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!
Our Clinicians:
Experience & Leadership

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 Alumini 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.

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”.

Dr. 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.
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.
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.

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.

We are Better Together
– Dentaltown Community!
You Should Know

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

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.

Office Visit

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

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.

B R A N D  C O N T E N T
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<th>CLINICAL</th>
<th>NON-CLINICAL</th>
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<td>Townie Meeting Preview</td>
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**Editorial**

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

**Calendar**

Bonus Distribution: 2015 Dental Shows

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<th>January issue</th>
<th>Yankee Dental Congress - Jan. 28 – 31, 2015</th>
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<tr>
<td>February issue</td>
<td>50th Chicago Dental Society Midwinter Meeting - Feb. 26 – Feb. 28, 2015</td>
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<td>36th International Dental Show (IDS) - Mar. 10 – 14, 2015</td>
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<td>Townie Meeting - Apr. 15 – 18, 2015</td>
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<td>April issue</td>
<td>CDA Anaheim - Apr. 30 – May 2, 2015</td>
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<td>August issue</td>
<td>CDA San Francisco - Aug. 20 – 22, 2015</td>
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<td>October issue</td>
<td>American Dental Association - Nov. 5 – 7, 2015</td>
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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.*


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<td>Total Qualified</td>
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Source: June 2014 BPA statement
### 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

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### PREFERRED POSITIONS

(Premium charges on flat rate):  
- Cover 4: 55%  
- Cover 3: 20%  
- Cover 2: 20%  
- Facing Cover 2: 15%  
- Opposite ToC: 10%  
- Staff Box: 10%  
- Monthly features: 10%

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**Classified Ads**

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- INSERTS 1/12

**March 2015**

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**April 2015**

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- INSERTS 3/10

**May 2015**

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- MATERIAL 4/10
- INSERTS 4/10

**June 2015**

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- MATERIAL 5/11
- INSERTS 5/11

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**July 2015**

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- INSERTS 6/10

**August 2015**

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**September 2015**

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**October 2015**

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- INSERTS 9/10

**November 2015**

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- INSERTS 10/12

**December 2015**

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**Closing Dates**

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</tr>
<tr>
<td>INSERTS</td>
<td>12/10</td>
<td>1/12</td>
<td>2/10</td>
<td>3/10</td>
<td>4/10</td>
<td>5/11</td>
</tr>
</tbody>
</table>
**Incentive Programs**

**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

**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)

**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).
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
### OUR DIGITAL AUDIENCE

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

<table>
<thead>
<tr>
<th>Licensed Dentist</th>
<th>Dental Student/Resident</th>
<th>Consultant</th>
<th>Office Manager/Office Coordinator</th>
<th>Dental Assistant</th>
<th>Hygiene Student</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>52%</td>
<td>15%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>1%</td>
<td>10%</td>
</tr>
<tr>
<td>Hygienist</td>
<td>Dental Company Rep</td>
<td>Dental Lab Tech</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4%</td>
<td>2%</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 3-MONTH SNAPSHOT

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

### 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

- 71,904 unique browsers in July 2014
- 68,250 unique browsers in June 2014
- 72,466 unique browsers in May 2014
- 76,067 unique browsers in April 2014
- 77,292 unique browsers in March 2014
- 73,729 unique browsers in February 2014
- 71,301 unique browsers in January 2014

- 1,951,865 page impressions in July 2014
- 1,806,741 page impressions in June 2014
- 1,964,461 page impressions in May 2014
- 2,071,358 page impressions in April 2014
- 2,131,019 page impressions in March 2014
- 1,981,788 page impressions in February 2014
- 2,042,731 page impressions in January 2014

- 250,335 user sessions in July 2014
- 237,443 user sessions in June 2014
- 252,477 user sessions in May 2014
- 261,554 user sessions in April 2014
- 265,020 user sessions in March 2014
- 242,375 user sessions in February 2014
- 248,083 user sessions in January 2014

- Average user session duration: 11:30

- **Register Members**:
  - 200,000 members in 2014
  - 5,000 members in 2001
  - Growth trend from 2001 to 2014

*Member data is publisher’s own
**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.

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.
## DENTALTOWN DIGITAL AD RATES

<table>
<thead>
<tr>
<th>POSITION</th>
<th>RATE*</th>
<th>DURATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$4,500</td>
<td>Month</td>
</tr>
<tr>
<td>Side Badge</td>
<td>$2,500</td>
<td>Month</td>
</tr>
<tr>
<td>Homepage Spotlight</td>
<td>$2,000</td>
<td>2-week flight</td>
</tr>
<tr>
<td>Category banner</td>
<td>Starting at $1,500 varies/forum</td>
<td>Month</td>
</tr>
<tr>
<td>Campaign Page</td>
<td>$6,500</td>
<td>2-week flight</td>
</tr>
</tbody>
</table>

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

## 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

<table>
<thead>
<tr>
<th>Type</th>
<th>CPM</th>
<th>Minimum Buy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Static</td>
<td>$20</td>
<td>50,000</td>
</tr>
<tr>
<td>Spotlight</td>
<td>$25</td>
<td>50,000</td>
</tr>
<tr>
<td>Spotlight w/video</td>
<td>$30</td>
<td>50,000</td>
</tr>
</tbody>
</table>

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

## 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.

## 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

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.

