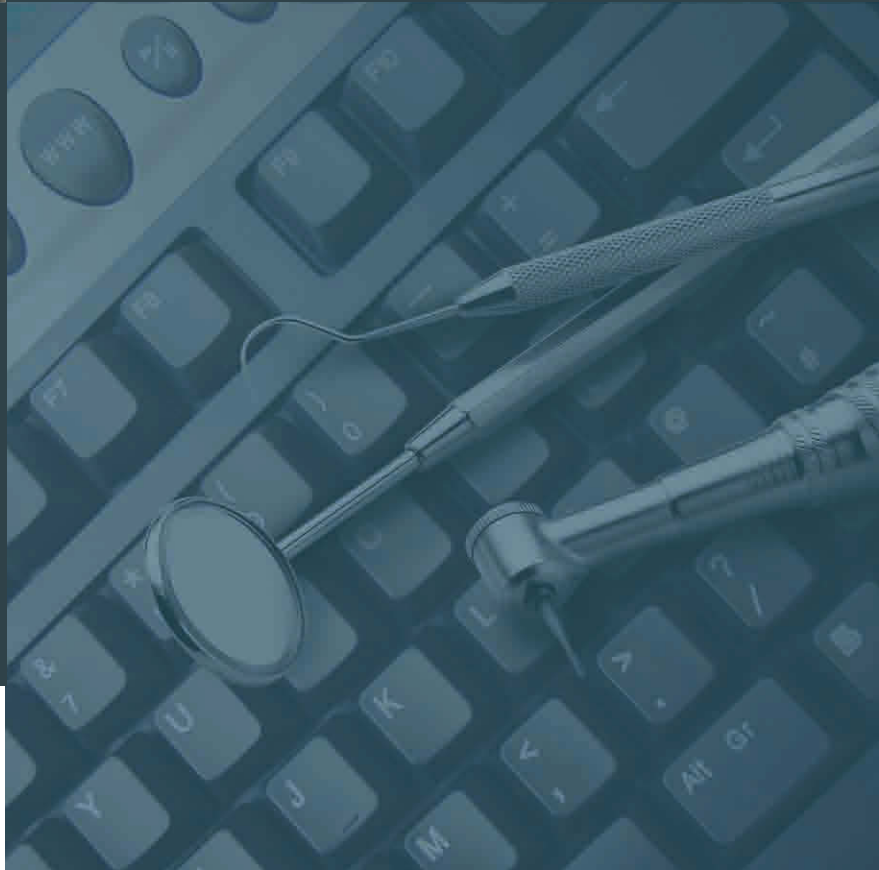




# dentalTown<sup>®</sup>

# 2013

## media kit





## From the Dentaltown Editorial Director

I am a proud and passionate member of the Dentaltown community, and I am responsible for the editorial content in our magazine. I believe that smart people visit Dentaltown.com and read *Dentaltown Magazine* to gain unique insight into our profession. Interactive publishing is a simple concept: Create a magazine that allows for transfer of information in two directions. Each month we dedicate a portion of our editorial to discussions originally posted on Dentaltown.com. These discussions, known as “message boards,” are edited for length and selected based on the number of views and replies the topic received on the Web, and the appropriate fit of the topic within our editorial calendar. Since the members of our Web site represent the majority of our profession, their interest in a topic translates well to engaging editorial. The feedback I have received at numerous trade shows and CE events confirms this synergy. There is no other publication that can offer immediate dialogue and discussion of published information. The message boards featured in the magazine also attract new members to our Web site, which leads to more discussions and inclusion of a larger segment of the profession.

Please feel free to contact me with your questions via e-mail: [tom@dentaltown.com](mailto:tom@dentaltown.com). Thank you for your continued support.

Sincerely,  
Thomas J. Giacobbi, DDS, FAGD  
Editorial Director, *Dentaltown Magazine*

# What's in Dentaltown Magazine

## Columns

**Howard Speaks:** Dr. Howard Farran shares his insights on the business side of dentistry.

**Second Opinion:** Provocative and thought-provoking opinions from a variety of guest columnists.

**Professional Courtesy:** *Dentaltown Magazine* Editorial Director Dr. Thomas Giacobbi pairs societal and general business issues with the practice of dentistry.

## Features and Departments

**Corporate Profile:** This feature looks at game-changing and familiar dental industry manufacturers and service providers.

**Message Boards:** Broad appeal, online discussions and case studies are published in *Dentaltown Magazine*, leveraging our novel interactive editorial cycle.

**Office Visit:** Readers embark on a tour of a Townie's practice, enabling them to compare products, equipment, services and philosophies with their own experiences.

**Hygiene & Prevention:** Covers issues of interest for both dentists and hygienists and contains subjects worth discussing with staff and opportunities to grow this segment of your practice.

**Dentaltown Research Poll:** Our monthly poll gathers directional data on key issues in the dental profession.

**New Products:** Presents snapshots of the newest products in dentistry.

**Industry News:** Summarizes what's happening in the dental profession and its impact on us all.

**What's on My Tray?:** This feature looks at the products and devices clinicians use for various procedures.

**You Should Know:** We introduce new and up-and-coming manufacturers and service providers to Townies who might benefit from them.

