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M E D I A

K I T

dentaltown.com

dentaltown®

a Farran Media interactive healthcare community | www.dentaltown.com

Our Mission: The Dentaltown Community

Dentaltown is not just a magazine.

It is not simply a website, or an app. Dentaltown is a community – the largest dental community in the world. Members of Dentaltown – more than 185,000 strong – are vocal leaders, and give Dentaltown weight in the dental profession.

Since the beginning, Dentaltown has stretched the boundaries of dental media. We are changing the way content is created, distributed, consumed and shared.

Dentaltown connects dentists in a profession that can be rather isolating. We're about being part of something bigger, about never practicing alone. We are an avenue for dentists to share problems and passions, to ask questions and question answers. Clinicians who are members of Dentaltown strive to leave the sovereign profession of dentistry better than they found it. Dentaltown is the vehicle to allow them to do just that.

After all, this is what it means to be a community. This is what it means to be part of **Dentaltown.**

THE DENTALTOWN BRAND

Farran Media. LLC, is the driving force behind the Dentaltown Community. As we celebrate Dentaltown's 16th year, we are proud of the major milestones that have been achieved across all channels – print, digital, mobile, education and live events.

Dentaltown's growth in user base, readership, and member engagement is proof that the interactive publishing model is not only working, it's making a significant impact on the dental profession.

With support from sponsors and industry partners like you, we've built tablet and smartphone products so that our growing membership can access Dentaltown ANYWHERE in the world. We've created student and young dentist portals to support the next generation of dentists eager to make a mark on dentistry. We've created new ways for marketers to engage our members like never before.

We invite you to turn the page to learn more about our product offerings. We think you'll agree... it's what distinguishes Denaltown from all other dental media brands.

Thank you for your continued support of the Dentaltown Community!

Dr. Howard Farran has practiced and studied dentistry for more than 25 years. Howard graduated from the University of Missouri-Kansas City School of Dentistry in 1987 and moved to Phoenix, Arizona to open his own practice. He has lectured on all aspects of dentistry for the past 25 years in more than 40 countries. Dr. Farran is the owner, founder, and CEO of Today's Dental family practice, located in Phoenix, Arizona; and Farran Media, LLC, home of Dentaltown, Orthotown and Hygienetown, which connects more than 185,000 dentists from all 195 countries. Dr. Farran is the winner of the Arizona Department of Health Services Dental Public Health Award for his fluoridation efforts, was University of Missouri-Kansas City's 1997 Alumni of the Year, and is the author of hundreds of dental articles, books and several video series.

Dr. Thomas Giacobbi is a full time general dentist in Chandler, Arizona. He co-owns his private practice with his wife, Dr. Grace Giacobbi. They are both 1995 graduates of State University of Buffalo School of Dental Medicine. He completed a general practice residency at St Clare's Hospital in Schenectady, New York prior to relocating to Arizona in 1998. He has been a part of Dentaltown.com since its inception, and he joined our team officially in 2003. His responsibilities include selecting editorial content for the magazine, reviewing submitted articles and moderating our webinars. He travels throughout the year visiting dental companies and attending all of the major trade shows to keep up to date with the dental news of the day.

Dr. Elizabeth Fleming graduated from the University of the Pacific Dental School in 1984 and has been a full-time general dentist practicing in the Phoenix area for over 30 years. In her quest for keeping up with new developments in continuing education, she became chairman of the AZDA Council on the Annual Session, helping to bring quality continuing education to the Valley of the Sun for the Western Regional Dental Convention. As Clinical Director for Dentaltown, she chooses topics for the weekly e-Newsletter, edits threads for Dentaltown Magazine and reviews submitted articles. As a female dentist, Dr. Fleming represents a different perspective in the Dentaltown community.

Our Clinicians:

Experience & Leadership

Dr. Howard Goldstein is a general dentist and a 1980 graduate of the University of Pennsylvania School of Dental Medicine. He completed a general practice residency at the Wilkes-Barre VA Medical Center and opened his private practice in 1982. He has always been an advocate of continuing education, but was often frustrated by the lack of opportunities to dialogue with others in the dental profession. That changed in 2003 when he discovered Dentaltown.com. Interactions with others on Dentaltown, provided him with the knowledge and stimulus to add new technology, products and techniques into his dental practice. He is grateful that he "no longer has to practice alone." As Message Board Manager, Dr. Goldstein maintains Dentaltown.com as the prime Web site for everyone in the dental profession to discuss all aspects of dentistry openly. As Director of Continuing Education for Farran Media, he continues his passion for CE by making sure all Townies have access to accredited, relevant courses that enhance their practice

Dr. Ken Serota graduated from the University of Toronto Faculty of Dentistry in 1973 and was awarded the George W. Switzer Memorial Key for excellence in Prosthodontics. He received his Certificate in Endodontics and Master of Medical Sciences Degree in nuclear medicine from the Harvard-Forsyth Dental Center in Boston, Massachusetts. In 1981 he was the recipient of the American Association of Endodontics Memorial Research Award for his work in nuclear medicine screening procedures related to dental pathology.

He provided an interactive endodontic program for the Ontario Dental Association from 1983 to 1997 and was awarded the O.D.A. Award of Merit in 1987 for his efforts in the provision of continuing education. In 1994, he was selected for Fellowship in the Pierre Fauchard Academy for his contributions to the art and science of dentistry and to the Academy of Dentistry International in 2002. The author of over seventy publications, he has lectured on Endodontics and Implantology internationally.

He comes to Dentaltown with a myriad of innovative projects already underway in his role as Global Clinical Director that will ensure that the mobile connectivity of today's digital world creates the new standard in the delivery of dental continuing education. His personal credo is "a rising tide raises all ships".

Our Editorial Focus

With more than 3.6 million posts, on Dentaltown.com, the message boards serve as a repository of original content. This content generator is working at full power 24/7/365.

- It provides us with better insights and helps us monitor our members' interest in a particular topic.
- It allows us to measure whether the content we are supplying is valuable, and informative.
- It enables us to focus our editorial resources on the topics that are most meaningful to our readers.

Having an in-depth knowledge of our readers' interests is comparable to conducting a readership analysis for every issue. This is essential for maintaining a loyal readership as well as engaging new and returning subscribers.

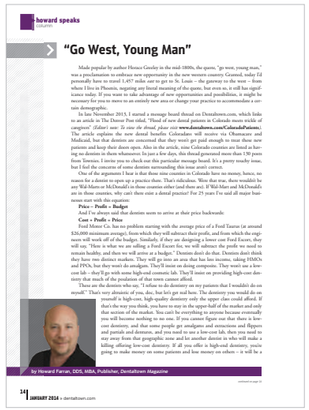
Each month, the most current, relevant and educational message board threads are handpicked by our Clinical Directors for publication in *Dentaltown Magazine*. Yet, this unique source represents only a small fraction of the magazine's contents. The majority of articles, published in Dentaltown Magazine, consist of original content submitted by industry advisors and key opinion leaders in their respective areas of expertise.

Do you know what your customers are thinking? We do.

Dentaltown offers readers a fresh perspective and thought-provoking point of view, keeping our audience of dental professionals informed and engaged. Here are the print editorial features you'll find in each issue of ***Dentaltown Magazine.***

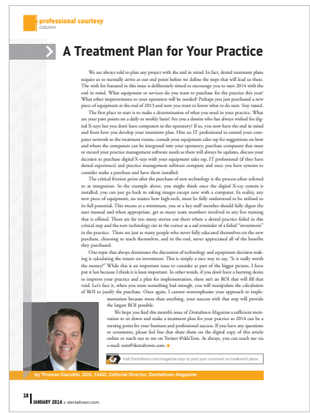
OUR **CONTENT** GUIDE

Howard Speaks


howard speaks
column
"Go West, Young Man"
by Howard Farran, DDS, MBA, Publisher, Dentaltown Magazine
14 | JANUARY 2014 • dentaltown.com

Dr. Howard Farran, founder and CEO, offers his provocative and unconventional take on the profession he loves. His passion for discussing clinical, economic and practice management issues that no one else is taking about, predictably provokes a spirited debate each month.

Professional Courtesy


professional courtesy
column
A Treatment Plan for Your Practice
by Thomas Giacobbi, DDS, FAGD, Editorial Director, Dentaltown Magazine
18 | JANUARY 2014 • dentaltown.com

Dr. Thomas Giacobbi shares his forward-thinking ideas with the Dentaltown community.

Second Opinion

second opinion
column
The $63,750 Obamacare Incentive – Is it Worth it?
by David Smith, MBA
44 | OCTOBER 2014 • dentaltown.com

Provocative opinions from a variety of expert columnists.

