

Periodontal Abstracts**The Journal of the Western Society of Periodontology**

TITLE	<i>Periodontal Abstracts</i> – The Journal of the Western Society of Periodontology				
FORMAT	8.5 x 11 inches (trim size), saddle stitched along 11-inch dimension				
SPACE COSTS	Full-page units only:	1-color (black)	2-color	4-color process	
	Cover 4	\$900	\$900*	\$2,500	
	Cover 2 or 3	\$800	\$800*	\$2,500	
	Text page	\$600	\$700	\$2,000	
	Payment for advertising space is due two weeks after space reservations are made.				
	* For second colors other than the standard cover color, add \$350 per insertion.				
MATERIALS	Ad copy must be submitted as digital files. Files must be submitted at the size they will reproduce in the journal with a resolution of at least 300 dpi. Screen values: Min. of 133 line; max. of 200 line.				
SOFTWARE	Submit ad material in the following preferred order of software: PDF, InDesign, Quark Express, Illustrator. Our printer can accept almost any software. Call if you are using software other than noted.				
AD SIZES	<i>page</i>	<i>unit</i>	<i>no bleed</i>	<i>full bleed*</i>	
	Text page	full page	7.5 × 10 inches	8.625 × 11.25 inches	
	Cover 2 or 3	full page	7.5 × 10 inches	8.625 × 11.25 inches	
	Cover 4	full page	7.5 × 8.5 inches	not available	
	* Pages that have bleed edges must add 1/8-inch of material beyond trim.				
COLOR	Text pages	Black only. Color is available at additional cost.			
	covers	Black and the color that is used on the front cover. The front cover color for vol. 63 (2015) is Process Blue. Additional colors are available at add'l cost.			
DEADLINE	<i>Issue:</i>	<i>No. 1</i>	<i>No. 2</i>	<i>No. 3</i>	<i>No. 4</i>
	Publication date	3/31/2015	6/30/2015	9/30/2015	12/31/2015
	Space reservation	2/2/2015	5/4/2015	8/3/2015	11/2/2015
	Receipt of materials	3/2/2015	6/1/2015	9/1/2015	12/1/2015

DIGITAL MARKETING

The Western Society of Periodontology is now offering digital advertising opportunities to reach their Periodontist, General Dentist and Dental Hygiene members. More and more companies desire to use digital media to reach dental professionals. Below are some of the different opportunities to reach out to our members.

WWW.WSPERIO.ORG - The WSP website is the main source of digital information for our membership. The website houses information for both members and non-members.

WESTERN SOCIETY OF PERIODONTOLOGY WEBSITE ADVERTISING

Whether you want to be a banner or skyscraper advertiser or partner on our site there are many opportunities that WSP has to offer.	Web Ads	Sizes:	Cost:
	Banner Ad:	620w x 80h pixels	\$350 per month
	Sidebar Skyscraper Ad:	292w x 371h pixels	\$500 per month

GUMLINE - This is the quarterly newsletter sent to the membership that encompasses all important information for the membership. From information on future meetings to general news about the association to periodontal information Gumline offers a steady stream of information to the membership.

Rates per quarter	Banner Ad:	728w x 90h pixels, (72px res.)	\$250 per month
	(There is a limit of 2 banner ads per edition.)		

SEND MATERIALS, ANY QUERIES REGARDING SPECIFICATIONS AND/OR PRODUCTION, SPACE, COSTS, AND READERSHIP STATISTICS TO:

Todd Goldman, Executive Director

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