## New This Year

**Focus On...:** Broad topic articles coupled with featured products about that topic.



# Dentaltown Magazine 2013 Editorial Calendar

Month	Feature Topic	Secondary Topics	Dentaltown Research*	Specials
January	Practice Management	Oral Surgery Sleep Dentistry	Dental Insurance Patient Financing	Townie Meeting Speaker Schedule What's on My Tray: Composite/Resto
February	Restorative/Prosthodontics	Staff Issues Patient Finance	Cosmetic Dentistry	Office Visit Sleep Dentistry Supplement Townie Meeting Highlights
March	Endodontics	Infection Control Magnification	Marketing/Social Media	What's on My Tray: Implants Focus: CAD/CAM
April	Cosmetic Dentistry	Oral Cancer 3D Imaging	Lasers	Office Visit Implant Supplement Focus: Root Canals
May	Do Good (Charitable Dentistry)	Implants Marketing	CAD/CAM	What's on My Tray: Prep & Impressi
June	Back to Basics	Lasers Medical Emergencies	Implants	Focus: Dentures Office Visit
July	CAD/CAM	Office Design Cementation	Practice Transitions	Townie Choice Awards Preview What's on My Tray: Endodontic
August	Implant Dentistry	Digital X-rays Teeth Bleaching	Pediatric Dentistry	Office Visit Lasers Supplement
September	Transitions	Periodontics Endodontics	TMD	What's on My Tray: Scaling & Root F Focus: Imaging
October	Pediatric Dentistry	Equipment Direct Composite	Practice Management	Office Visit Focus: Sterilization
November	Numbers/Statistics	Veneers TMD	Overhead	What's on My Tray: Temporary Crow CAD/CAM Supplement
December	Townie Choice Awards	Staff Incentives Dental Insurance	Restorative	Office Visit

	<b>Hygiene &amp; Prevention</b>
orative	Xerostomia
	Implant Maintenance
	Career Options
	Periodontal Therapy
on Crown & Bridge	Public Health
	Xylitol
	Periodontal Probing
	Salivary Testing
Planing	Oral Cancer
	Breathing
yn	Prevention
	Business of Dental Hygiene

\* Poll results, TCA results, feature article and/or product spotlights

## Dentaltown Magazine Ad Rates

2013 Rates	1 time	3 times	6 times	12 times	18 times	24 times
<b>Full Page</b>	\$9,425	\$9,142	\$8,718	\$8,106	\$7,917	\$7,540
<b>4C Spread</b>	\$17,908	\$17,370	\$16,564	\$15,400	\$15,042	\$14,326
<b>Two-thirds</b>	\$7,096	\$6,857	\$6,539	\$6,079	\$5,938	\$5,655
<b>Half page</b>	\$5,938	\$5,760	\$5,492	\$5,106	\$4,988	\$4,750
<b>One-third</b>	\$4,713	\$4,571	\$4,359	\$4,053	\$3,959	\$3,770
<b>Quarter page</b>	\$3,582	\$3,474	\$3,313	\$3,080	\$3,008	\$2,865

(All prices are NET rates. Package pricing is available.)

**Total Qualified Circulation: 123,213**

**Total GP Circulation: 105,992**

(Based on June 2012 BPA statement)

### Sales Executive

Kristy J. Geisler ■ 480-445-9691 ■ kgeisler@farranmedia.com

### Regional Sales Manager

Mary Lou Botto ■ 480-445-9711 ■ marylou@farranmedia.com

### Regional Sales Manager

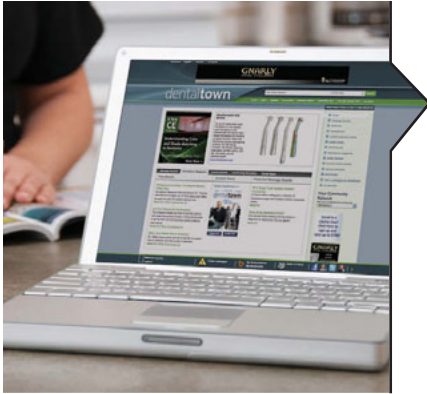
Steve Kessler ■ 732-357-7501 ■ steve@farranmedia.com

### Regional Sales Manager

Geoff Kull ■ 480-445-9699 ■ geoff@farranmedia.com

### Executive Sales Assistant

Leah Harris ■ 480-445-9693 ■ leah@farranmedia.com



# Dentaltown.com Electronic Advertising

Our ever-changing electronic media options allow you to choose the best vehicle to disseminate your company's message. Whether through e-news, e-promotions, banner advertising, campaign pages, keyword searches or live events, you provide the content, we'll provide the audience.

**e-Promotions:** Entering our eighth year of delivering e-mail promotions to our members, we have grown our member participation to include more than 50,000 dental professionals. These community members have opted to receive these special offers and updates from companies throughout the dental market.

**e-Newsletters:** With opt-in lists totaling more than 85,000 dental professionals, our weekly e-Newsletters keep our members connected and make it easy to find the latest interesting content on the message boards and throughout the online community.