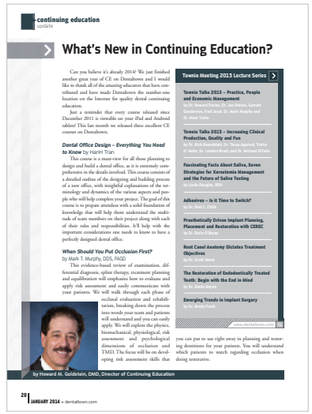
Case Presentation

restorative
Clinical procedure
The three bonding options
44 | OCTOBER 2014 • dentaltown.com

Key Opinion Leaders document their cases

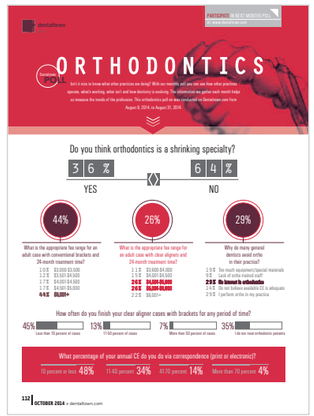
OUR **CONTENT** GUIDE

What's New in CE?



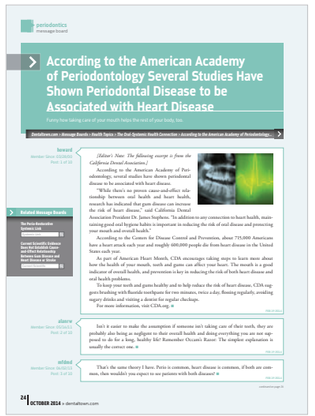
Dr. Howard Goldstein updates readers about the new and thought-provoking courses that have recently debuted on Dentaltown.com.

Dentaltown Research Poll



The monthly poll depicts directional data on key issues in the dental profession gathered each month on Dentaltown.com.

Message Boards



Broad appeal, online discussion and case studies are published, leveraging our unique interactive editorial cycle.

We are Better Together

– Dentaltown Community!

Continuing Education Course

Peer-to-peer learning at its best. Both clinical and practice management topics for the practicing dentist. AGD PACE and/or ADA CERP credits are available with each print course.

Industry News

The latest information on news stories that impact the dental industry.

Dentally Incorrect

A little bit of dental humor at the end of each issue.

BRAND **CONTENT**

You Should Know

A short Q&A geared toward unique or new companies.

Office Visit

A look inside stand-out dental practices across the country with a particular focus on the people, products, services and technology behind the practice's success.

Product Profile

Address your target audience with a full-page 'advertorial', which runs adjacent to your paid advertisement in the same issue, creating a two-page spread dedicated to your product message.

New Product Profile

A section dedicated to showcasing recently introduced products.

Corporate Profile

Feature article offers an excellent opportunity to connect with Dentaltown readers by sharing information about your company's history, corporate structure, philosophy, products and services. Our editorial and creative teams will guide you through a simple process, from outline to final review. The finished product: a four-page article published in the magazine.

ENGAGEMENT

Dentaltown is proud to be ranked in the top tier of best read dental magazines for the fourth year in a row, according to Kantar Media's Annual Dentistry Report. Here are some other qualitative and quantitative highlights from the study.

INFLUENCE

72% **Agree or Strongly Agree, "Keeps me informed on the latest practices and procedures in my field.**
This ranks #2 vs ALL measured titles.

ACTION

25% **Agree or Strongly Agree, "Action Taken after seeing an ad: Discussed product/service with others.**
This ranks #2 vs ALL measured titles.

AUTHORITY

50% **Agree or Strongly Agree, "One of my top professional resources".**
This ranks #2 vs ALL measured titles.

PASSIONATE READER

81% **Read cover to cover or read/look through entire issue.**

EDITORIAL CALENDAR

Please note: Some articles are subject to change based on late breaking developments.

	CLINICAL	NON-CLINICAL	SPECIAL FEATURES	RESEARCH
JAN	General Practice: **Sleep Apnea** Endodontics: **Diagnosis** Oral Surgery: **Alveolar Ridge Preservation** Prosthodontics: **Occlusion** Orthodontics: **Working with a Specialist**	Practice Management: **Encryption/Backups** Finance: **Quickbooks** Hygiene: **Career Planning**	**Townie Meeting Preview**	**TMD**
FEB	General Practice: **Posterior Composites** Pediatric Dentistry: **SSC/Ceramic Crowns** Periodontics: **Mini Implants** Public Health: **Fluoride**	Practice Management: **Distributor/Supplier Relationships** Finance: **Retirement Planning** Hygiene: **Diet**	**Office Visit**	**CAD/CAM**
MAR	General Practice: **Treatment Planning** Radiology: **3D Conebeam** Pathology: **HPV** Hygiene: **Scaling**	Practice Management: **Mobile Web** Finance: **Buying/Selling Practice**	**Women in Dentistry**	**Restorative**
APR	Endodontics: **Access and Shaping** Oral Surgery: **Traumatic Injury** Prosthodontics: **Implant-supported Prosthetics** Orthodontics: **Aligners vs. Traditional Braces** Hygiene: **Ultrasonics**	General Practice: **Malpractice** Practice Management: **Marketing/Social Media** Finance: **Reports/Numbers to Know**	**Office Visit**	**Implants**
MAY	General Practice: **Labs** Pediatric Dentistry: **Restorative Materials** Periodontics: **Laser Use in Perio** Public Health: **Special Needs** Hygiene: **Inflammation**	Practice Management: **Dental Ethics** Finance: **Practice Ownership**	**Do Good**	**Overhead**
JUN	General Practice: **Clinical Lists** Radiology: **Forensic Dentistry** Pathology: **Oral Lesions** Hygiene: **Electric Toothbrushes**	Practice Management: **CDT Coding/Insurance Claims** Finance: **Financial Treatment**	**Office Visit**	**Transitions**
JUL	General Practice: **Digital Imaging** Endodontics: **Endodontic Emergencies** Oral Surgery: **Sedation Dentistry** Prosthodontics: **Digital Impressions** Orthodontics: **Refer vs. In-house** Hygiene: **Probing Systems**	Practice Management: **Hiring Staff** Finance: **Bonus and Incentives**	**Townie Choice Awards Preview**	**Technology**
AUG	General Practice: **CAD/CAM** Pediatric Dentistry: **Patient Management** Periodontics: **Implants/Abutments** Public Health: **Federally Qualified Treatment Centers**	Practice Management: **Collections, Accounts Receivable** Finance: **Debt Management** Hygiene: **Education for Prevention**	**Office Visit**	**Pediatric Dentistry**
SEP	Radiology: **Pan/Ceph, Bitewings** Pathology: **Oral Cancer Exams** Hygiene: **Xerostomia**	General Practice: **Ergonomics** Practice Management: **Digitizing (Electronic Records)** Finance: **Benefits for Staff**	**Marketing**	**Equipment**
OCT	General Practice: **Local Anesthesia** Endodontics: **Microscopes** Oral Surgery: **Exodontia Technology** Prosthodontics: **Dentures** Orthodontics: **Retention** Hygiene: **Sealants**	Practice Management: **Team Building** Finance: **Patient Financing**	**Office Visit**	**Marketing**
NOV	General Practice: **Adhesives** Pediatric Dentistry: **Space Maintenance** Periodontics: **Non-surgical Treatment** Public Health: **Dental Careers in Federal Service**	Practice Management: **New Patient Generation** Finance: **401k/IRA** Hygiene: **Employment**	**Office Visit**	**Front Desk**
DEC	General Practice: **Cosmetic/Whitening** Radiology: **Sensors** Pathology: **Path Quiz** Hygiene: **Oral Systemic Connection**	Practice Management: **HR/Compliance** Finance: **New Purchase Planning**	**Townie Choice Awards Results**	**Office Design**

Bonus Distribution: 2015 Dental Shows

January issue @ Yankee Dental Congress - Jan. 28 – 31, 2015
February issue @ 150th Chicago Dental Society Midwinter Meeting - Feb. 26 –28, 2015
February and March issues @ 36th International Dental Show (IDS) - Mar. 10 – 14, 2015
April issue @ Townie Meeting - Apr. 15 – 18, 2015
April issue @ CDA Anaheim - Apr. 30 – May 2, 2015
August issue @ CDA San Francisco - Aug. 20 – 22, 2015
October issue @ American Dental Association – Nov. 5 – 7, 2015
Nov. issue @ Greater New York Dental Meeting – Nov. 27 – Dec. 2, 2015

