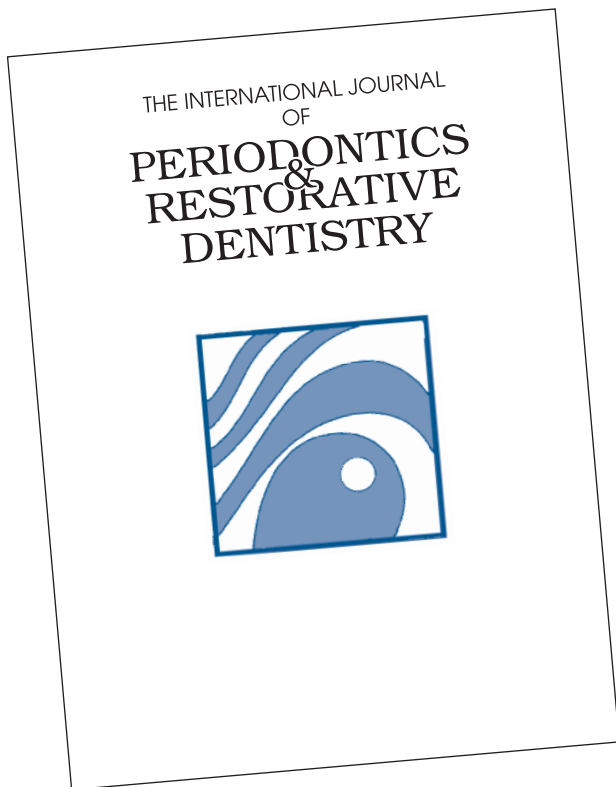


2012 *Rate Card*



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**

Production Specifications

Journal trim: 8¼" wide x 11" deep.
Bleed size: 8½" wide x 11¼" deep.
Printing: text is sheet-fed offset on 80# matte; cover is 100# coated enamel.
Binding: perfect.
Production service: any extra mechanical work done by the Publisher on any submitted ad materials will be billed at prevailing rates (noncommissionable).

Delivery of Files

You can send your files to us in 3 ways:

1. On disk, mailed to: Advertising Manager, 4350 Chandler Drive, Hanover Park, IL 60133
2. By email (5-MB file limit): whartman@quintbook.com
3. By FTP: Please visit <http://www.quintpub.com/dropbox> for further instructions

Publication Data

Issue No.	Publication* Date	Insertion Order Closing	Material Closing
1	Jan 6, 2012	Nov 11, 2011	Nov 18, 2011
2	Mar 9, 2012	Jan 13, 2012	Jan 20, 2012
3	May 4, 2012	Mar 9, 2012	Mar 16, 2012
4	Jul 6, 2012	May 11, 2012	May 18, 2012
5	Sep 3, 2012	Jul 6, 2012	Jul 13, 2012
6	Nov 5, 2012	Sep 7, 2012	Sep 14, 2012

Mechanical Requirements

Advertising materials should be supplied as an electronic file, such as PDF, Adobe Photoshop, or Adobe Illustrator application files as well as EPS files. A high-resolution digital color proof must be supplied with the electronic file. For a more detailed list of requirements or submissions in other formats, contact the Publisher prior to the material deadline.

*This journal is printed in Germany; allow 4 weeks for delivery.



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, 2011)

Frequency*	1x	3x	6x	12x
1 page	\$2,600	\$2,450	\$2,300	\$2,150
2 nd cover	2,900	2,700	2,550	2,400
3 rd cover	2,800	2,600	2,430	2,300
4 th cover	3,000	2,800	2,610	2,500

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

Color Advertising Rates

Matched color rate \$780 per page plus earned rate
Metallic color rate \$920 per page plus earned rate
Three- or four-color rate . . . \$1,850 per page plus earned rate
Additional color will be quoted on request

Bleeds

No charge.

Preprinted Belly Bands \$10,500

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 Journal 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 French, German, Japanese, Spanish, and Italian. For ad rate quotations, please contact the Publisher.

Online Journal

Paid subscribers have free access to the web edition and unlimited use of the archives.

Website Advertising

Website advertising available on www.quintpub.com. Contact us for more information.

Frequency

Bimonthly

Subscription Rate

\$240 per year

Circulation

5,000

Year Established

1981

Circulation Analysis

Periodontists	1,938
General Practitioners	1,268
Oral Surgeons	238
Prosthodontists	164
Schools, Libraries, Agencies	364
Other	26
Foreign, Not Specified	1,016

Territorial Distribution

New England	311
Middle Atlantic	571
East North Central	290
West North Central	77
South Atlantic	545
East South Central	127
West South Central	247
Mountain States	145
Pacific States	565
Canada	248
Foreign	1,881
All Others	7

Contracts and Materials

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

William G. Hartman, Executive Vice President
Quintessence Publishing Co Inc
4350 Chandler Drive
Hanover Park, IL 60133
Tel: 630/736-3600
Toll-free: 800/621-0387
Fax: 630/736-3633
Email: whartman@quintbook.com