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

Anatomy of a Print Ad

BLEED AREA
If you want parts of your ad (such as background graphics or colors) to reach the edge of the page, you will want to extend these elements into the “Bleed Area”. Because our fractional page ads (such as 1/2, 1/3, and 1/4) do not touch the edge of the page, these ads do not contain a Bleed Area.

Do not place important information inside of the Bleed Area. It will be trimmed off during the printing process. If you do not extend your background colors or graphics into the bleed area, this could result in a white border around your print ad.

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.
Technique

Two Egyptian female patients came to my clinic seeking

An infra-orbital nerve block requires 1-3ml of the chosen

Horizontal Shape: 7" x 4.875"
Vertical Shape: 3.38" x 9.875"

Horizontal Shape: 7" x 3.625"
Vertical Shape: 2.2" x 9.875"

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.

Terms: Net 30 days. Invoices are rendered the first week of each month. Accounts more than 60
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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.

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"

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
ELECTRONIC MEDIA SPECS

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

NO HTML 5 or CSS3.
Email browsers will not consistently render HTML5/CSS3

Deadlines
Materials are due five business days prior to e-mail blast date.
Send all materials to brian@farranmedia.com by the due date.

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.

**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/

**Category Banner Ads**

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

**Native Ads: Static Banner**

- 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 JPEG, GIF, Animated GIF, PNG, or SWF
- See additional requirements if using Flash**

**Native Ads: 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

**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

**Campaign Page**

- 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
### 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 100 pixel banner
  - Must be in JPEG format
  - File size should not exceed 30kb

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

<table>
<thead>
<tr>
<th>Sales Director</th>
<th>Mary Lou Botto • <a href="mailto:marylou@farranmedia.com">marylou@farranmedia.com</a></th>
<th>480-445-9711</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Sales Manager</td>
<td>Steve Kessler • <a href="mailto:steve@farranmedia.com">steve@farranmedia.com</a></td>
<td>732-357-7501</td>
</tr>
<tr>
<td>Regional Sales Managers</td>
<td>Geoff Kull • <a href="mailto:geoff@farranmedia.com">geoff@farranmedia.com</a></td>
<td>480-445-9699</td>
</tr>
<tr>
<td></td>
<td>Benjamin Lund • <a href="mailto:ben@farranmedia.com">ben@farranmedia.com</a></td>
<td>480-445-9694</td>
</tr>
<tr>
<td>Associate Sales Manager</td>
<td>Greg Farran • <a href="mailto:greg@farranmedia.com">greg@farranmedia.com</a></td>
<td>480-445-9713</td>
</tr>
<tr>
<td>Executive Sales Assistant</td>
<td>Leah Harris • <a href="mailto:leah@farranmedia.com">leah@farranmedia.com</a></td>
<td>480-445-9693</td>
</tr>
<tr>
<td>e-Media Developer</td>
<td>Brian Morales • <a href="mailto:brian@farranmedia.com">brian@farranmedia.com</a></td>
<td></td>
</tr>
<tr>
<td>Circulation Director</td>
<td>Marcie Donavon • <a href="mailto:marcie@farranmedia.com">marcie@farranmedia.com</a></td>
<td></td>
</tr>
<tr>
<td>Circulation Assistant</td>
<td>Bridget Mullican • <a href="mailto:bridget@farranmedia.com">bridget@farranmedia.com</a></td>
<td></td>
</tr>
<tr>
<td>Marketing Coordinator</td>
<td>Juliann Yungkans • <a href="mailto:julianna@farranmedia.com">julianna@farranmedia.com</a></td>
<td></td>
</tr>
<tr>
<td>I.T. Director</td>
<td>Ken Scott • <a href="mailto:ken@farranmedia.com">ken@farranmedia.com</a></td>
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<td>Internet Application Developers</td>
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<tr>
<td>Production Artist</td>
<td>Anthony Grazetti • <a href="mailto:anthony@farranmedia.com">anthony@farranmedia.com</a></td>
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</tr>
</tbody>
</table>

### 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 180 pixel banner
  - Must be in JPEG format
  - File size should not exceed 50kb

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

<table>
<thead>
<tr>
<th>Sales Director</th>
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<tbody>
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<td>732-357-7501</td>
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