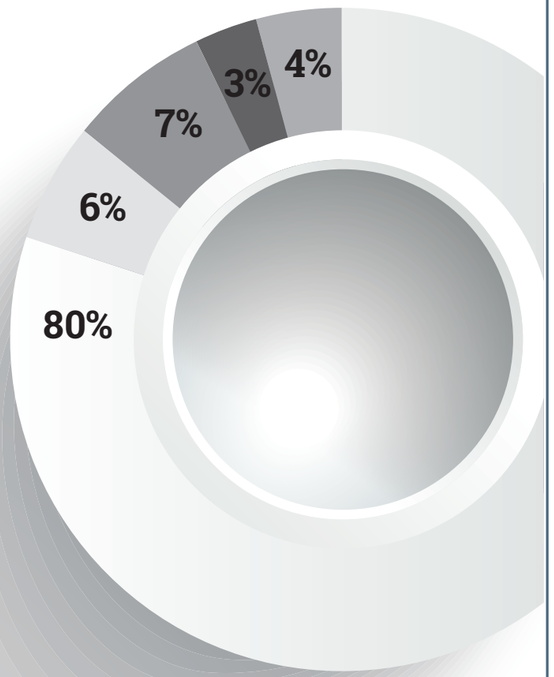
			PRINT	DIGITAL
Dentists	**105,349**	**85.6%**		
General Dentist	98,394	79.9%	93,242	12,479
Anesthesiologist	88	0.1%	83	18
Cosmetic Dentist	1,109	0.9%	978	236
Endodontist	639	0.5%	485	218
Implantologist	231	0.2%	107	147
Oral & Maxillofacial Surgeon	586	0.5%	495	166
Oral Pathologist	35	0.0%	27	13
Orthodontist	1,501	1.2%	1,217	554
Pediatric Dentist	974	0.8%	846	286
Periodontist	777	0.6%	655	229
Prosthodontist	755	0.6%	550	321
Public Health Dentist	170	0.1%	144	50
Radiologist	19	0.0%	10	12
TMD Specialist	71	0.1%	63	19
Student/Resident	**8,043**	**6.5%**		
Dental Resident	307	0.2%	224	173
Dental Student	7,293	5.9%	6,661	1,126
Endodontic Resident	37	0.0%	15	28
Hygiene Student	180	0.1%	127	81
Surgical Resident	28	0.0%	19	13
Orthodontic Resident	90	0.1%	41	70
Pediatric Resident	79	0.1%	63	33
Periodontic Resident	29	0.0%	16	18
Staff	**4,174**	**3.4%**		
Front Office Coordinator	893	0.7%	747	267
Dental Assistant	916	0.7%	809	251
Hygienist	2,365	1.9%	1,845	913
Allied	**3,323**	**2.7%**		
Consultant	979	0.8%	687	607
Dental Company Rep	1,222	1.0%	1,015	508
Dental Educator	242	0.2%	162	142
Dental Laboratory Technician	783	0.6%	651	298
Dental Lecturer	97	0.1%	53	75
Other	2,185	1.8%	1,576	1,155
Total Qualified	**123,074**	**100%**	**113,613**	**20,506**
Percent	**100%**	**100%**	**92.3%**	**16.7%**

Dentaltown Delivers

AUDIENCE

Dentaltown has more direct request subscribers than any other U.S. dental magazine, according to BPA reports for the period ending December 2013.*

*Direct request circulation for Dentaltown includes 90,955 print and 18,342 digital copies. U.S. dental magazines include Dentaltown, Dental Economics, Dentistry Today, Dental Products Report, Dental Products Shopper, Inside Dentistry, The Journal of the American Dental Association, ADA News, and Compendium of Continuing Education in Dentistry.



- 80% General Dentist
- 7% Student/Resident
- 6% Specialist
- 4% Other
- 3% Staff

Source:
June 2014 BPA statement

SIZE	1X	3X	6X	9X	12X
FULL PAGE	$8,900	$8,500	$8,100	$7,700	$7,300
4C SPREAD	$15,718	$15,318	$14,918	$14,518	$14,118
2/3 PAGE	$7,600	$7,300	$7,000	$6,700	$6,400
1/2 PAGE	$4,500	$4,300	$4,100	$3,900	$3,700
1/3 PAGE	$3,100	$2,950	$2,800	$2,650	$2,500
1/4 PAGE	$2,300	$2,200	$2,100	$2,000	$1,900
Classified Ads					
3" x 3"	$1,800	$1,770	$1,730	--	$1,690
3" x 2.25"	$1,750	$1,725	$1,700	--	$1,670
3" x 1.75"	$1,725	$1,690	$1,660	--	$1,640
3" x 1.25"	$1,700	$1,675	$1,650	--	$1,625
Text Only	$325	$315	$305	--	$295

Dentaltown Magazine

2015 AD RATES

Rates are net. All recognized advertising agencies receiving 15% on gross please request quote for gross rates.

Cover tips: 2 – 8 page cover tips, belly-bands, gatefold inserts and poly-bagged outserts are available by request.

Inserts: 2 – 24 page inserts are available full run or portion of our circulation and are bound in between signatures. A limited number of demographic and/or geographic inserts are available. Insert pricing available upon request. Inserts can be supplied or advertisers may request rates that include printing.

All Prices are NET rates. Package pricing available

2015 CLOSING DATES

January 2015
SPACE 12/3
MATERIAL 12/10
INSERTS 12/10

February 2015
SPACE 1/5
MATERIAL 1/12
INSERTS 1/12

March 2015
SPACE 2/3
MATERIAL 2/10
INSERTS 2/10

April 2015
SPACE 3/3
MATERIAL 3/10
INSERTS 3/10

May 2015
SPACE 4/4
MATERIAL 4/10
INSERTS 4/10

June 2015
SPACE 5/3
MATERIAL 5/11
INSERTS 5/11

July 2015
SPACE 6/3
MATERIAL 6/10
INSERTS 6/10

August 2015
SPACE 7/3
MATERIAL 7/10
INSERTS 7/10

September 2015
SPACE 8/3
MATERIAL 8/10
INSERTS 8/10

October 2015
SPACE 9/5
MATERIAL 9/10
INSERTS 9/10

November 2015
SPACE 10/3
MATERIAL 10/12
INSERTS 10/12

December 2015
SPACE 11/3
MATERIAL 11/10
INSERTS 11/10

PREFERRED POSITIONS (Premium charges on flat rate): • Cover 4: 55% • Cover 3: 20% • Cover 2: 20% • Facing Cover 2: 15% • Opposite TofC: 10% • Staff Box: 10% • Monthly features: 10%

Incentive Programs

(designed to further boost the efficiency of your print campaign)

Continuity Rewards

Buy 5 Issues – Get 1 Free

Advertise the same product in five consecutive issues, at published rate, and get the sixth insertion free. (Applies to full page ads only.) The free ad supersedes any other discounts for that ad unit. Free ad units count toward earned frequency. Continuity schedules that go beyond the calendar years are not rate protected. (Adjustments will be made on the invoice to reflect cost/insertion over 6 insertions).

Example:
Buy 5 full page ads at 6X rate of $8,100 and receive 6th ad free (adjusted cost: $6,750/insertion).

Corporate Rewards

Earn year-long savings

An individual advertiser (and its divisions or subsidiaries), whose 2014 total print ad spend in Dentaltown & Orthotown Magazines totaled $100,000, or more, will earn an additional discount on rates as:

$100,000 - $200,000 -
2% off earned frequency rate

$201,000 - $300,000 -
3% off earned frequency rate

$300,000 - $400,000 -
4% off earned frequency rate

$401,000- $500,000 –
5% off earned frequency rate

Launch Package

(New device, product, service launched within a 12 month period)

Let us help you get the word out
Commit to three of more consecutive insertions.

(Discounts up to 15% may apply – cannot be combined with any other discounts)

Professional Courtesy Discount

Our Townies are entrepreneurs too!

Hundreds of Townies have launched their products and services on Dentaltown.com. Tell us about your affiliation to the sovereign profession of dentistry and Dentaltown and you may be eligible for a professional courtesy discount off earned frequency rate for print insertions of a 1/2-page or larger.

(Discounts up to 15% may apply – cannot be combined with any other discounts)

Integrated Print and Electronic Packages

Dentaltown Magazine and Dentaltown.com: The best one-two punch in dental media.

Advertise the same product or service in our print and digital components and watch the savings add up.

(Discounts up to 15% may apply – cannot be combined with any other discounts)

Dentaltown.com

Dentaltown.com provides the most comprehensive and practical online resource for dental professionals worldwide. Since inception in 2001, our online community has continued to grow by over 1,000 new members each month and now proudly serves over 185,000 registered members worldwide. No other online community within dentistry reaches more members or offers a more engaging peer to peer environment than Dentaltown.com.

- Dentaltown averages 1,000+ new members every month.
- There is a member of Dentaltown in every country around the world.
- More than 3.6 million posts and cases are housed within the message boards.

