

## 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, the American Dental Association – recognized voice of the Specialty of Prosthodontics. The journal publishes evidence-based original scientific articles presenting information that is relevant and useful to prosthodontists. Additionally, it publishes reports of innovative techniques, new instructional methodologies, and instructive clinical reports with an interdisciplinary flair.

### Advertising & Sales Office

**M.J. Mrvica Associates, Inc.**

2 West Taunton Avenue, Berlin, NJ 08009

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**Lisa Trinkle**, Account Executive

### Publishing & Editorial Office

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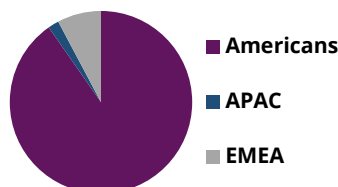
### Circulation

**Total Circulation:** 3,331

**Coverage:** United States and International

**Markets Served:**

Prosthodontists, general dentists with an interest in prosthodontics, dental educators, and students.



### Editorial Information

**Editor-in-Chief:** David A. Felton, DDS, MS, FACP

**2018 Impact Factor:** 2.172

**ISI Journal Citation Reports® Ranking: 2018:** 25/90 (Dental Oral Surgery & Medicine)

**Origin of Editorial:** 100% submitted

### Advertising Information

**Ask about digital advertising opportunities in *Journal of Prosthodontics***

**Earned Rates:** Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Each insert page counts 1x toward the earned page rate.

**Agency Commission:** 15%

Contact your Advertising Sales Representative about combination print and online programs or for details about advertising across specialty areas.

### Black and White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,678	\$1,029	\$580
2x	\$1,661	\$975	\$574
4x	\$1,520	\$932	\$564
8x	\$1,488	\$839	\$552
24x	\$1,477	\$866	\$536

**Cover and Preferred Position** (in addition to earned B&W rate):

Frequency	2nd Cover	3rd Cover	4th Cover	Opposite table of contents
1x	\$420	\$840	\$252	\$429
2x	\$416	\$832	\$249	\$425
4x	\$381	\$761	\$229	\$389
8x	\$373	\$744	\$223	\$381
24x	\$371	\$739	\$222	\$379

3rd Cover and 4th Cover: Consult publisher.

Positions available on a non-cancelable basis.

**Color Rates** (in addition to earned B&W rate):

4-color process: \$1,437

### Composition:

Full Page:	\$155
1/2 Page:	\$129
1/4 Page:	\$98

**Inserts:** Rates are determined using the black and white earned rate per number of insert pages, plus 10%. Please check with your sales rep for print run quantity before sending inserts.

**Other services:** Bellybands, cover tips, outserts, business replycards, advertorials, reprints (print and electronic), patient education materials, sponsored subscriptions, supplements, webcasts, webinars, podcasts, microsites, events, content licensing, and translations. Please contact your sales rep about any other opportunities of interest. All services are subject to editorial approval.

# 2020 Advertising Rate Card

## Journal of Prosthodontics

### Issuance & Closing Dates

Frequency: 8x per year

2020 Closing Dates:

Cover Date	Space Reservation	Material Due	Inserts Due
January	12/20/19	12/27/20	1/3/20
February	1/15/20	1/22/20	1/29/20
March	2/13/20	2/20/20	2/27/20
April	3/20/20	3/27/20	4/3/20
June	5/14/20	5/21/20	5/28/20
July	6/15/20	6/22/20	6/27/20
August	7/13/20	7/20/20	7/27/20
October	9/16/20	9/23/20	9/30/20
December	11/13/20	11/20/20	11/27/20

### Bonus Distribution:

Issue	Conference
October	2019 ACP Annual Session

### Mechanical Requirements

Trim Size: 8.25" x 10.875"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3.5"	10"
1/2 page horizontal	7"	5"
1/4 page	3.5"	5"
Page Sizes, Bleed	Width	Depth
Full page	8.5"	11.125"
1/2 page vertical	4.2667"	11.125"
1/2 page horizontal	8.5"	5.5625"

### Submission of Display Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (minimum 300 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Al Liburd, Advertising Specialist, at [PrintAdTraffic@wiley.com](mailto:PrintAdTraffic@wiley.com) prior to submitting a file via FTP.
- Media Requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 1/8" bleed.
- All fonts and graphics must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.
- Convert all RGB to CMYK.
- Color ads must be accompanied by SWOP-certified proof (Cromalin™, matchprint, IRIS, etc.).
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline.

### Insert Requirements

- Multi-page inserts are to be furnished folded. (Three samples).
- Sizes. 2-page inserts: 8.5" x 11.125", 4-page inserts: 8.5" x 11.125".
- Trimming: 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.
- Stock Weights Acceptable: Not to exceed 100 lb. coated.
- Packing Instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated.

### Paper Stock:

- Inside pages: UPM Classic Gloss 80gsm
- Covers: 10pt. C2S

Halftone Screen: 133

Type of Binding: Perfect

### Contacts

Forward all insertion orders to:

M.J. Mrvica & Associates  
Journal of Prosthodontics, Vol., Issue 2  
West Taunton Avenue, Berlin, NJ 08009  
P: 856-768-9360 ~ E: [mjmrvica@mrvica.com](mailto:mjmrvica@mrvica.com)

Ship all advertising material as to:

Al Liburd, Advertising Production Specialist  
P: 201-748-8754  
E: [PrintAdTraffic@wiley.com](mailto:PrintAdTraffic@wiley.com)  
Wiley  
111 River Street, 4-01, Hoboken, NJ 07030-5774

Ship bellybands, cover tips, loose inserts to:

Singapore Post Ltd (VAS)  
c/o Hock Cheong Logistics Pte Ltd  
Attn: Mr. Colin Lim, E: [hct@hockcheong.com.sg](mailto:hct@hockcheong.com.sg)  
1767 Geylang Bahru #01-04  
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