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# Australian Journal of Periodontology and Implant Dentistry Limited

## Publishing & Advertising Overview

A O S

Australasian  
Osseointegration  
Society limited



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## Executive Summary

The Australian Society of Periodontology (ASP) has been publishing the *Periodontology* Journal since 1980.

The ASP is a professional organization concerned with the scientific advancement of and the clinical knowledge in Periodontology.

The *Periodontology* Journal publishes news and information for dental professionals.

In early 2017, ASP and the Australasian Osseointegration Society (AOS) will consolidate to become a joint publication between the ASP and AOS.

The journal scope will broaden by including content in dental implantology and the readership of the Journal will significantly increase by incorporating the AOS membership.

This will enhance the overall impact of the journal, which will in turn offer improved value for our advertisers.

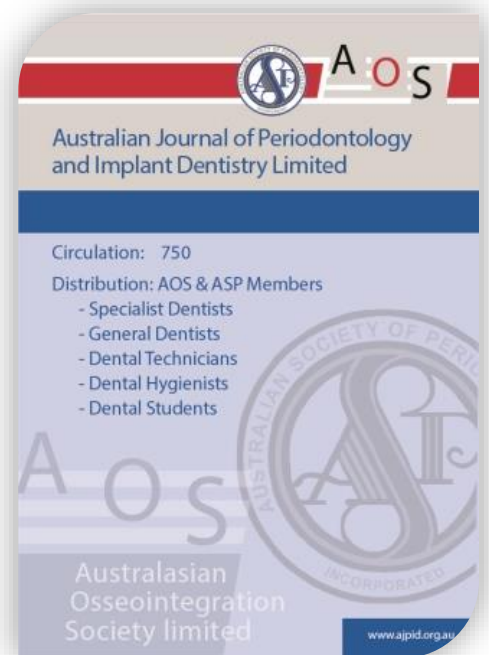
In 2017, the title of the Journal will change from:

***“Periodontology”***

to:

***“Australian Journal of Periodontology and Implant Dentistry”.***

We look forward to continuing our long-standing relationship and thank you for your continuing support.



## Publishing Overview

### Circulation

Circulation 700 consisting of:

- ASP membership
- AOS membership
- Australian & International University Dental Departments and Libraries
- Australian National, State & International Libraries

### Frequency of Publication

The AJPID is published twice per year in April and October.

### Rates

There are three different advertising opportunities: *Preferred placement*, *display advertising* and *inserts*.

**Preferred placement** advertising is the outer cover of the Journal is in full colour. It is offered to the advertiser who has previously booked that position, then if not accepted, will be offered to all other advertisers past and present and booking is determined by a first in basis.

**Display advertising** is all advertisements within the internal pages of the journal. Final page location is based upon availability of pages and final placement is at the beginning and end of articles within the journal and is subject to the Editors discretion.

**Insert advertising** is a separate flyer inserted with the journal. Printing not included.

	SINGLE BOOKING RATE - 1 ISSUE	YEARLY BOOKING RATE - 2 ISSUES
<b>PREFERRED PLACEMENT:</b> <i>Full page colour artwork only.</i>	<b>COLOUR</b>	<b>COLOUR</b>
Inside Front Cover – Full page	\$2,795.00	\$5,095.00
Inside Back Cover – Full page	\$2,795.00	\$5,095.00
Back Cover – Full page	\$2,895.00	\$5,295.00
<b>DISPLAY ADVERTISING:</b> <b>Internal pages</b> <i>All advertising placements subject to editor's discretion.</i>	<b>COLOUR/MONO</b>	<b>COLOUR/MONO</b>
Full page (COLOUR)	\$1,500.00	\$2,745.00
Half page (Landscape) (COLOUR)	\$1,275.00	\$2,345.00
Full page (MONO)	\$575.00	\$1,045.00
Half page (Landscape) (MONO)	\$350.00	\$645.00
<b>FLYER INSERT:</b> <i>Printing not included.</i>	<b>1 ISSUE</b>	<b>2 ISSUES</b>
Recommended size 290mm x 200mm	\$1,000.00	\$1,845.00

All rates are in \$AUD inclusive of GST.

### Booking Confirmation

- A completed booking confirmation form must be returned to enable the booking process.
- All advertising placements subject to editor's discretion.
- Contracted booking agreements must be signed and paid in advance to receive multi-issue rates.

### Advertising deadlines

Display artwork		
Issue month	Material supply deadline	Cancellation deadline** /final revision
<b>April</b>	12 <sup>th</sup> February	8th February
<b>October</b>	15 <sup>th</sup> August	8th August
Cancellations ** Refunds cannot be made for cancellations received after the payment deadline.		

