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 200,000 strong - are vocal leaders, and give our community 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 are 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 17th 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 not only works, it makes a significant impact on the dental profession.

With support from sponsors and industry partners like you, we have built tablet and smartphone products so our growing membership can access Dentaltown ANYWHERE in the world. We have created student and young-dentist portals to support the next generation of dentists eager to make their mark on dentistry. We have 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 Dentaltown from all other dental media brands.

Our Clinicians: Experience & Leadership

Dr. Howard Farran has practiced and studied dentistry since 1987. 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, Orthodontist and Hygienetown, which connects more than 200,000 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 Dentaltown 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. 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 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 website 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 1988 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 1997 for his efforts in the provision of continuing education. 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.

Dr. Timothy Burke is a second generation dentist who, upon graduating from Farleigh Dickinson University Dental School in 1986, joined his father’s Allentown, Pennsylvania practice. Burke is a longtime member of Dentaltown and also acts as a member of the leading online dental community’s Continuing Education Advisory Board. In his role as clinical director, Burke is responsible for the selection of message board and pertinent online materials for inclusion in Dentaltown Magazine and the weekly e-Newsletter. Burke also works closely with the magazine’s Editorial Advisory Board to review article submissions, and new and unique content.

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

**Our Content Guide**

**Howard Speaks**

Dentaltown founder and CEO Dr. Howard Farran 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 talks about, predictably provokes a spirited debate each month.

**Professional Courtesy**

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

**Second Opinion**

Provocative opinions from a variety of expert columnists.

**Case Presentation**

Key Opinion Leaders and practicing dentists alike document their cases.

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**Our Editorial Focus**

With almost 4 million posts on Dentaltown.com, the message boards serve as a repository of original content. This content generator works 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 content. 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.
What’s New in CE?

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.

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.

“Year after year, advertising with Dentaltown consistently proves to be an effective strategy to reaching an optimal audience for our services. The wide array of marketing methods ensures we deliver our message in the way dentists prefer to receive.”

Regan Robertson
Brand Manager and Creative Director
Productive Dentist Academy
**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 into the dental market.

**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.
### CLINICAL

- **General Practice:** Sleep Apnea
- **Endodontics:** New Developments
- **Oral Surgery:** Immediate Implant Placement
- **Prosthodontics:** Veneers: Porcelain and No-Prep
- **Hygiene:** The Power of Piezo
- **Orthodontics:** Implementing Orthodontics

**Practice Management:**
- **Surgical:** Cloud vs PC Software
- **Finance:** Valuing Your Practice

**Townie Meeting Preview**

**TMD**

### NON-CLINICAL

- **Prosthodontics:** Implementing a Perio Program
- **Endodontics:** Access and Shaping
- **Radiology:** Radiographic Interpretation of Lesions
- **Pathology:** Rehabilitation After Oral Cancer
- **Orthodontics:** Aligners vs. Traditional Braces
- **Hygiene:** Implementing a Perio Program

**Practice Management:**
- **Mobile Web Finance:** Practice Ownership Fundamentals
- **Office Visit:** The Wish List

**Women in Dentistry**

**Restorative**

### SPECIAL FEATURES

- **General Practice:** Handpieces, Digital Impressions/CADCAM
- **Pediatric Dentistry:** Restorational Materials
- **Periodontics:** Laser Use in Perio
- **Public Health:** Special Needs
- **Prosthodontics:** Impressions/Labs
- **Hygiene:** Scaling

**Practice Management:**
- **Dental Ethics:** Expanding to Multiple Locations
- **Reports/Numbers to Know**

**Do Good**

**Overhead**

### RESEARCH

- **General Practice:** Malpractice
- **Practice Management:** Marketing/Social Media
- **Finance:** Reports/Numbers to Know