Homepage:

- Headline news in a very engaging and entertaining format (Townie News Wire)
- Industry news and announcements
- Monthly poll to gather directional data on key issues in the dental profession

Message Boards:

- Progressive, thought-provoking coverage of everything dental
- Organic posts from passionate members
- Clinical and practice development advice

Continuing Education:

- Complete library of online CE course
- Webinars
- E-books

Blogs and Podcasts

- Leading industry bloggers
- Podcast interviews with Dr. Farran (Howard Speaks)

Resources

- Townie Choice Awards (annual guide to products/services selected by Townies)
- Robust Classified and Recruitment section
- Downloadable office forms and reports that can be used within member's dental practice

Dentaltown Magazine

- Digital version of Dentaltown Magazine
- Archived versions

Promotions and announcements

- Special promotions and ads sponsored by leading dental manufacturers and service providers
- Thumbnail images of e-communications delivered to our opt-in subscribers

MONTH YEAR	UNIQUE BROWSERS	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July 2014	71,904	1,951,865	250,335	3.48	01:39	11:15
June 2014	68,250	1,806,741	237,443	3.48	01:41	11:08
May 2014	72,466	1,964,461	252,477	3.48	01:40	11:21
April 2014	76,067	2,071,358	261,554	3.44	01:40	11:30
March 2014	77,292	2,131,019	265,020	3.43	01:40	11:43
February 2014	73,729	1,981,788	242,375	3.29	01:39	11:50
January 2014	71,301	2,042,731	248,083	3.48	01:39	11:58

DENTALTOWN.COM **WEBSITE** TRAFFIC

Source: BPA Worldwide
(Averages for period: January – July 2014)

- 73,000 unique browsers
- 2 million page impressions
- 251,000 user sessions
- 11:30 user session duration

BPA WORLDWIDE℠

OUR **DIGITAL** AUDIENCE

(Distribution of New Members by Title: September 2013 – August 2014)

Licensed Dentist 52%

Dental Student/Resident 15%

Consultant 5%

Office Manager/Office Coordinator 5%

Dental Assistant 4%

Hygienist 4%

Dental Company Rep 2%

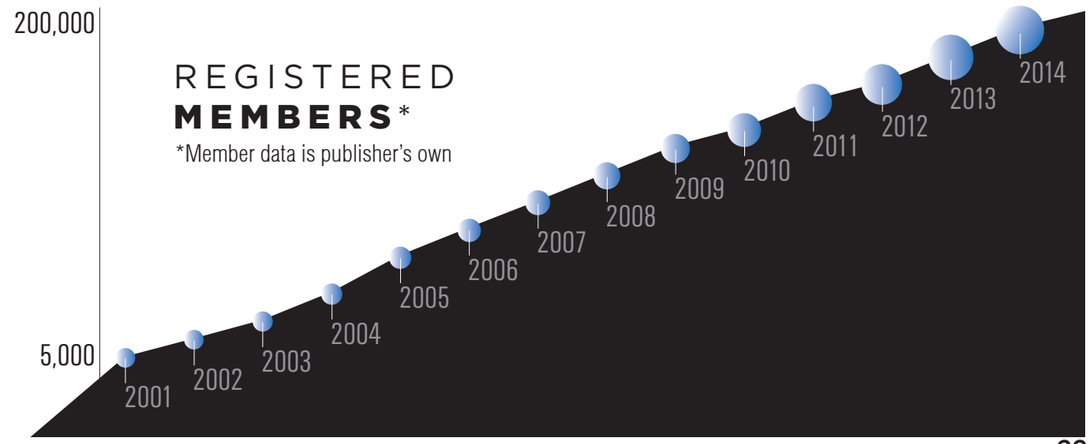
Dental Lab Tech 2%

Hygiene Student 1%

Other 10%

3-MONTH **SNAPSHOT**

MONTH	JULY	AUGUST	SEPTEMBER
NEW POSTS	28,458	27,690	30,242
NEW CASES	111	111	87
TOTAL POSTS	3.5 million	3.6 million	3.64 million
ONLINE CE VIEWS	1,411	1,838	1,934
CLASSIFIED ADS	820	876	798
BLOG POSTS	81	97	126



WEBSITE **ADVERTISING**

Leaderboard

Appears at the top of the Dentaltown homepage and is run of site. Rotates with a maximum of 4 other advertisers.
Sold on a monthly basis.

Homepage Spotlight

Prominently displayed on Dentaltown.com homepage above the fold and has proven to be a highly successful option to introduce new products and services.
Sold in two week flights.

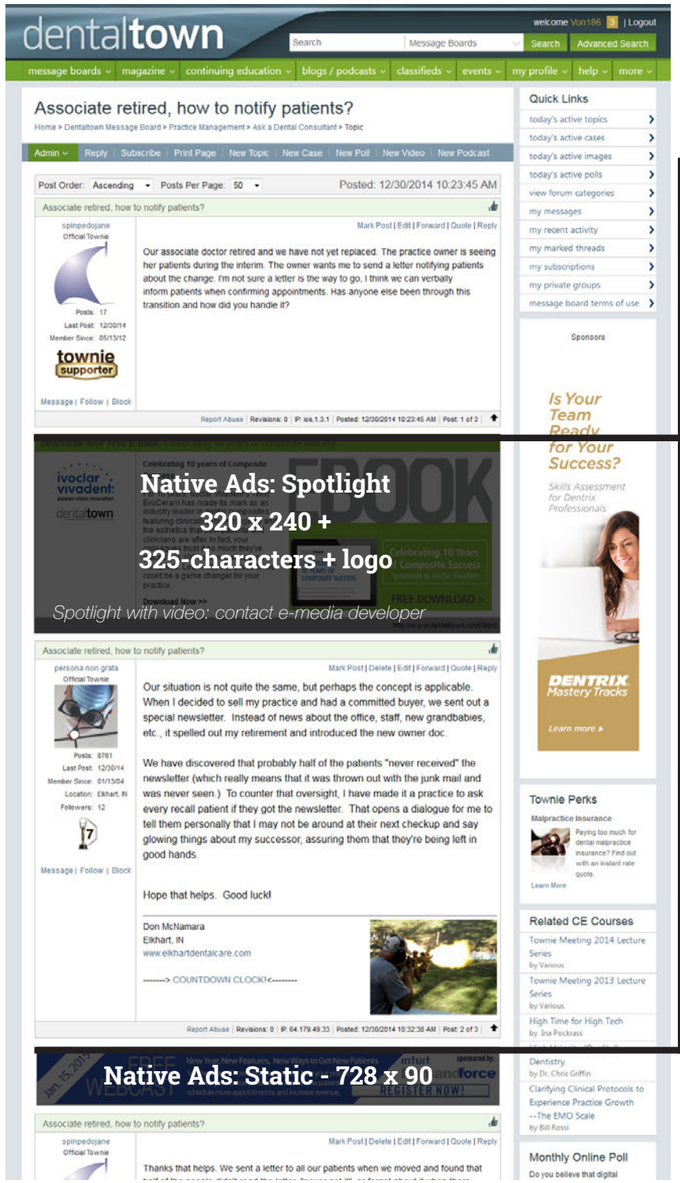
Side Badge

Run of site banner appears along right hand navigation column. Side badge banners allow for multiple rotating images.
Sold on a monthly basis.

Campaign Page

Allows companies to target members with very specific messages that appear on screen when they log on to Dentaltown.com.
Sold in two-week flights.

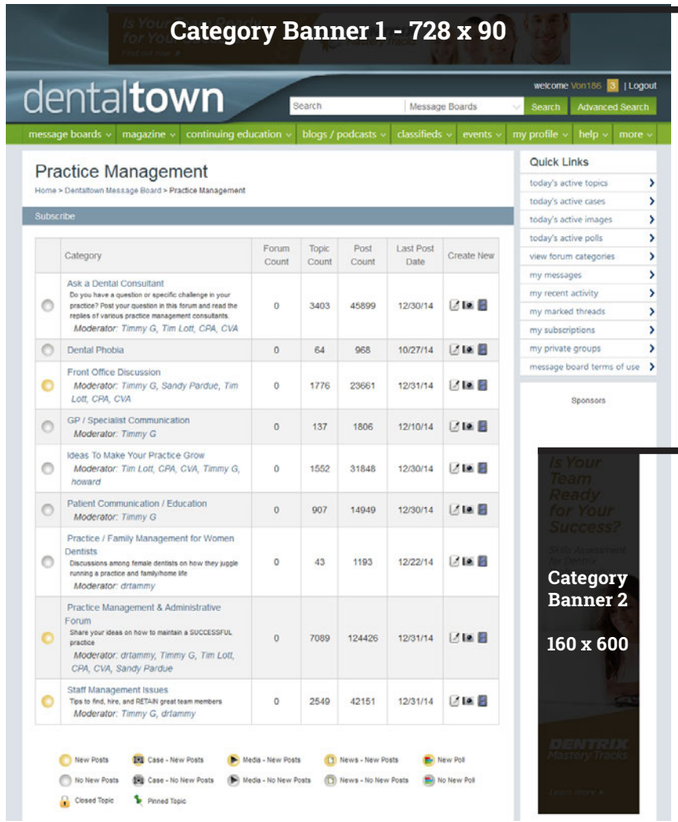
WEBSITE **ADVERTISING**



Native Ads

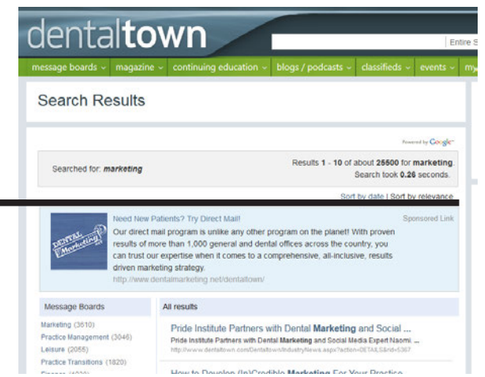
Sponsored content ads appear intermittently throughout the message board conversations on Dentaltown.com. These banners are sold on a CPM* basis and offer various options to display content: static banner; spotlight content or spotlight content ad with video. The ad run until the desired numbers of impressions have been accrued. Minimum buy for any campaign is 200,000 impressions.

