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2023 Advertising Rate Card



Clinical Advances in Periodontics

Clinical Advances in Periodontics (CAP), is a quarterly journal available to all subscribers of the Journal of Periodontology and is published on behalf of the American Academy of Periodontology. This highly-respected publication is part of the society's mission to advance the periodontal and general health of the public and promote excellence in the practice of periodontics.







Editor-in-Chief: Kenneth S. Kornman

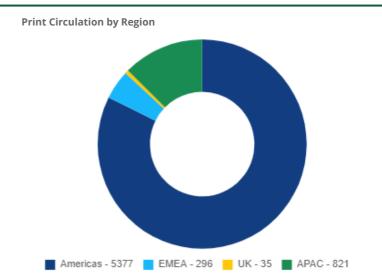
Audience:

CAP reaches all subscribers of the Journal of Periodontology and members of AAP, specifically periodontists-specialists.

Learn more about the Dentistry Portfolio >>

Reach

| Print | Total Print (Paid Subscription) | 6,529 |
|---------|--|----------------------|
| | Frequency | 4 issues per year |
| Digital | Unique Visitors on Wiley Online Library | 60,669 |
| | Average Monthly Page Views | 14,688 |
| | Full Text Downloads | 49,579 |
| | | |



For More Information

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Rates

Pricing Pricing below is in USD and is established based

on publication origin.

Earning Rates Earned page rate is determined by the number of

units per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Free pages do not count toward

frequency.

| Ad Size | 2023 Price |
|--|-------------|
| Full Page Mono | \$ 3,025.00 |
| Full Page Color | \$ 0.00 |
| Half Page Mono | \$ 1,615.00 |
| Half Page Color | \$ 0.00 |
| Inserts Outserts Cover Tips Belly Bands Wrap Contact your Account Manag details | |
| All rates are commissionable to bona-fide agencies. | |

| Cover Position | Uplift from Mono (B&W) Rate Plus Color Charge |
|-------------------------|--|
| Cover 2 | 35% |
| Cover 3 | 25% |
| Cover 4 | 50% |
| Other Premium Positions | 15% |

| Frequency Insertion Rates Mono (B/W) | | | |
|--|----------------|----------------|--|
| Frequency | Full Page Mono | Half Page Mono | |
| 1x | \$ 3,025.00 | \$ 1,615.00 | |
| 3x | \$ 3,025.00 | \$ 1,615.00 | |
| 6x | \$ 2,865.00 | \$ 1,465.00 | |
| 12x | \$ 2,865.00 | \$ 1,465.00 | |
| 24x | \$ 2,865.00 | \$ 1,465.00 | |
| Color Rates (in addition to earned B&W rate) | | | |
| 4-color process | \$ 255.00 | | |

Issue Deadlines

| Issue date | Booking Deadline | Creatives Due | Inserts Due |
|---------------------|------------------|---------------|-------------|
| 13:1 March 2023 | 02-14-2023 | 02-21-2023 | 03-07-2023 |
| 13:2 June 2023 | 05-16-2023 | 05-23-2023 | 06-06-2023 |
| 13:3 September 2023 | 08-15-2023 | 08-22-2023 | 09-05-2023 |
| 13:4 December 2023 | 11-14-2023 | 11-21-2023 | 12-05-2023 |

For More Information

 ${\bf corpsolutions@wiley.com} \ {\bf or} \ {\bf visit} \ {\bf us} \ {\bf at} \ {\bf corporate solutions.wiley.com}$

Digital Statistics for Clinical Advances in Periodontics

Unique Visitors on WOL for Clinical Advances in Periodontics in **2021**: 60.669

| Unique Visitors on WOL by Region | | | | |
|----------------------------------|------|----|------|-------|
| Americas | EMEA | UK | APAC | Other |
| 34% | 11% | 3% | 6% | 46% |

Average Monthly Page Views for Clinical Advances in Periodontics in 2021: 14.688

| Page Views by Region | | | | |
|----------------------|------|----|------|-------|
| Americas | EMEA | UK | APAC | Other |
| 27% | 11% | 2% | 6% | 54% |

Banner Advertising

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|-------------------------------|---------------------------------|-------------------|
| Article Discovery Packages | Essential Knowledge Briefing | Custom Projects |

*ePDF ads only available on select publications
Additional advertising opportunities are subject to approval by society/journal

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Advertising Specifications



Print Ad Specifications

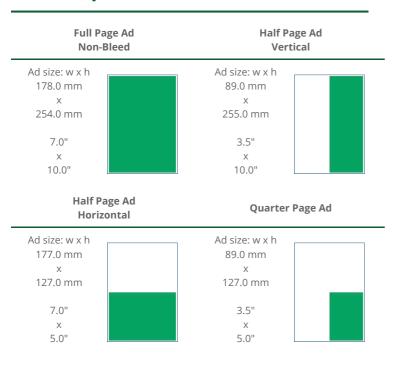
Journal Trim Size 210 mm x 276 mm 8.25" x 10.875"

Keep all text and images at least 0.3"/8mm away from the trim line.

| Page Sizes | Non-Bleed (w x h) | Bleed (w x h) |
|--|---|--------------------------------------|
| Full Page | 178.0 x 254.0 mm 7.0" x 10.0" | 216.0 x 283.0 mm 8.5" x 11.125" |
| Half Page - Vertical | 89.0 x 255.0 mm 3.5" x 10.0" | 119.0 x 283.0 mm 4.675" x 11.125" |
| Half Page - Horizontal | 177.0 x 127.0 mm 7.0" x 5.0" | 216.0 x 127.0 mm 8.5" x 5.0" |
| Quarter Page | 89.0 x 127.0 mm 3.5" x 5.0" | 89.0 x 127.0 mm 3.5" x 5.0" |
| Double Page Spread | 355.0 x 254.0 mm 435.0 x 282.0 mm 14.0" x 10.0" 17.125" x 11.125" | |
| Contact your Account Manager for sizes of other opportunities. | | |

| Bound/Loose Inserts Specifications | | |
|------------------------------------|-------------------------------------|--|
| Bound-in-Inserts | Width / Height | |
| 4-Page 8.25" x 10.875" | 420.0 x 282.0 mm 17.0" x 11.125" | |
| 2-Page 8.25" x 10.875" | 215.0 x 282.0 mm | |

Print Ad Specifications



Digital Ad Specifications

Formats & Details

For specifications, formats, and further details see:

Overview Digital Specifications (pdf)

| Leaderboard | MPU |
|---------------------|---------------------|
| Digital Display Ads | Digital Display Ads |
| Ad size: | Ad size: |
| 728px | 300px |
| x | x |
| 90px | 250px |
| | |

Submit Your Creatives

| Print Advertising | Submit all creatives to PrintAdTraffic@wiley.com All print ads must have a minimum resolution of 300dpi |
|--|---|
| Digital Advertising | Submit all creatives to OnlineAdTraffic@wiley.com |
| Cover Tip/Belly Bands & Inserts Materials | Submit materials to: Sheridan Press 450 Fame Avenue Hanover PA 17331 United States |

Contact Information

| Print Production | PrintAdTraffic@wiley.com |
|--------------------|-----------------------------|
| Digital Production | OnlineAdTraffic@wiley.com |
| Contact | corporatesalesusa@wiley.com |

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