**Office Visit Practice Start-Ups**

**Implants**

### CALENDAR

**January issue @ Yankee Dental Congress - Jan. 27 – 31, 2016**

- **February issue @ Chicago Dental Society Midwinter Meeting - Feb. 25 – 27, 2016**
- **March issue @ Townie Meeting - Mar. 30 – April 2, 2016**
- **April issue @ American Dental Association – Oct. 20 – 25, 2016**
- **May issue @ CDA Anaheim – May 12 – 14, 2016**
- **June issue and Hygienist annual issue @ AGHA – June 8 – 14, 2016**
- **September issue @ CDA San Francisco – Sept. 8 – 10, 2016**
- **October issue @ GNY Dental Meeting – Nov. 25 - 30, 2016**
- **November issue @ GNY Dental Meeting – Nov. 25 - 30, 2016**
- **December issue @ Townie Choice**

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

**AUDIENCE**

*Dentaltown has more direct request subscribers than any other publication serving the U.S. dental market!* 

83% General Dentist  
5% Specialist  
5% Other  
4% Staff  
3% Student/Resident  

Dentaltown Magazine

2016 AD RATES

High-Impact Ad Units: 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.

2016 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

- 3” x 3” | $1,800 | $1,750 | $1,700 | $1,650 | $1,600 |
- 3” x 2.25” | $1,750 | $1,700 | $1,650 | $1,600 | $1,550 |
- 3” x 1.75” | $1,725 | $1,675 | $1,625 | $1,575 | $1,525 |
- 3” x 1.25” | $1,700 | $1,650 | $1,600 | $1,550 | $1,500 |
- Text Only | $500 | $450 | $400 | $350 | $300 |
This special edition of Dentaltown Magazine mailed to students and young dentists, is scheduled for publication in September 2016.

The content will explore the critical issues confronting young dentists today, while delivering the tools they need to succeed. The readers of this annual issue will discover areas of dentistry they’ve just barely explored as this special edition eases them into the real world. This is your chance to make a first impression on this brand-new group of dental professionals. We invite you to join us as we welcome the next generation of Townies to the Dentaltown community!

Editorial Highlights:
- Location, location, location! The importance of finding the right location for a first (and any) practice.
- Marketing for new dentists.
- Practice Start-ups: Tips for starting a practice on the best footing possible.
- Clinical case presentations.
- Financial Advice: Presenting the habits of financially successful young dentists.
- Profile a successful young dentist.
- Taking a look at associate agreements.

2016 AD RATES

<table>
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<th>RUN OF BOOK</th>
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All rates are net

Distribution:
- Total Circulation (in mail): 30,700
- Dentists with 2011–2015 grad dates: 20,900
- Third and fourth year students: 9,800
- Bonus: Trade Show distribution: 800

Back by popular demand, this special edition of Hygienetown Magazine mailed exclusively to hygienists, is scheduled for publication in June 2016.

Hygienetown Magazine provides the best content from the largest dental community in the world. The articles are designed to help dental hygienists balance their career choices and the patient care issues facing them daily. With greater emphasis on fiscal awareness, quality patient care and education, every member of the dental team has an increasingly significant role in the practice. Those companies that include hygienists in their marketing plans will increase awareness and product sales in their respective market.

Editorial Highlights:
- Two Continuing Education articles covering topics critical to hygienists in their daily practice.
- Giving patients a historical perspective on fluoride and vaccines.
- Work/life balance: flexibility and creative scheduling goes a long way as well as tips on healthy eating and exercise.
- A Day in the Life: A glimpse inside the professional and personal life of a well-known dental hygienist.
- The importance of Oral Cancer Screening.
- Do Good: Dental hygienists on a mission to make a difference and provide kids with a better smile.
- Product Showcase: Equipment checklist, probing systems, electric toothbrushes, fluoride treatment and more.
- Strategies for increasing referrals.
- Patient education tips and tricks.

Call your account manager for distribution and rate information!
Dentaltown.com provides the most comprehensive and practical online resource for dental professionals worldwide.

Since inception in 1999, our online community has continued to grow by more than 1,000 new members each month and now proudly serves more than 200,000 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.
- Almost 4 million posts and cases are housed within the message boards.