**CPM stands for 'cost per thousand impressions." To have your ad appear 500,000 times at a CPM of $10 would cost $5,000 (500,000 impressions x ($10 x 1,000) or $10 x 500 = $5,000.*



Category Banner

Branded content delivered in highly relevant environment.

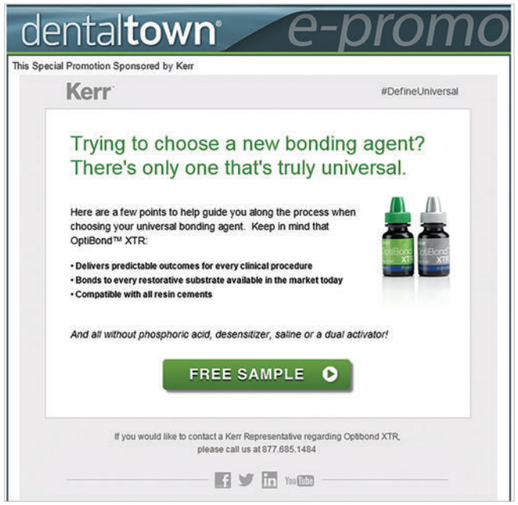


Keyword Search Terms

When Townies perform a specific keyword search on Dentaltown.com, a sponsored link to your website will appear at the top of their search.

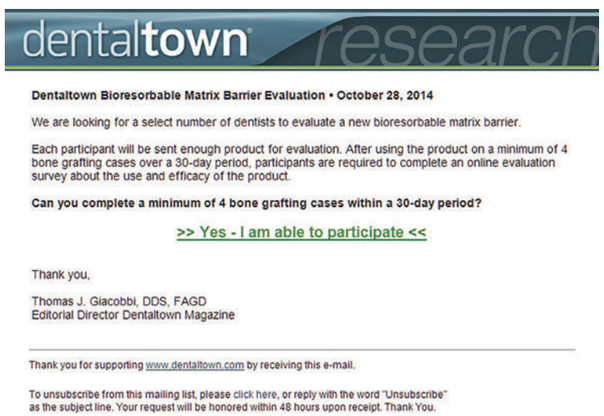
E-Promotions

For over a decade, Dentaltown has been delivering timely value offers and announcements to over 52,000 opt-in dental professionals daily.



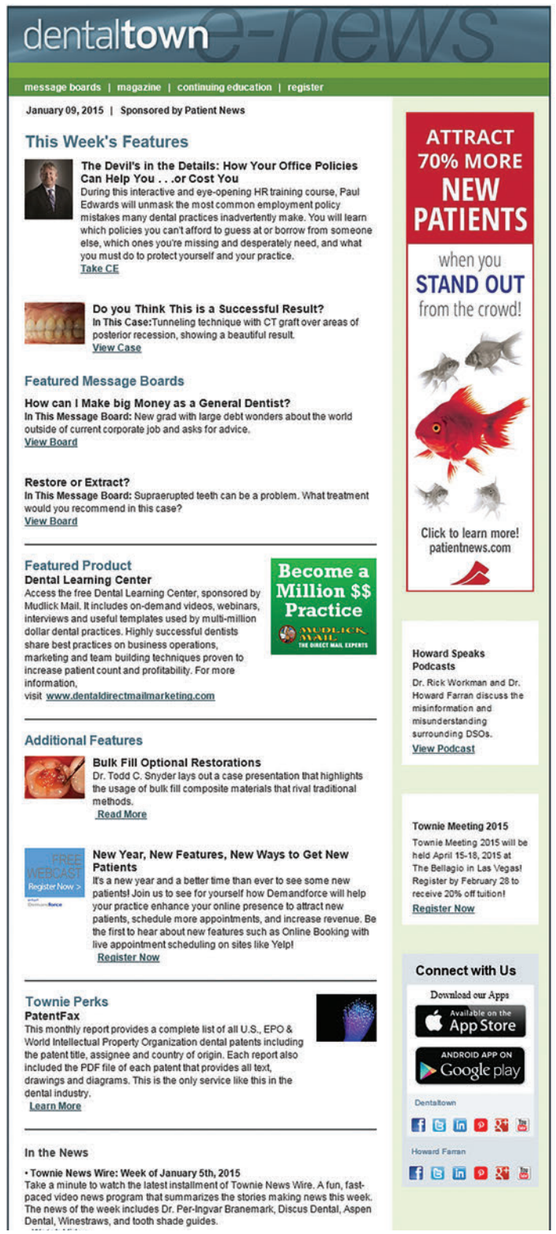
E-Surveys & Research

Acquire valuable information from proprietary surveys and targeted market research opportunities



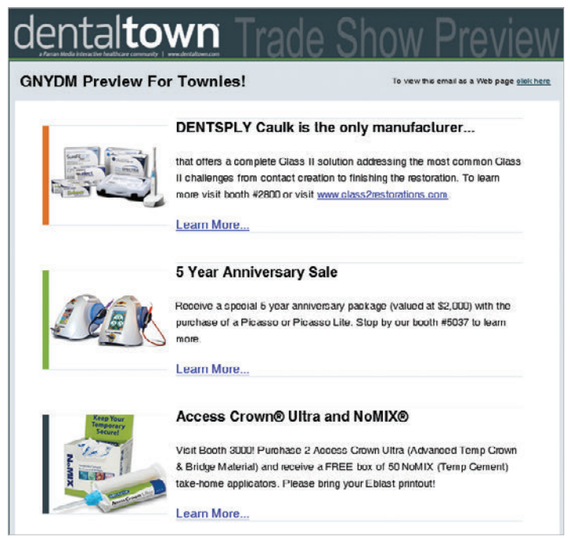
E-Newsletters

With opt-in lists totaling more than 85,000, our e-Newsletters keep our members connected with message board posts, news and event updates, and partner opportunities.



e-News

CE e-News



Townie Trade Show Preview

DENTALTOWN **DIGITAL** AD **RATES**

POSITION	RATE*	DURATION
Leaderboard	$4,500	Month
Side Badge	$2,500	Month
Homepage Spotlight	$2,000	2-week flight
Category banner (2-positions per category forum)	Starting at $1,500 varies/forum	Month
Campaign Page	$6,500	2-week flight
Sponsored Content		**Minimum buy: 200,000 impressions**
Static	$10/CPM	Until impressions have been fulfilled
Spotlight	$15/CPM	Until impressions have been fulfilled
Spotlight with video	$20/CPM	Until impressions have been fulfilled
Key Word Search Terms	$500	Month

TYPE OF MAILING	DISTRIBUTION (opt-in members)	DIMENSIONS	COST/MAILING
e-Promo	52,000	Custom	$7,500
e-Newsletter			
-DT weekly e-news	85,000	160 x 600	$2,500
-CE monthly e-news	40,000	160 x 600	$1,500
-Townie Trade Show Preview	85,000		
above the fold			$1,500
below the fold			$1,200
e-Survey	Custom	Custom	Contact Acct Manager for rate

Incentive Programs:

* Discounts may be available for integrated advertising campaigns (print and digital) or greater frequency campaigns, please contact your Account Manager for more information

DENTALTOWN APP **ADVERTISING**

Introducing: Native ads for Dentaltown's mobile apps. Native ads offer the opportunity to reach Townies on the go... ANYWHERE in the world, while preserving the same great experience for our users.

Dentaltown.com app is available for the iPhone and Android devices, as well as for iPad tablets. Available as a free download, the app provides full access to the message board content and enables users to easily participate in discussions, by forum, and find a wealth of other information related to their every-day practice as well as your products and services.

NATIVE APP ADS	CPM	MINIMUM BUY
Static	$20	50,000
Spotlight	$25	50,000
Spotlight w/video	$30	50,000

Dentaltown offers three ad unit options for all budgets, from static banners, to spotlights to spotlight's with a video option.

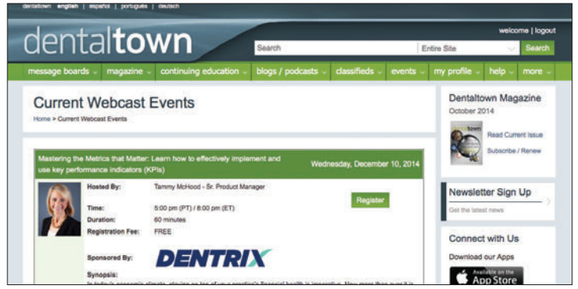
Integrated Advertising Programs

- *Web*
- *Tablet*
- *Mobile*
- *Live events and print* — provide audience quality, brand engagement and content excellence to our clients.

