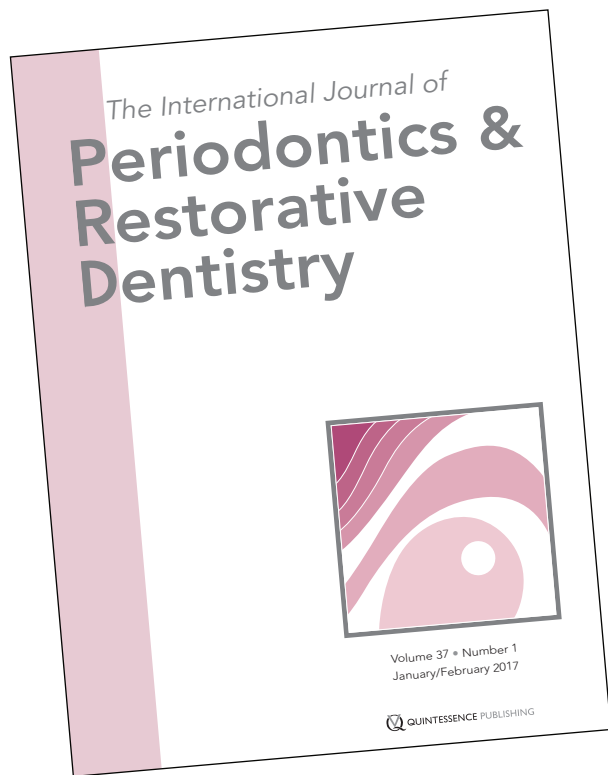


2017 *Rate Card*



Targeted at periodontists and general practitioners

- Features original articles, written by internationally renowned authors, that present current research developments and clinical innovations in the disciplines of periodontics and restorative dentistry
- Ideal vehicle for reaching the ever-expanding group of elite periodontists who have incorporated implants into their practice
- Considered the most influential journal in periodontics and restorative dentistry by its large, paid subscriber base
- Relied on by clinicians as their source for the latest information on techniques and products they use daily
- Original articles and full-color images on high-quality paper provide a compelling editorial environment for your ad

**Editors-in-Chief: Myron Nevins, DDS
Marc L. Nevins, DMD, MMSc**

Ad File Preparation

Trim size must be 8.125" x 10.875" (206.375 x 276.225 mm) and there must be a .125" (3.175 mm) bleed.

Please check to make sure the file is flattened with no transparencies, no spot colors, and all colors are CMYK. Images must be CMYK and at least 300 dpi at full size.

Live type area should be .25" (6.35 mm) from the trim size.

Crop marks and registration marks must fall outside the bleed area (.125" or 3.175 mm offset).

Required ad file submission format is composite PDF (PDF/X-1a preferred).

For a more detailed list of requirements or submissions in other formats, contact Paul Lochner (plochner@quintbook.com) prior to the material deadline.

Production service: Any extra mechanical work done by the Publisher on any submitted ad materials will be billed at prevailing rates (noncommissionable).

Ad File Delivery

Files under 10MB can be emailed to plochner@quintbook.com. Larger files should be sent using a cloud storage service or file-delivery service.

Journal Specifications

Journal trim size: 8.125" x 10.875"

Printing: Text is sheet-fed offset on 80# silk; cover is 100# vellum.

Binding: Perfect.

Publication Data

Issue No.	Publication Date	Insertion Order Closing	Material Closing
1	Jan 9, 2017	Nov 28, 2016	Dec 2, 2016
2	Mar 8, 2017	Jan 27, 2017	Feb 3, 2017
3	May 3, 2017	Mar 24, 2017	Mar 31, 2017
4	Jul 7, 2017	May 26, 2017	Jun 2, 2017
5	Sep 7, 2017	Jul 28, 2017	Aug 4, 2017
6	Nov 2, 2017	Sep 22, 2017	Sep 29, 2017

The International Journal of

Periodontics & Restorative Dentistry



Editors-in-Chief
Myron Nevins, DDS
Marc L. Nevins, DMD, MMSc

Black/White Advertising Rates (effective October 1, 2016)

Frequency*	1x	3x	6x	12x
1 page	\$2,775	\$2,625	\$2,475	\$2,325
1/2 page	2,455	2,305	2,155	2,005

*Earned rates are based on frequency of insertions within calendar year.

Color Advertising Rates

Four-color rate.....\$1,950 per page plus earned rate
Custom orders will be quoted on request.

Special Inserts

Second cover.....add 40% to earned black & white rate
Opening right-hand page.....add 35% to earned black & white rate
Third cover.....add 30% to earned black & white rate
Fourth cover.....add 60% to earned black & white rate
Specified position.....add 20% to earned black & white rate

Inserts

Two-page..... 3 times earned black & white rate
Four-page..... 4 times earned black & white rate

Bleeds

No charge.

Preprinted Belly Bands..... \$12,500

Agency Commission

15% on space and color charges only if paid within 30 days of invoice date.

Acceptance of Advertising

All advertisements are subject to review and approval by the Editorial Board. Copy in duplicate should be sent to the Publisher as far in advance as possible for submission to the committee.

Foreign Editions

The International Journal of Periodontics & Restorative Dentistry is also published in Japanese and Italian. For ad rate quotations, please contact the Publisher.

Journal App

Your print ad will also appear in the journal app, with a direct link to your company website!

Website Advertising

Paid subscribers have free access to the web edition and unlimited use of the archives. Contact us for information on website advertising.

Frequency

Bimonthly

Subscription Rate

\$260 per year

Circulation

5,000

Year Established

1981

Circulation Analysis

Periodontists.....	2,442
General Practitioners.....	1,206
Oral Surgeons.....	215
Prosthodontists.....	186
Schools, Libraries, Agencies.....	248
Other.....	68
Foreign, Not Specified.....	648

Territorial Distribution

New England.....	339
Middle Atlantic.....	825
East North Central.....	477
West North Central.....	156
South Atlantic.....	723
East South Central.....	156
West South Central.....	363
Mountain States.....	162
Pacific States.....	711
Canada.....	318
Foreign.....	774
All Others.....	9

Contracts and Materials

All insertion orders, contracts, reproduction materials, and any advertising-related inquiries should be addressed to:

Paul Lochner	or	William G. Hartman
Director of Advertising Sales		Executive Vice President
Quintessence Publishing Co, Inc		Quintessence Publishing Co, Inc
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Hanover Park, IL 60133		Hanover Park, IL 60133
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