ONLINE FEATURES

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

Continuing Education:
- Complete library of online CE courses
- Webinars
- E-books

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

Video Channels:
- Browse channels for the latest:
  - Educational videos
  - Technique videos
  - Training videos

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

Dentaltown Magazine
- Digital version of Dentaltown Magazine
- Archived versions

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

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

The numbers are in, and Dentaltown is a leading brand in the U.S. dental market - both in print and in digital!*

- Dentaltown.com leads the U.S. dental market in website impressions and user session duration!
- Dentaltown is the only brand reporting mobile website traffic, mobile app traffic or app downloads.
- The Dentaltown app has averaged more page impressions than all other U.S. dental brands have reported via their main websites.


At press time, comparison data for the June 2015 reporting period was not yet available for all titles.
### OUR DIGITAL AUDIENCE

(Distribution of New Members by Title: January – June 2015)

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<tr>
<th>Title</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Licensed Dentist</td>
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<tr>
<td>Dental Student/Resident</td>
<td>18%</td>
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<tr>
<td>Consultant</td>
<td>4%</td>
</tr>
<tr>
<td>Hygienist</td>
<td>4%</td>
</tr>
<tr>
<td>Dental Company Rep</td>
<td>2%</td>
</tr>
<tr>
<td>Dental Lab Tech</td>
<td>1%</td>
</tr>
<tr>
<td>Office Manager/Office Coordinator</td>
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<tr>
<td>Dental Assistant</td>
<td>4%</td>
</tr>
<tr>
<td>Hygiene Student</td>
<td>1%</td>
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<tr>
<td>Other</td>
<td>9%</td>
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### 3-MONTH SNAPSHOT

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<th>JUNE 2015</th>
<th>JULY 2015</th>
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<td>31,385</td>
<td>31,849</td>
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<tr>
<td>New Cases</td>
<td>97</td>
<td>121</td>
<td>122</td>
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<tr>
<td>Total Posts</td>
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<td>3.9 million</td>
<td>3.95 million</td>
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<tr>
<td>Classified Ads</td>
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<td>Blog Posts</td>
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<td>151</td>
<td>149</td>
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### DENTALTOWN.COM WEBSITE TRAFFIC

Source: BPA Worldwide

(Averages for period: January - June 2015)

- 88,417 unique browsers
- 2.1 million page impressions
- 288,468 user sessions
- 10.46 user session duration
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 (Prestitial)
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.
The message boards are the cornerstone of the Dentaltown community. Content is organized in a broad range of forums ranging from Anesthesiology to TMD. Banner ads specific to a particular category allows a company to deliver targeted content in a highly relevant environment.

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 runs until the desired number of impressions have been achieved. 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 more than a decade Dentaltown has been delivering timely value offers and announcements to more than 55,000 opt-in dental professionals daily.

With opt-in lists totaling more than 90,000, our e-Newsletters keep our members connected with message board posts, news and event updates, and partner opportunities.

e-Surveys & Research

Acquire valuable information from proprietary surveys and targeted market research opportunities.

Dentaltown is proud to present the following continuing education courses that provide quality education, and are a reliable source to further the growth and development of all dental professionals.

Thank you for your interest in Dentaltown CE:

Howard Cohen
Dentaltown Director of Continuing Education
howard@dentaltown.com

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DENTALTOWN E-COMMUNICATIONS
**DENTALTOWN DIGITAL AD RATES**

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<tr>
<th>POSITION</th>
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<td>Side Badge</td>
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<td>Homepage Spotlight</td>
<td>$2,500</td>
<td>2-week flight</td>
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<td>Message Board Pages</td>
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<td>Sponsored Content</td>
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<tr>
<td>Static</td>
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<tr>
<td>Spotlight with video</td>
<td>$20/CPM</td>
<td>Until impressions have been fulfilled</td>
</tr>
<tr>
<td>Category banner</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(2-positions per category forum)</td>
<td>Starting at $1,500 varies/forum</td>
<td>Month</td>
</tr>
<tr>
<td>Key Word Search Terms</td>
<td>$500/term</td>
<td>Month</td>
</tr>
<tr>
<td>Prestitial Ad (Roadblock)</td>
<td>$6,500</td>
<td>2-week flight</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TYPE OF MAILING</th>
<th>DISTRIBUTION (opt-in members)</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>e-Promo</td>
<td>56,000</td>
<td>$7,500</td>
</tr>
<tr>
<td>e-Newsletter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DT weekly e-news (first position)</td>
<td>94,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>DT weekly e-news (second position)</td>
<td></td>
<td>$3,000</td>
</tr>
<tr>
<td>CE monthly e-news</td>
<td>51,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>Townie Trade Show Preview</td>
<td>56,000</td>
<td></td>
</tr>
<tr>
<td>above the fold</td>
<td></td>
<td>$1,500</td>
</tr>
<tr>
<td>below the fold</td>
<td></td>
<td>$1,300</td>
</tr>
<tr>
<td>e-Survey</td>
<td>25,000</td>
<td>$8,000+</td>
</tr>
</tbody>
</table>