High Impact Sponsorships

High-impact sponsorships shine the spotlight on your products, generate interest, pull qualified prospects into your lead funnel, and position your company high in the minds of serious and qualified buyers. Sponsorship packages can be tailored to your company's objectives and budget.

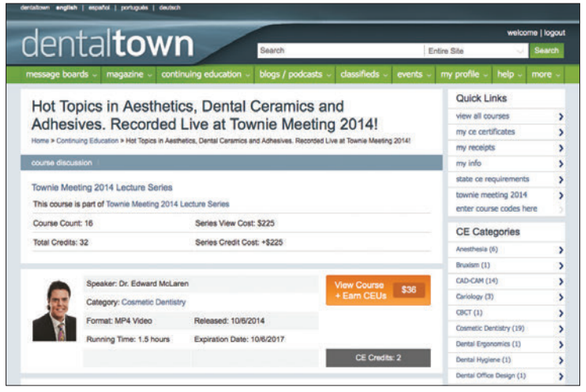
Webinars



Dentaltown will host a webinar, sponsored by your company, for the benefit and education of Dentaltown members. Pre-event promotion to community members will share presentation objectives and encourage registration for the event. Company logo will be included on all promotion and displayed during the event (unless CE credits are requested).

- Qualified leads
- Turn-key production
- Accreditation (AGD and/or ADA)
- Extensive promotion including sponsor logo
- Archived indefinitely

Online CE Sponsorships



Dentaltown continuing education (CE) works with leading clinicians to produce top-notch courses, accredited by AGD PACE and ADA CERP. Once complete, we use our full array of media to distribute and expose our education electronically via Dentaltown.com. This results in unparalleled reach to both domestic and international clinicians. Sponsorship opportunities are available.

E-Books

The creative and editorial teams will create a custom e-book on the topic of your choice. Consistent with the principles of content marketing, the goal of the e-book will be to provide the reader with useful content on a topic while creating awareness of your brand at the same time.

Benefits of sponsorship include the following:

- **Promotion**: There will be extensive promotion to encourage downloads throughout the initial 30-day period.
- **Leads**: Lead capture will occur during download process and information will be provided to sponsor. Leads will be processed in real time and delivered to client and/or agency.
- **Brand awareness**: Sponsor will be associated with the valuable information that is being share with the community members.
- **Content marketing**: After the initial 30 days, content reverts back to the sponsor and the sponsor is free to direct dentists to the landing page via other avenues.
- **Third party endorsement**: Branding as a Dentaltown e-book, gives the content weight throughout the Dentaltown community.

Townie Meeting

- *Wine & Cheese Reception*
- *Opening Party*
- *Meals*
- *Exhibit Hall Happy Hour*
- *New Product Showcase*

* *Breaks*

- *Course Sponsorship*

Bellagio 2015 TOWNIE meeting

Not your typical dental meeting, from high-impact brand signage to the VIP events, the Townie Meeting offers one-of-a kind promotional opportunities to engage with your target audience in a premier setting. It is three full days of education, entertainment and camaraderie. Booth and/or sponsorship opportunities are available. What makes the Townie Meeting so unique is virtually endless marketing. With other events, once the meeting is over, so is the opportunity to publicize and market. However, because of the power of the message boards on Dentaltown.com and the continual engagement of the attendees, the experience lives on through Dentaltown.com. Contact Marie Leland at info@towniemeeting.com or 480-445-2706 for more information.

Magazine Ad Specs

Dentaltown Magazine is printed web offset, 4-color process, perfect bound with a trim size of 8"x10.875". We use inDesign CC on Mac OS X to layout the magazine.

Our first choice for digital submission is a high-resolution Adobe PDF. If you are unable to save your ad in a high-resolution PDF format, we will accept:

- Photoshop TIFF/High-resolution JPEG
- Adobe Illustrator EPS (with all text converted to outlines)
- Adobe InDesign file
- **Ads must be built to the correct size specifications. Oversized or undersized ads will be adjusted to fit the space purchased.**
- If your full-page ad bleeds, please add .125" all the way around the outside trim size of the ad. Bleeds are not available for ads smaller than a full page.
- Ads may be compressed and e-mailed to anthony@farranmedia.com (if ad is 8MB or smaller) or uploaded via FTP following the instructions at right.
- **All media should be labeled with publication name, issue date, and advertiser name.**

FTP

FTP address: ftp://ftp.farranmedia.com
Username: farranmedia
Password: upload
(Username and password are case sensitive.)

1. Zip/stuff the file
2. Name your file using the following format:
   yourcompanyname_date
3. Upload your file to the folder with the month the ad is to be placed
   (Mac users may need to use Internet Client Software, such as Fetch, to enter our FTP site.)

Proofs

We strongly recommend SWOP-certified, press-quality proofs for color matching for all ads. If you elect not to provide a press-quality color proof, **Farran Media is not responsible for any color inaccuracies or text and image discrepancies on your ad.**

Where to send

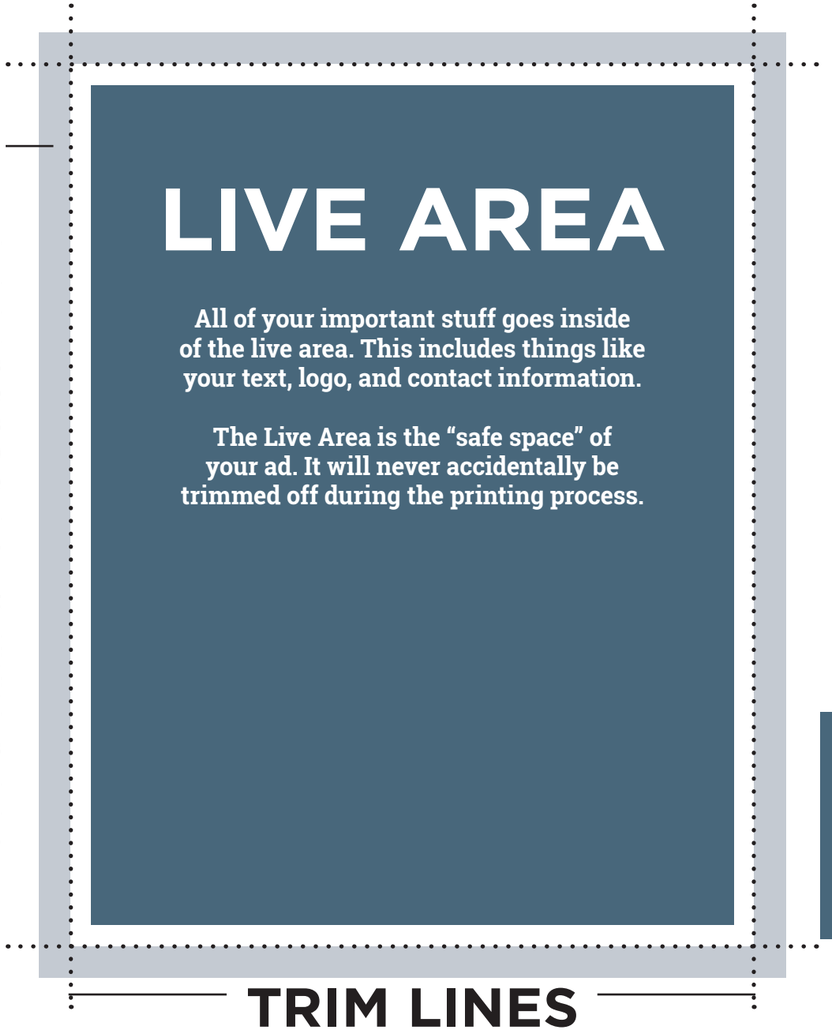
Farran Media Creative Department
ads@farranmedia.com
9633 S. 48th Street, Suite 200, Phoenix, AZ 85044

Deadlines

Space reservations are due the 3rd of the month prior to publication month.

Final artwork is due the 10th of the month prior to publication.

Terms: Net 30 days. Invoices are rendered the first week of each month. Accounts more than 60 days past due may not advertise in the current issue or future issue until account is paid in full. Accounts 90 or more days past due are subject to collection. In the event of nonpayment, the publisher reserves the right to hold the advertiser and/or advertising agency jointly and/or separately liable for monies due payable to the publisher. Insertion orders generated by advertising agencies containing payment disclaimer clauses will not be acknowledged. Cancellations after the published closing date will not be accepted, and the advertiser is liable for the cost of scheduled advertisement.



There are many things to consider when creating a print ad. It is recommended that body copy be kept to a minimum, as too much copy can be difficult to read and will weaken your ad.

