

# Periodontology 2000

**Edited by:** Jørgen Slots, Los Angeles, CA, USA

**Editorial Board:**

Robert J. Genco, Buffalo, NY, USA  
Jan Lindhe, Gothenburg, Sweden  
Roy C. Page, Seattle, WA, USA

[www.dentistry.blackwellmunksgaard.com/prd](http://www.dentistry.blackwellmunksgaard.com/prd)

# 2008

***Deliver your message  
to experts and  
specialists in Dentistry –  
Advertise in a  
Wiley-Blackwell  
Dentistry Journal***

## Aim and Scope

*Periodontology 2000* comprises a series of monographs intended for periodontists and general practitioners with interest in periodontics. The editorial board identifies significant topics and invites a guest editor to prepare each monograph. *Periodontology 2000* is a different concept in periodontal literature and serves as a valuable supplement to existing periodontal journals.

## Key Features

**ISI Journal Citation Reports® Ranking:** 2006: 4/49 (Dentistry, Oral Surgery & Medicine)

**Impact Factor:** 2.800

***Reach present and coming key  
opinion leaders in Periodontology  
and Implant Dentistry worldwide***

## Schedule and Circulation

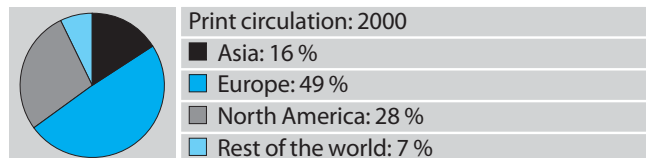
### 2008 Schedule

Cover months: February, June and October.

Vol:Iss	Month	Artwork Deadline	Publication Date
46:1	February	29 Oct 2007	19 Jan 2008
47:2	June	22 Feb 2008	19 May 2008
48:3	October	26 Jun 2008	19 Sep 2008

All dates are preliminary and subject to change. Please contact the advertising coordinator for an update.

### Circulation



## Advertising rates

Regular Positions			
Full page b/w	£750	€1,125	\$1,500
Full page 4 colour	£1,250	€1,875	\$2,500
Double Page Spread	£2,000	€3,000	\$4,000

Prime Positions – Front matter and inner back covers			
Full page b/w	£850	€1,275	\$1,700
Full page 4 colour	£1,600	€2,400	\$3,200
Double Page Spread	£2,500	€3,750	\$5,000

Outer Cover Positions			
Outer Back Cover	£1,650	€2,475	\$3,300

Series discounts		
12 inserts	20%	discount
6 inserts	10%	discount
3 inserts	5%	discount

Agency commission		
15%		

## Online Advertising

Unique Online Impressions: 15000+ per months

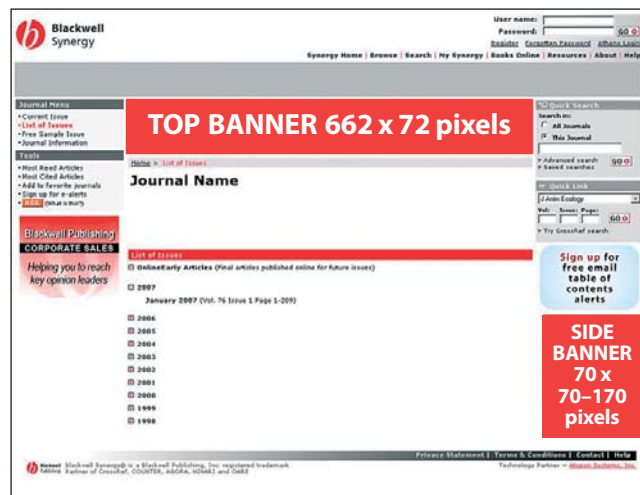
More than 6000 libraries worldwide offer access to the journal online

Online ads – rates per month			
Online journal – Top banner	£700	€1,050	\$1,400
Online journal –	£600	€900	\$1,200
Left and right hand banners			
Dentistry Super Site – Main page	£600	€900	\$1,200

Online ads – series discounts		
3 months	30%	discount
6 months	40%	discount
12 months	50%	discount

## Banner Ad Technical Specifications

### Synergy – Online Journal banner ads



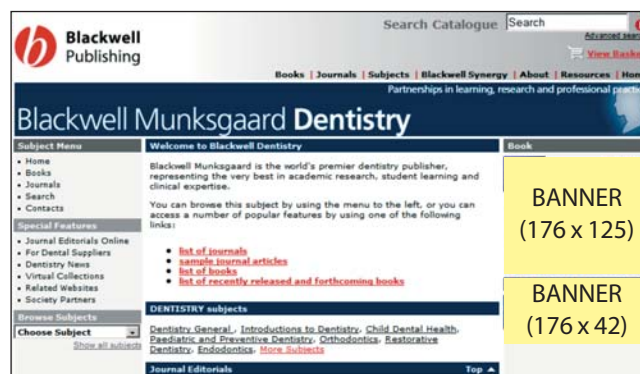
### Right-hand and left-hand banner specifications:

- Graphics should be 170 pixels wide x 70-170 pixels high, under 20kb.
- Images preferred, although images plus text are possible.
- Format should be GIF or JPEG files, standard 256 colour palette.
- Animation possible, but must be minimal (maximum 3 screens and minimum 3 seconds between each screen change).

### Top banner specifications:

- Graphics should be 622 pixels wide x 72 pixels high maximum and under 30kb.
- Images only. Format should be GIF or JPEG files, standard 256 colour palette.
- Expandable banners are possible, but should not exceed 622 pixels width.
- Animation possible, but must be minimal (maximum 3 screens and minimum 3 seconds between each screen change).

### Dentistry Supersite – Main page



- 2 advert sizes available: 176 pixels wide x 125 pixels high and 176 pixels wide x 42 pixels high
- Images preferred.
- Links to other sites must pop up in a new window (not replace the window).
- Format: .jpg or .gif, standard 256 colour palette.
- Please provide Taget URL.

## PDF Material Requirements

### Positioning

Journal trim size: 276mm x 210mm



**Full page bleed advert:**

282mm (V) x 216mm (H)  
including 3mm colour and image bleed on all sides



**Full page non-bleed advert**

230mm (V) x 170mm (H)

### Artwork Requirements

Files should be submitted in high-resolution CMYK or mono colour with vector fonts, bitmap images, and fully embedded fonts.

The full technical PDF specification is available online at [http://www.blackwellpublishing.com/authors/web\\_printspec.doc](http://www.blackwellpublishing.com/authors/web_printspec.doc).

Please upload PDF files to the Blackwell ftp site on or before the copy deadline date and notify the **Advertising Coordinator** at [hannah.smithson@edn.blackwellpublishing.com](mailto:hannah.smithson@edn.blackwellpublishing.com) (see contacts):

IP address: ftp.edn.blackwellpublishing.com

Username: ProSciAcAds

Password: Advertising

Smaller files (under 500kb) can also be sent to the above email address.

For larger files (over 10mb), a hardcopy is preferred. Please send by post to the Advertising Coordinator (see contacts).

**If you have any queries regarding the copy requirements, PDF submission, or production queries generally, please contact Hannah Smithson in the first instance.**

In the rare event of artwork being accepted after the deadline, the PUBLISHER reserves the right to amend the files if they do not conform to our specifications, and cannot be held responsible for the quality of the advertisements.

All submitted artwork will automatically be used as repeat copy for repeat bookings, unless notification is given to the PUBLISHER in advance of the relevant issue's artwork deadline.

### Cancellations

Any cancellations or changes to the original order must be notified to the PUBLISHER by the artwork deadline, otherwise withdrawal of the advert cannot be guaranteed and the full invoice amount will be charged at the discretion of the PUBLISHER.

## Contacts

### Advertising Booking

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### Advertising Coordinator

**Hannah Smithson, Advertising Coordinator**

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## Further Corporate Sales Services

- **Article Reprints** Recent surveys show that dentists are more influenced by an article in an independent journal than by any other source. We offer you the highest quality reprint service at competitive rates and a fast and efficient production time. Use reprints as give-away in promotional mailings and at conferences, and for your sales representatives visiting dentists. Reprints can be purchased as standard single paper reprints or in compilations of articles with a cover and customized to your requirements. We can identify key papers for your products and provide you with pre-publication proof copies to keep you informed and able to plan your campaigns.
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- **Sponsored Supplements** Publish your conference material and scientific research in association with one of our prestigious and highly estimated journals. A supplement is an ideal, fast and effective method for dissemination of your material to your target audience. A supplement is a set of papers published as an additional issue to the ordinary issue of one of our journals. All material is subject to peer review and approval by the chief editor and an appointed guest editor. You can order extra print copies at preferential rates for your own distribution and purposes.
- **Sponsored Subscriptions** Consider to sponsor subscriptions to any of our prestigious and highly estimated journals in print or in online version. This way your target group will receive the latest dental information as well as be exposed to your repetitive company exposure associated with a prestigious journal. This is ideal for you or your affiliates who would like to offer something valuable to key opinion leaders and this way keep regular but less commercialized contact with them.