

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. The journal is particularly focused on promoting the study and use of cutting-edge technology and positioning prosthodontists as the early-adopters of new technology in the dental community.

## Advertising & Sales Office

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P: 856-768-9360 ~ F: 856-753-0064  
E: mjmrvica@mrvica.com  
Gennifer Davis, Account Executive

## Publisher & Editorial Office

Wiley-Blackwell ~ John Wiley & Sons, Inc.  
350 Main Street, Malden, MA 02148  
Publisher: Darren Green  
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P: 781-388-8554 ~ E: lpollard@wiley.com  
Kurt Polesky, Business Development Manager  
P: 781-388-8560 ~ E: kpolesky@wiley.com

## Circulation

**Total Circulation:** 3,352

**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

Origin of Editorial: 100% submitted

## Advertising Information

**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%

**Sponsored Text Links:** Display your company logo and hyperlinked text exclusively on the landing page for the journal on the Wiley Online Library.

3 month sponsorship: \$2,000

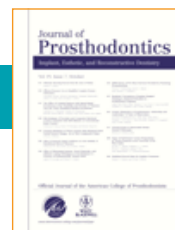
Contact your sales representative about availability and specifications.

**Sponsored Special Features:** Display your banner exclusively on pages dedicated to featured journal content, top articles, virtual issues, or other special features surrounding the journal.

1 month sponsorship: \$1,000 per feature page

Contact your sales representative about availability and specifications.

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



### Black & White Advertising Rates

| Frequency | Full Page | 1/2 Page | 1/4 Page |
|-----------|-----------|----------|----------|
| 1x        | \$1,550   | \$950    | \$535    |
| 2x        | \$1,535   | \$900    | \$530    |
| 4x        | \$1,405   | \$860    | \$520    |
| 8x        | \$1,375   | \$775    | \$510    |
| 24x       | \$1,365   | \$800    | \$495    |

#### Cover and Preferred Position:

In addition to earned B&W rate:

|                             |     |
|-----------------------------|-----|
| 2nd Cover                   | 35% |
| 3rd Cover:                  | 25% |
| 4th Cover:                  | 50% |
| Opposite Table of Contents: | 15% |
| All other positions:        | 10% |

Positions available on a non-cancelable basis.

#### Color Rates:

In addition to earned B&W Rate:

|                  |         |
|------------------|---------|
| 4-color process: | \$1,395 |
|------------------|---------|

#### Composition:

|               |       |
|---------------|-------|
| Full page:    | \$150 |
| Half page:    | \$125 |
| Quarter page: | \$95  |

**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.

**Digital Advertising:** Please contact your sales rep for rates for digital opportunities such as banner ads, text ads, sponsored features, e-newsletters (quarterly Discover Nursing e-Newsletter), and eTOC ads.

**Other services:** Bellybands, cover tips, outserts, business reply cards, 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.

### Issuance & Closing Dates

**Frequency:** 8x per year

#### Closing Dates:

| Cover Date | Space Reservation | Material Due | Inserts Due |
|------------|-------------------|--------------|-------------|
| January    | 12/8/12           | 15 Dec 2011  | 04 Jan 2012 |
| February   | 1/13/12           | 20 Jan 2012  | 03 Feb 2012 |
| April      | 3/14/12           | 21 Mar 2012  | 04 Apr 2012 |
| June       | 5/14/12           | 21 May 2012  | 05 Jun 2012 |
| July       | 6/13/12           | 20 Jun 2012  | 05 Jul 2012 |
| August     | 7/13/12           | 20 Jul 2012  | 03 Aug 2012 |
| October    | 9/12/12           | 19 Sep 2012  | 03 Oct 2012 |
| December   | 12/9/12           | 16 Nov 2012  | 04 Dec 2012 |

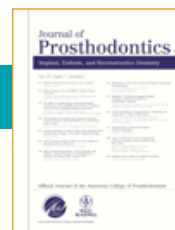
### Mechanical Requirements

**Trim Size:** 8-1/4" x 10-7/8"

| Page Sizes, Non-Bleed | Width  | Depth |
|-----------------------|--------|-------|
| Full page             | 7"     | 10"   |
| 1/2 page vertical     | 3-1/2" | 10"   |
| 1/2 page horizontal   | 7"     | 5"    |
| 1/4 page              | 3-1/2" | 5"    |

| Page Sizes, Bleed   | Width   | Depth   |
|---------------------|---------|---------|
| Full page           | 8-1/2"  | 11-1/8" |
| 1/2 page vertical   | 4-4/15" | 11-1/8" |
| 1/2 page horizontal | 8-1/2"  | 5-9/16" |



## Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (minimum 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Joe Troiano at [jtroiano@wiley.com](mailto:jtroiano@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-Blackwell 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: 8-1/2" x 11-1/8", 4-page inserts: 8-1/2" x 11-1/8"
- Trimming: Head 1/8", foot no less than 1/8" or more than 9/16", width 1/8"; safety margin in gutter; 1/8" safety at side; 1/8" 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 80 gsm
- Covers: 10 pt. C2S

Halftone Screen: 133

Type of Binding: Perfect

## Reproduction Requirements

- Four color process ads showing trim will be produced 4 colors wet in the following color rotation: yellow, red, blue, black. Progressive proofs should be proofed wet in the same rotation on white coated 60 lb. basis or comparable paper.
- Inks: Offset standard process yellow, red, blue, black. To be responsible for quality, the publisher must receive progressive proofs pulled as described above.

## Contacts

### Forward all insertion orders to:

M.J. Mrvica & Associates  
Journal of Prosthodontics, Volume \_\_\_\_, 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 well as two insert examples to:

Wiley-Blackwell, Attn: Advertising Traffic Coordinator  
Journal of Prosthodontics, Volume \_\_\_\_, Issue \_\_\_\_  
350 Main Street, Malden, MA 02148  
P: 781-388-8250

### Ship Inserts to:

KHL Printing Co. Pte Ltd.  
Journal of Prosthodontics, Volume \_\_\_\_, Issue \_\_\_\_  
57 Loyang Drive  
Singapore 508968  
P: 00-65-6543-2222