When placing copy on the page, it is recommended that the most important message (such as a headline) is the largest, with less important information (body copy) being smaller in type size.

Ensuring that graphical elements are colorful and pleasing to the eye will draw readers in. Including a call to action will allow the reader to engage with your ad and your company.

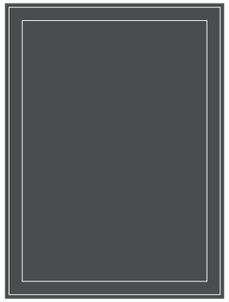
Anatomy of a Print Ad

MAGAZINE AD SPECS

Spread

Trim: 16” x 10.875”
Bleed: 16.25” x 11.125”
Live area: 15” x 9.875”

Full Page



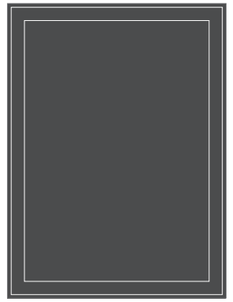
Trim: 8” x 10.875”
Bleed: 8.25” x 11.125”
Live area: 7” x 9.875”

2/3 Page

SIZE CHANGE

Trim: 7” x 6.5”

Full Page Tip-In



Please keep all text in live area to avoid trimming off.

Trim: 7.625” x 10.5”
Bleed: 7.875” x 10.75”
Live area: 6.625” x 9.5”

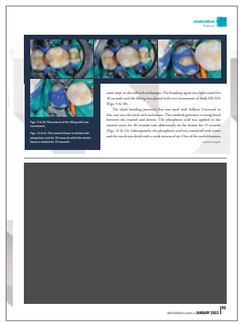
Business Reply Card

Please keep all text in live area to avoid trimming off.

Trim: 6.375” x 4.25”
Bleed: 6.5” x 4.5”
Live area: 5.5” x 4”

Card will perf at 0.375” from the spine.
The “removed card” size will be 6” x 4.25”

1/2 Page



Horizontal
Shape: 7” x 4.875”

Vertical
SIZE CHANGE
Shape: 3.38” x 9.875”

1/3 Page

Horizontal
Shape: 7” x 3.625”

Vertical
SIZE CHANGE
Shape: 2.2” x 9.875”

1/4 Page

Vertical
SIZE CHANGE
Shape: 3.38” x 4.875”

Special Inserts

Contact

Your account manager or Sales Director, Mary Lou Botto at Marylou@farranmedia.com or 480-445-9711

Terms: Net 30 days. Invoices are rendered the first week of each month. Accounts more than 60 days past due may not advertise in the current issue or future issue until account is paid in full. Accounts 90 or more days past due are subject to collection. In the event of nonpayment, the publisher reserves the right to hold the advertiser and/or advertising agency jointly and/or separately liable for monies due payable to the publisher. Insertion orders generated by advertising agencies containing payment disclaimer clauses will not be acknowledged. Cancellations after the published closing date will not be accepted, and the advertiser is liable for the cost of scheduled advertisement.

Classified Ads

Deadlines

Space reservations are due the 1st of the month prior to publication month.

Who to contact:

Associate Sales Manager
Greg Farran
greg@farranmedia.com
480-445-9713

Online purchase available:

visit: **Dentaltown.com/ClassifiedAds**

<3” x 3”>

<3” x 1.75”>

<3” x 1.25”>

<3” x 2.25”>

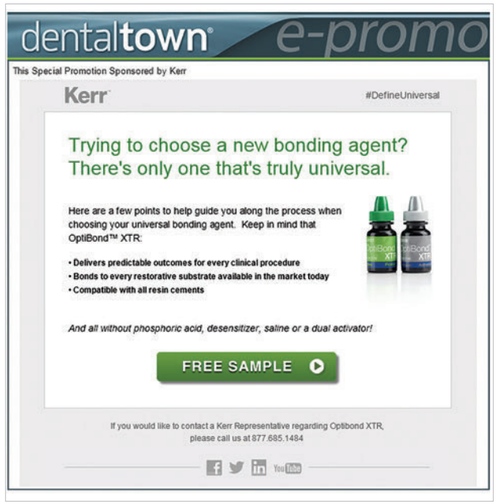
Your Title Will Go Here – Simple and Precise

“Lorem ipsum dolor sit amet, consectetur adipis cing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim ve- niam, quis nostrud exercitation unllamco

www.yourwebsitesnamewillgohere.com

<Text Only>

E-Promo



Required Files and Information:

All of the following is MANDATORY

- Subject line (not to exceed 80 characters)
- Company Name (Will appear in the Sponsored By line)
- An HTML File
- A Plain Text File
- 120x100 thumbnail image and 40 character headline to be used in the Dentaltown.com Featured Promotions row.

Please make sure to include BOTH an HTML file AND a Plain Text file.

Plain Text File Requirements

This will be displayed to a small portion of users who have HTML email disabled.

- 150-200 words maximum, Courier, 12 pt.
- Plain text-only format (filename.txt)
- NO GRAPHICS or HYPERTEXT for the Plain Text File

HTML Requirements

- Do Not Export HTML From Microsoft Word
- Use XHTML 1.0 Transitional or HTML 4.0.
- Table width must be no greater than 680 pixels
- HTML maximum file size is 20KB
- Images must be hosted on your site, supply those absolute links in your HTML document
- No embedded background images in tables
- In-line CSS styles are required, other CSS will not render.
- Be sure to include http:// in all URLs

Deadlines

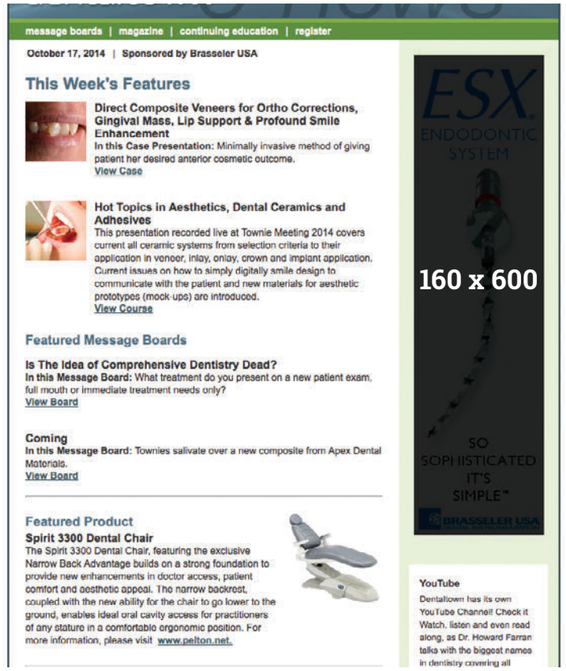
Materials are due five business days prior to e-mail blast date.

Send all materials to brian@farranmedia.com by the due date.

NO HTML 5 or CSS3.

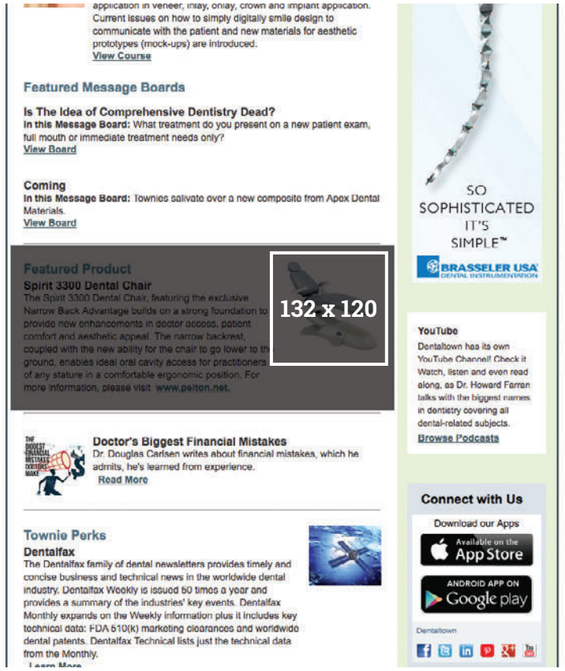
Email browsers will not consistently render HTML5/CSS3

E-Newsletter Banner Ad



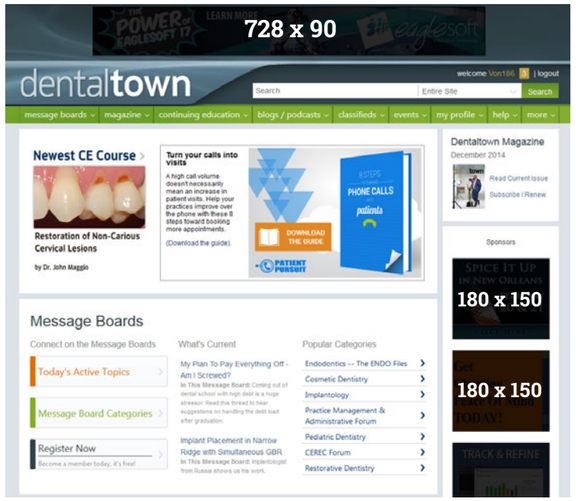
- **Artwork is due the Tuesday prior to week reserved.**
- Must be 160 x 600 pixels and no larger than 50KB
- Must be GIF, JPEG or PNG format
  (Flash files are NOT permitted)
- Must provide URL (http://) to which the banner links
- 50 character alt text limit
- (Recommended) design banner ad with a solid color background to avoid color conflicts with displaying page
- **Send materials to: brian@farranmedia.com**

