



Print Circulation: 6,037

Frequency 12 issues per year

Advertising & Sales Office

Pharmaceutical Media, Inc.

4 South Orange Aveue, #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

2025 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 | 12/2/2024 | 12/6/2024 | 12/13/2024 |
| February | 1/3/2025 | 1/10/2025 | 1/17/2025 |
| March | 2/3/2025 | 2/10/2025 | 2/14/2025 |
| April | 3/3/2025 | 3/10/2025 | 3/14/2025 |
| May | 4/1/2025 | 4/8/2025 | 4/15/2025 |
| June | 5/1/2025 | 5/8/2025 | 5/15/2025 |
| July | 6/2/2025 | 6/9/2025 | 6/13/2025 |
| August | 7/1/2025 | 7/8/2025 | 7/16/2025 |
| September | 8/1/2025 | 8/8/2025 | 8/15/2025 |
| October | 9/3/2025 | 9/10/2025 | 9/15/2025 |
| November | 10/1/2025 | 10/8/2025 | 10/15/2025 |
| December | 11/3/2025 | 11/10/2025 | 11/14/2025 |

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