the Editorial Board based on rigorous peer review.

Editorial/Ad Ratio: 90/10

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.

Black & White Advertising Rates

| Frequency | Full Page | 1/2 Page | 1/4 Page |
|-----------|-----------|----------|----------|
| 1x | \$2,835 | \$1,700 | \$885 |
| 3x | \$2,700 | \$1,600 | \$850 |
| 6x | \$2,650 | \$1,500 | \$815 |
| 12x | \$2,550 | \$1,350 | \$765 |

Color Rates (in addition to earned B&W rate):

| | |
|------------------|---------|
| 4-color process: | \$1,675 |
| 2-color process | \$950 |
| PMS (per color) | \$1,125 |

Premium Positions (in addition to earned B&W rate):

| | |
|--------------------------------------|-----|
| 4th Cover: | 35% |
| 2nd Cover: | 25% |
| 3rd Cover | 25% |
| Opposite Table of Contents 1, 2 & 3: | 25% |
| Opposite First Masthead: | 25% |
| Opposite First Editorial: | 25% |
| Guaranteed Right Hand Page: | 15% |

Contact the Academy's advertising representative regarding availability.

Journal of Periodontology

Issuance & Closing Dates

Frequency: Monthly

Closing Dates:

| Cover Date | Reservation | Material Due | Inserts Due |
|------------|-------------|--------------|-------------|
| January | 12/1/17 | 12/5/17 | 12/15/17 |
| February | 1/2/18 | 1/5/18 | 1/16/18 |
| March | 2/1/18 | 2/5/18 | 2/12/18 |
| April | 3/1/18 | 3/5/18 | 3/19/18 |
| May | 4/2/18 | 4/6/18 | 4/16/18 |
| June | 5/1/18 | 5/4/18 | 5/18/18 |
| July | 6/1/18 | 6/5/18 | 6/15/18 |
| August | 7/2/18 | 7/6/18 | 7/16/18 |
| September | 8/1/18 | 8/6/18 | 8/17/18 |
| October | 9/4/18 | 9/7/18 | 9/19/18 |
| November | 10/1/18 | 10/5/18 | 10/15/18 |
| December | 11/1/18 | 11/5/18 | 11/16/18 |

Bonus Distribution

| Issue | Conference |
|-----------|------------------------|
| September | AAP2018 Annual Meeting |

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" |

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.



Paper Stock

- Inside pages: 60 lb. Sterling Ultra Matte.
- Covers: 8pt. C2S

Halftone Screen: 133

Type of Binding: Perfect. Publication jogs to the head

Contacts

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

Pharmaceutical Media, Inc.

Attn: Monica Griffiths
JPER, Vol ____, Issue____
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
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