E-Newsletter Featured Product



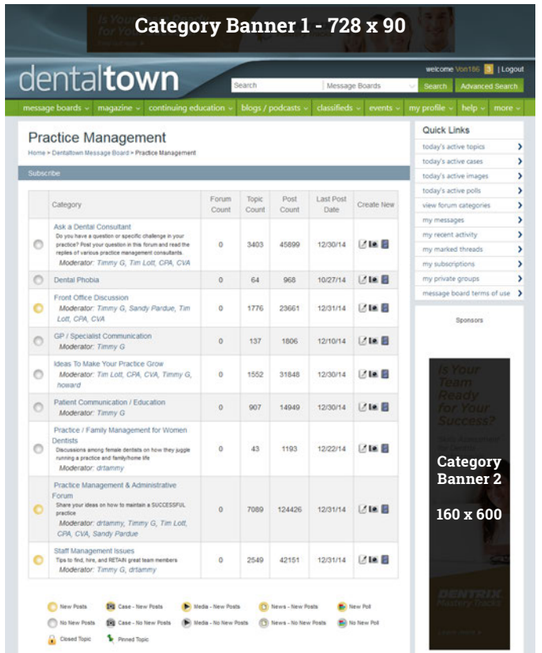
- **Artwork is due the Tuesday prior to week reserved.**
- Product photo
  - 132 x 120 pixels
  - No larger than 30KB
  - GIF or JPEG format
- 50-word product description
- Must provide URL (http://) to be listed
- **Send materials to: brian@farranmedia.com**

Banner Ads & Category Banner Ads



- 728 x 90 pixels - No larger than 50kb
- 180 x 150 pixels - No larger than 40kb
- 160 x 600 - No larger than 50kb

- Must be GIF, animated GIF, JPEG or Flash format.
- Must provide URL (http://) to which the banner links
- Must not include any rapid or "strobing" animation of any graphic, copy or background elements
- (Recommended) design banner ad with a solid color background to avoid color conflicts with displaying page
- See additional requirements if using Flash**
- **Artwork is due 10 business days prior to start date.**



Category banner ads come in a two banner set including one 728 x 90 banner and one 160 x 600 banner.

Important: If using Flash, make sure to incorporate a working clickTAG so that click-through rates can be tracked. Your clickTAG can be validated at this website: https://flashval-temp.appspot.com/validator/

**Flash Requirements

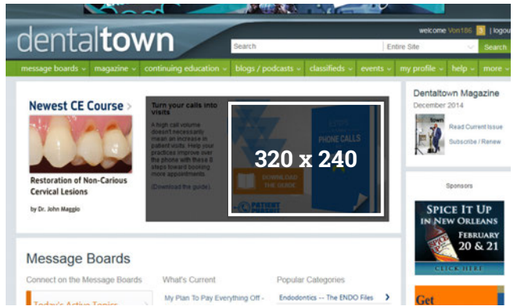
****IF YOUR BANNER IS CREATED USING FLASH, please include the following when submitting your materials:**

- Original .fla file and SWF file
- Any non-system fonts used in the ad
- Back up GIF or JPEG to be used for mobile compatible display
- Remember, flash is **NOT** visible on mobile devices
- URL to landing page
- **Make sure to incorporate a working clickTAG** so that click-through rates can be tracked. Your clickTAG can be validated at this website: https://flashval-temp.appspot.com/validator/

Campaign Page

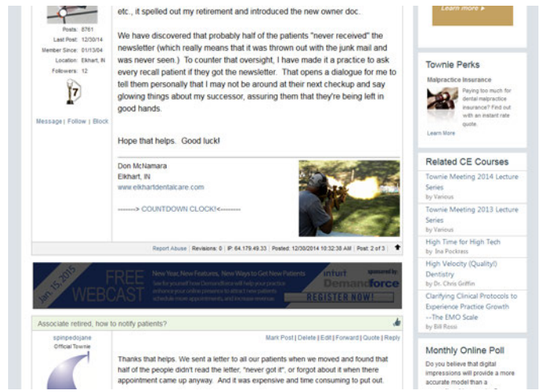
- 700 pixels wide, height can be up to 400 pixels
- Must be no larger than 60kb
- Must provide URL (http://) to which page links
- Should be JPG, GIF, Animated GIF, PNG, or SWF
- See additional requirements if using Flash**

Home Page Product Spotlight



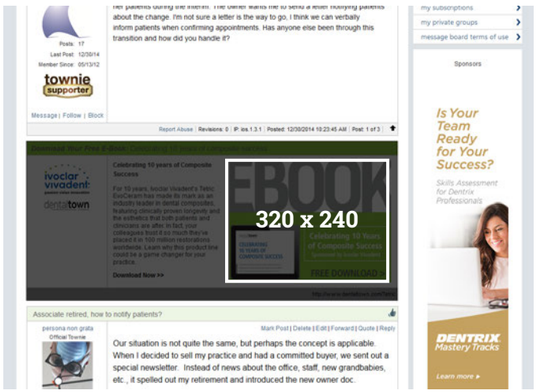
- Product name to appear in the headline
- Product description of up to 250 characters (approx. 40 words)
- URL to click through to (http://)
- 320x240 pixel banner
  - JPEG, GIF, or PNG
  - File size should not exceed 50kb
  - Animations must be sent already animated as an Animated GIF file

Native Ads: Static Banner



- Product or company name for sponsored by line.
- Company logo (120 pixels wide)
- URL to click through to (http://)
- 728x90 pixel banner
  - JPEG, GIF, PNG, or SWF
  - See additional requirements if using Flash**
  - File size should not exceed 50kb

Native Ads: Spotlight



- Product name to appear in the headline
- Product description of up to 250 characters (approx. 40 words)
- Company logo (120 pixels wide)
- URL to click through to (http://)
- 320x240 pixel banner
  - JPEG, GIF, or PNG
  - File size should not exceed 50kb
  - Animations must be sent already animated as an Animated GIF file.

APP MEDIA SPECS

Spotlight Content Ad: Phone

- Ad title at 32 characters (includes whitespace characters)
- Product description of up to 90 characters (includes whitespace characters)
- Company logo as profile image
  - 100 x 100 pixels
  - Must be in JPEG format
  - File size should not exceed 10kb
- Must provide URL (http://) banner link
- 600 x 314 pixel banner
  - Must be in JPEG format
  - File size should not exceed 40kb

**The Spotlight Content Ad can also feature a video.*
Please contact us for video specifications and requirements

Static Banner: Phone

- Product or company name for sponsored by line.
- Must provide URL (http://) banner link
- 600 x 100 pixel banner
  - Must be in JPEG format
  - File size should not exceed 30kb

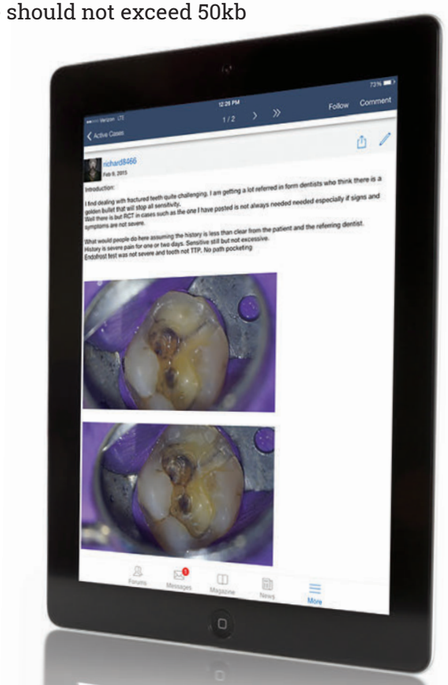
Spotlight Content Ad: Tablet

- Ad title at 32 characters (includes whitespace characters)
- Product description of up to 90 characters (includes whitespace characters)
- Company logo as profile image
  - 100 x 100 pixels
  - Must be in JPEG format
  - File size should not exceed 10kb
- Must provide URL (http://) banner link
- 1456 x 762 pixel banner
  - Must be in JPEG format
  - File size should not exceed 60kb

**The Spotlight Content Ad can also feature a video.*
Please contact us for video specifications and requirements

Static Banner: Tablet

- Product or company name for sponsored by line.
- Must provide URL (http://) banner link
- 1456 x 180 pixel banner
  - Must be in JPEG format
  - File size should not exceed 50kb



Contact Us

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