



### Journal of Prosthodontics

The *Journal of Prosthodontics* promotes the advanced study and practice of prosthodontics, implant, esthetic, and reconstructive dentistry. It is the official journal of the American College of Prosthodontists and the American Dental Association-recognized voice of the Specialty of Prosthodontics. This journal serves both researchers and practicing clinicians with:

- Evidence-based prosthodontic research
- Techniques
- Procedures
- Reports of innovative techniques
- Reports of new instructional methodologies
- Instructive clinical reports

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#### Editor-in-Chief:

Radi Masri, University of Maryland

#### Audience:

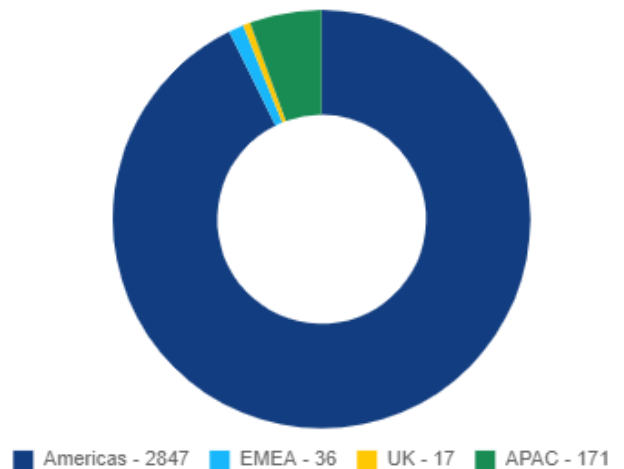
*Journal of Prosthodontics* reaches a global audience of prosthodontists and members of the American College of Prosthodontists.

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### Reach

Print	Total Print (Paid Subscription)	3,071
	Frequency	9 issues per year
Digital	Unique Visitors on Wiley Online Library	187,006
	Average Monthly Page Views	49,681
	Full Text Downloads	223,906

Print Circulation by Region



### 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	\$ 1,880.00
Full Page Color	\$ 3,310.00
Half Page Mono	\$ 1,090.00
Half Page Color	\$ 2,615.00
Inserts Outserts Cover Tips Belly Bands Wrap	Contact your Account Manager for 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	\$ 1,880.00	\$ 1,090.00
3x	\$ 1,820.00	\$ 1,060.00
6x	\$ 1,765.00	\$ 1,025.00
12x	\$ 1,710.00	\$ 995.00
24x	\$ 1,650.00	\$ 960.00
Color Rates (in addition to earned B&W rate)		
4-color process	\$ 1,435.00	

### Issue Deadlines

Issue date	Booking Deadline	Creatives Due	Inserts Due
32:1 January 2023	12-23-2022	12-30-2022	01-10-2023
32:2 February 2023	01-20-2023	01-27-2023	02-07-2023
32:3 March 2023	02-10-2023	02-17-2023	03-02-2023
32:4 April 2023	03-17-2023	03-24-2023	04-06-2023
32:5 June 2023	05-15-2023	05-22-2023	06-02-2023
32:6 July 2023	06-13-2023	06-20-2023	07-03-2023
32:7 August 2023	07-17-2023	07-24-2023	08-04-2023
32:8 October 2023	09-18-2023	09-25-2023	10-06-2023
32:9 December 2023	11-15-2023	11-22-2023	12-05-2023

### For More Information

Stephanie Kogel, [skogel@mrvisa.com](mailto:skogel@mrvisa.com) or visit us at [corporatesolutions.wiley.com](http://corporatesolutions.wiley.com)



### Digital Statistics for Journal of Prosthodontics

Unique Visitors on WOL for Journal of Prosthodontics in 2021: 187,006				
Unique Visitors on WOL by Region				
Americas	EMEA	UK	APAC	Other
16%	14%	4%	19%	47%

Average Monthly Page Views for Journal of Prosthodontics in 2021: 49,681				
Page Views by Region				
Americas	EMEA	UK	APAC	Other
16%	14%	3%	12%	55%

### Banner Advertising

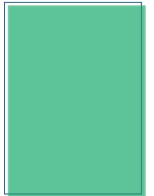
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### Print Ad Specifications

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 14.0" x 10.0"	435.0 x 282.0 mm 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 11.125" x 8.5"

### Print Ad Specifications

Full Page Ad Non-Bleed	Half Page Ad Vertical
Ad size: w x h 178.0 mm x 254.0 mm  7.0" x 10.0"	Ad size: w x h 89.0 mm x 255.0 mm  3.5" x 10.0"
Half Page Ad Horizontal	Quarter Page Ad
Ad size: w x h 177.0 mm x 127.0 mm  7.0" x 5.0"	Ad size: w x h 89.0 mm x 127.0 mm  3.5" x 5.0"

### Digital Ad Specifications

#### Formats & Details

For specifications, formats, and further details see:

[Overview Digital Specifications \(pdf\)](#)

Leaderboard Digital Display Ads	MPU Digital Display Ads	ePDF Article Advertising
Ad size: 728px x 90px	Ad size: 300px x 250px	Ad size: 1237px x 1631px

### Submit Your Creatives

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Submit all creatives to [printadtraffic@wiley.com](mailto:printadtraffic@wiley.com)  
All print ads must have a minimum resolution of 300dpi

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#### Cover Tip/Belly Bands & Inserts Materials

Submit materials to:  
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United States

### Contact Information

#### Print Production

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#### Digital Production

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