### Artwork Specifications

Full page:

- Trim size: 297 mm x 210 mm
- Non-bleed/type size: 241 mm x 180 mm
- Bleed size: 303 mm x 216 mm

Half page landscape:

- 120 mm x 180 mm

### Artwork Requirements

Preferred file format Adobe Acrobat, saved as a high resolution 300dpi. Please ensure:

- 3 mm bleed all edges
- 5 mm minimum print safe copy area
- All fonts must be embedded or outlined
- All white text to be set to knockout
- All solid black text to be set to overprint
- All images must be converted to CMYK

Please note: If artwork is not supplied correctly or require revision this may incur an additional production charge.

Other accepted file formats: If supplying AI file or INDD file please ensure a packaged folder is provided with linked imagery, fonts and the original file. All artwork must be supplied prior to the deadline for editor's approval.

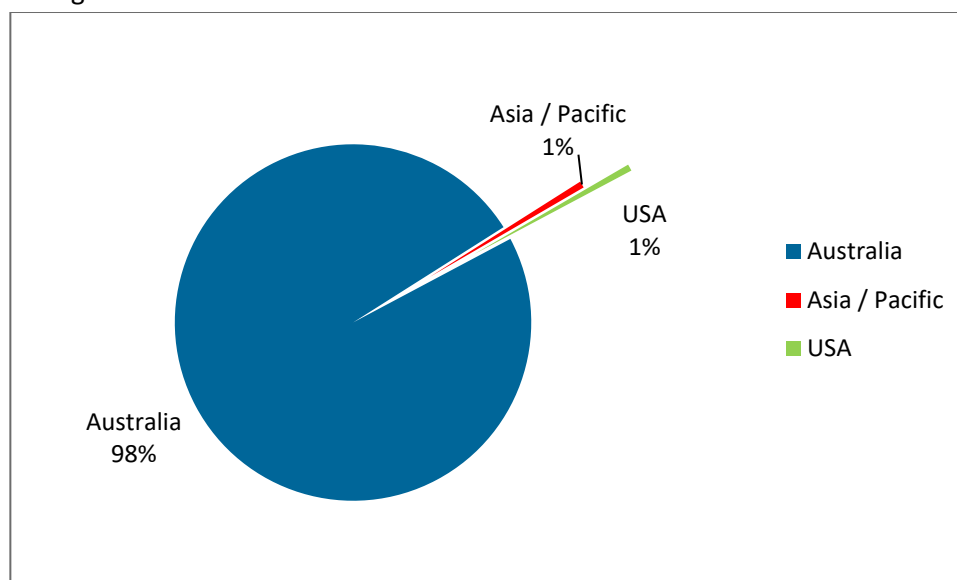
### Insert Requirements

- 700 flyers required
- Recommended dimensions 290mm x 200mm to fit neatly within the journal
- A4 sized flyers will be inserted into envelope with journal
- Printing not included, can be arranged for additional fee.

## Circulation detail

Circulation 700 consisting of:

- ASP membership
- AOS membership
- Australian & International University Dental Departments and Libraries
- Australian National, State & International Libraries
- Subscription Agencies



## Circulation graph summary



**ASP & AOS Members**

- Dental Specialists:
  - periodontists
  - prosthodontists
  - oral and maxillofacial surgeons
  - other specialists
- General Dentists
- Dental Technicians
- Dental Hygienists
- Dental Students



**Subscribers**

- Universities
- Libraries (State, National, International)
- Subscription Agencies

## Bookings and payment

*Australian Journal of Periodontology and Implant Dentistry* advertising bookings are required in writing before the booking & material deadline addressed to the AJPID publications team: [admin@ajpid.org.au](mailto:admin@ajpid.org.au)

When artwork is approved, you will be notified via email.

Advertisements are to be paid in full prior to publication. Non-payment will result in non-publication. Payment is required in Australian dollars (AUD). Direct deposit payment will be offered with all Booking Forms/Invoices.

All enquiries: [admin@ajpid.org.au](mailto:admin@ajpid.org.au)

## Advertising booking terms and conditions

### Policy

All advertisements appearing in the *Australian Journal of Periodontology and Implant Dentistry* are subject to editorial approval.

### Disclaimer

No responsibility will be accepted for reproduction of material supplied that is not to *Australian Journal of Periodontology and Implant Dentistry* specifications (artwork and size requirements).

### Changes to artwork

Changes or updates to previously submitted material must be resupplied in full and be received before the amendment, cancellation & payment deadline. No changes/revisions will be accepted after this deadline.