**DENTALTOWN APP ADVERTISING**

Native ads offer the opportunity to reach Townies on the go... anywhere in the world, while preserving the same great experience for our users.

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

With potential to deliver 325,000 ad impressions per month (more than 10,800 per day), these ads are currently only being displayed within topic threads, similar to the desktop site, with a frequency of every 10 posts with a minimum of 1 per page.

<table>
<thead>
<tr>
<th>NATIVE APP ADS</th>
<th>CPM</th>
<th>MINIMUM BUY</th>
</tr>
</thead>
<tbody>
<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>

**Sample**

In this book Howard shows that running a business isn’t all that complicated. Pre-Order this book now for only $19.95 by going to HowardFarman.com and you’ll also receive the eBook, FREE.
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

Generate high-quality sales leads when you sponsor an educational webinar (CE) or training webinar, hosted by Dentaltown. Each webinar features a professional audio/video presentation from industry experts and/or key opinion leader of your choice. Live Q&A session, interactive polling questions and exit surveys are included with each event. Sponsorship includes an aggressive marketing campaign and post event follow-up mailings. A lead gen report and webinar breakdown are sent immediately following the live event.

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 an unparalleled reach to both domestic and international clinicians. Sponsorship opportunities are available.

eBooks

The creative and editorial teams will create a custom ebook on the topic of your choice. Consistent with the principles of content marketing, the goal of the ebook 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 shared 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 ebook, gives the content weight throughout the Dentaltown community.

Townie Meeting: March 30 - April 2, 2016

This is not your average dental meeting. From high-impact brand signage to the nightly social events, the Townie Meeting offers one-of-a-kind promotional opportunities to engage with your target audience in a premier setting. It is three amazing days of education, entertainment and camaraderie in fabulous Las Vegas, Nevada. 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. Townie Meeting offers a wide range of tools to help build long-term relationships, increase awareness and maximize exposure. Booth and/or sponsorship opportunities are available.

For booth information, contact Marie Leland at info@towniemeting.com or 480-445-9706. For sponsorship information, contact Mary Lou Botto at marylou@farranmedia.com or 480-445-9711.

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**Notes**

- High-impact sponsorships shine the spotlight on your products, generating interest and pulling qualified prospects into your lead funnel.
- Sponsorship packages can be tailored to suit your company’s objectives and budget.
- Webinars offer high-quality sales leads through educational and training webinars hosted by Dentaltown.
- Dentaltown CE sponsorships feature top-notch courses accredited by AGD PACE and ADA CERP.
- Ebooks provide valuable content and brand awareness.
- The Townie Meeting in Las Vegas offers unique promotional opportunities and virtually endless marketing.

---

**Contact Information**

For booth information, contact Marie Leland at info@towniemeting.com or 480-445-9706. For sponsorship information, contact Mary Lou Botto at marylou@farranmedia.com or 480-445-9711.
Multichannel Marketing

Start Building your Video Showcase Today!

Are you marketing with video? Of course you are! And you are most likely housing them on that site, alongside videos of cute kittens and kids. It turns out that site is quite popular (300 hours of video are uploaded to YouTube every minute). But, is your target audience finding, visiting and liking your videos? Don’t be fooled… professional videos need a professional resource.

Select sponsors will have the opportunity to create and manage their own custom-branded media channel to house video content that will be available to the entire Dentaltown community. Video content can be in the form of on-demand, recorded video presentations or live streaming video with the capacity to share all content to social media platforms while also collaborating via real-time messaging.

