



Advertising and Sales Office

Pharmaceutical Media Inc.
30 East 33rd St., 4th Floor
New York, NY 10016

Display and Classified Advertising Account Manager:

Daniel Simone: 212-904-0360
dsimone@pminy.com

Production Manager:

Monica Griffiths: 212-904-0362
mgriffiths@pminy.com

Publisher's Office

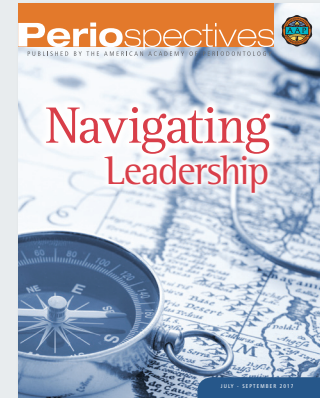
American Academy of Periodontology
737 North Michigan Ave., Ste. 800
Chicago, IL 60611

Director of Membership, Marketing and Communications:

Meg Dempsey

Managing Editor:

Bridget Terrones



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: 8,200 (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	\$3,150	\$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 and Closing Dates

Issue	Reservation	Materials Due	Inserts Due
Jan/Mar	Feb 1	Feb 5	Feb 12
Apr/Jun	May 1	May 9	May 15
*Jul/Sep	Aug 1	Aug 8	Aug 15
Oct/Dec	Oct 24	Oct 26	Nov 13

***Bonus Distribution Issue: July/Sep**

Mechanical Requirements

Trim Size: 8.5" x 11"

Paper Stock: 70# Silk Text

Type of Binding: Saddle-Stitched

Page Sizes	Width	Height
Full Page (non-bleed)	7"	10"
Full Page (bleed)	8.75"	11.25"
1/2 Page Vertical	3-1/4"	10"
1/2 Page Horizontal	7"	4-7/8"

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 Monica Griffiths at mgriffiths@pminy.com

Contacts

Send all insertion orders and materials to:

Pharmaceutical Media Inc.
Monica Griffiths
Periospectives, _____ (issue)
30 East 33rd Street, 4th Floor
New York, NY 10016
212-904-0362
mgriffiths@pminy.com