### Booking Cancellation

Cancellation or changes to the original booking must be notified in writing to the editor/coordinator prior to the amendment, cancellation & payment deadline otherwise withdrawal of the advertisement cannot be guaranteed and the full cost of the advertisement will be passed onto the advertiser.

Please note where volume bookings are cancelled, advertisers will be required to pay the difference between the casual rate and special negotiated rate. Refunds cannot be made for cancellations received after the payment deadline.

### Continued Professional Development

All courses/conferences/workshops/programs advertising CPD hours are required to provide in small print on their artwork the following disclaimer: [Your Company] guarantee all courses are compliant with current Dental Board of Australia Guidelines on Continuing Professional Development.

## Subscription

Printed publications of the *Australian Journal of Periodontology and Implant Dentistry* are available for subscription per calendar year which include an April and October Issue.

Subscription	Price
Calendar Year Subscription – Australia (2 Issues)	A\$74.80 incl GST + A\$10.00 postage = A\$84.80
Calendar Year Subscription – Overseas (2 Issues)	A\$68.00 + A\$20.00 postage = A\$88.00
Single copy (within Australia)	\$38.50 incl GST + A\$7.50 postage = A\$45.50
Single copy (overseas)	\$35.00 + \$12.00 postage = A\$47.00
All rates are in \$AUD inclusive of GST and postage (GST exceptions may apply to overseas bookings). No discounts are given and costs may be reviewed at any time. Delivery overseas is via Standard Airmail only.	

## Online Publication:

*The Australian Journal of Periodontology and Implant Dentistry* is currently available in print and electronic format.

## Backorders

AJPID copies will be available to backorder ongoing (hardcopy and online format available).  
Current subscription rates apply and delivery will be once payment is received.

## To Order

Please email the order to: [admin@ajpid.org.au](mailto:admin@ajpid.org.au).

An invoice will be emailed to your nominated address. The subscription will then be delivered once payment has been received.

## Payment

Payments can be made by direct deposit or cheque in Australian dollars only.

### Direct Deposit:

Name: Australian Journal of Periodontology & Implant Dentistry Limited

BSB: 063185

Account No: 11214449

Please email a confirmation of payment to [admin@ajpid.org.au](mailto:admin@ajpid.org.au)

### Cheque payment:

Cheques are to be made out to:

Australian Journal of Periodontology & Implant Dentistry Limited

Post to:

PO BOX 242

Guildford NSW 2161

Australia



## Advertising Booking Form

### BOOKING CONTACT:

Company Name:		ABN:
Address 1:		
Address 2:		
Suburb:	State:	Postcode:
Contact Name:		
Phone:	Email:	

### BILLING CONTACT (to email invoice):

Contact Name:	
Phone:	Email:

### ADVERTISEMENT PLACEMENT (incl GST):

BOOKINGS:	APRIL ONLY	OCT ONLY	APRIL & OCTOBER
<b>FULL PAGE COLOUR</b>	<b>1 ISSUE BOOKING</b>	<b>2 ISSUE BOOKING</b>	
Inside Front Cover	\$2,795.00	\$5,095.00	
Inside Back Cover	\$2,795.00	\$5,095.00	
Back Cover	\$2,895.00	\$5,295.00	

### INTERNAL PAGES: COLOUR

Full page - Internal Pages	\$1,500.00	\$2,745.00
Half page (Horizontal)	\$1,275.00	\$2,345.00

### INTERNAL PAGES: MONO

Full page - Internal Pages	\$575.00	\$1,045.00
Half page (Horizontal)	\$350.00	\$645.00

### BOOKING CONFIRMATION:

- Cover advertisements are booked on a 'first paid' basis.
- A completed booking confirmation form must be returned to enable the booking process.
- All advertising placements subject to availability and approval.
- Contracted booking agreements must be paid in advance to receive multi-issue rates.

### INVOICING AND PAYMENT:

Tax invoice required prior to payment.

EFT BSB: 063185 A/C: 11214449

Australian Journal of Periodontology & Implant Dentistry Limited

Cheque: To be made out to Australian Journal of Periodontology & Implant Dentistry Limited

Post to: AJPID Publications

PO BOX 242

Guildford NSW 2161

Email saved form to: [admin@ajpid.org.au](mailto:admin@ajpid.org.au)

**Disclaimer:** By returning this completed booking form you agree to the terms and conditions of the AJPID Advertising & Publications Overview found at: [www.ajpid.org.au](http://www.ajpid.org.au)