Videos have the ability to grab the viewer’s attention because the information is projected visually as well as through audio creating a multi-sensory experience.

Dentaltown Podcasts

Dentaltown members love podcasts!

Join Dr. Howard Farran as he interviews top clinicians, business owners and marketing thought leaders on today's most relevant industry topics ranging from the death of the PFM and digital impressions to top practice mistakes.

You can download the shows and listen to them whenever you want – in your office, on your commute, wherever and whenever it’s convenient for you. Each show is about 60 minutes long and is filled with dental pearls and insights that you can only get from casual conversation over lunch with your favorite dental key opinion leader. No other medium allows that much time on a topic of specific interest to you and your customers.

Advertising opportunities:

- You can sponsor an original podcast with a 15-second pre-roll ad that includes your URL and custom offer. Your contact information will also be listed on the transcription page.
### Magazine Ad Specs

**Dentaltown Magazine** is printed web offset, 4-color process, perfect bound with a trim size of 8” x 10.875”. 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 ads@farranmedia.com (if ad is 8MB or smaller) or uploaded via FTP following the instructions below.
- 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.**

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**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.

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**LIVE AREA**

All of your important stuff goes inside of the live area. This includes things like your text, logo, and contact information.

The Live Area is the “safe space” of your ad. It will never accidentally be trimmed off during the printing process.

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**TRIM LINES**

Anything outside of these lines risks being cut off during the printing process. Be sure to keep all copy inside of these lines.

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**Anatomy of a 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.
was very effective and I completed the surgery without any
unintentional injection into an artery or vein, failure to anes-
thetic effect, and the need to reposition the patient. This can
The extra-oral infra-orbital nerve block often achieves
distortion. A Successful infra-orbital nerve block provides
four to six minutes. The duration of effect is approximately 75

• Prepare the skin overlying the infra-orbital foramen

Vertical
Shape: 7” x 3.625”
SIZE CHANGE
Shape: 2.2” x 9.875”

Horizontal
Shape: 7” x 9.875”
SIZE CHANGE
Shape: 3.38” x 9.875”

1/4 Page

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 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.

ACCOUNTS 90 OR MORE DAYS PAST DUE ARE SUBJECT TO COLLECTION.

1/3 Page

Full Page Tip-In
Please keep all text in live area to avoid trimming off.
Trim: 6.625” 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”

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

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 300 x 250 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

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

e-Newsletter Featured Product
**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.
- Must include 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.**

**Prosecution 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

**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/**

**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/
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.

Spotlight Content Ad

- Ad title of up to 100 characters (includes whitespace characters)
- Ad text of at least 75 characters and up to 250 characters (includes whitespace characters)
- Must provide URL (http://) banner link
- 320 x 240 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.

APP MEDIA SPECS

Sales Director
Mary Lou Botto • marylou@farranmedia.com
480-445-9711

National Sales Manager
Steve Kessler • steve@farranmedia.com
732-397-7501

National Account Manager
Tom Delaney • tdelaney@farranmedia.com
847-606-1949

Regional Sales Managers
Geoff Kull • geoff@farranmedia.com
480-445-9699
Benjamin Lund • ben@farranmedia.com
414-339-8839

Executive Sales Assistant
Leah Harris • leah@farranmedia.com
480-445-9693

Digital Media Developer
Brian Morales • brian@farranmedia.com

Traffic Coordinator
Tanya Anderson • tanya@farranmedia.com

Circulation Director
Marcie Donavon • marcie@farranmedia.com

I.T. Director
Ken Scott • ken@farranmedia.com

Editorial Director
Thomas Giacobbi, DDS, FAGD • tom@farranmedia.com

Director of Continuing Education/Message Board Manager
Howard M. Goldstein, DMD • hogo@dentaltown.com

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Assistant Editor
Arselia Gales • arselia@farranmedia.com

Production Artist
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480-445-9695

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President
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Controller
Stacie Holub • stacie@farranmedia.com

Receivables Specialist
Kristy Corley • kristy@farranmedia.com

Events Director
Marie Leland • marie@farranmedia.com

Farran Media, LLC
9633 South 48th Street, Suite 200
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