**e-Surveys and Research:** Companies can acquire valuable information from proprietary surveys and targeted market research opportunities.





# Opportunities

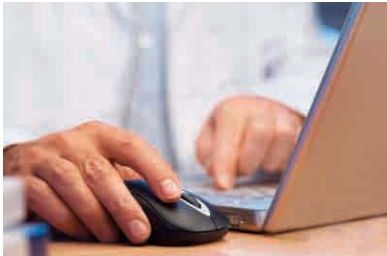


**Campaign Page:** These one-to-one marketing initiatives allow companies to target members of Dentaltown with very specific messages that appear on their screens when they log on to Dentaltown.com.

The screenshot shows the Dentaltown.com homepage. At the top, there is a banner for 'A New CE Course' titled 'Understanding Color and Shade Matching in Dentistry'. Below this, there are several sections: 'Message Boards', 'Featured Message Boards', 'Your Community Network', and 'Banner 125 x 125 pixels'. A blue arrow points from the 'Homepage Product Spotlight' text to a product image of dental handpieces in the 'Featured Message Boards' section.

**Banner Advertising:** Main page banners deliver maximum exposure, reaching more than one million impressions each month. Banners specific to any of the message board categories allow a company to place an ad adjacent to relevant topics.

**Homepage Product Spotlight:** These high-profile product/service spotlights, which are prominently displayed on the homepage of our site, guarantee visibility and are a great way to communicate a major initiative to the entire Dentaltown community.



## Dentaltown.com Electronic Advertising

**Webcasts:** Take centerstage on Dentaltown.com. Our Webcasts are marketed to thousands of Townies and are an excellent lead generator.

**Keyword Searches:** When Townies perform a specific keyword search on Dentaltown.com (e.g., “endo,” “implants,” “loupes”), a sponsored link to your Web site will appear at the top of their search.

**MarketShare:** An option dedicated to the companies that support our members and our mission. Via MarketShare, we create and house a customized Web page for each participating company. These pages contain valuable and updatable information and have the ability to link directly to your company’s Web site.

**Mobile:** Members who visit Dentaltown.com on their mobile devices view the site in a new mobile-only, optimized design complete with banner advertising.

**Other Opportunities:** Other electronic opportunities exist, such as sponsorships of CE courses, issue alerts, transactional e-mails and more. Please contact your sales manager for more information.



# Opportunities & Rates

2013 e-Media Rates	Rate	Duration
<b>Campaign Page</b> (700x400)	\$6,500	2 Weeks
<b>Leaderboard Banner</b> (728x90)	\$4,500	1 Month
<b>Homepage Product Spotlight</b>	\$3,000	1 Month
	\$2,000	2 Weeks
<b>Right Side Badge Banner</b> (125x125)	\$2,500	1 Month
<b>Category Banners</b> (728x90 & 160x600)*	Starting at \$1,500	1 Month
<b>e-Newsletter Sponsorship</b> (160x600)	\$2,500	Per Mailing
<b>e-Promotion</b> (Plus homepage link)	\$7,500	Per Mailing
<b>Keyword Search Term Sponsored Link</b>	\$250	Per Term/Month
<b>Live Webcast</b>	Starting at \$15,000	

\* Exclusive Category Banners are available at 2.5x rate.

## Sales & Support

Kristy J. Geisler ■ 480-445-9691 ■ [kgeisler@farranmedia.com](mailto:kgeisler@farranmedia.com)

## Regional Sales Manager

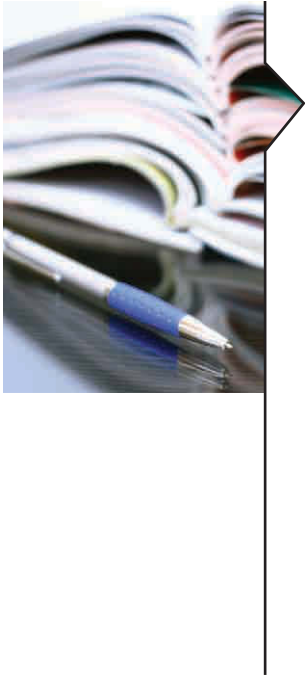
Mary Lou Botto ■ 480-445-9711 ■ [marylou@farranmedia.com](mailto:marylou@farranmedia.com)

## Regional Sales Manager

Steve Kessler ■ 732-357-7501 ■ [steve@farranmedia.com](mailto:steve@farranmedia.com)

## Regional Sales Manager

Geoff Kull ■ 480-445-9699 ■ [geoff@farranmedia.com](mailto:geoff@farranmedia.com)



# Editorial Submission Guidelines

## New Product Profile

Each month, “New Product Profiles” showcase four or more new products and services launched within the last 12 months.

This feature allows Townies to share experiences and ask questions about new products and services. When the electronic version of the magazine is posted on its associated Web site, we will start a separate discussion thread for each product. This is a great opportunity for you to connect directly to your customers online.

Please e-mail the following with the phrase “New Product Profile” in the subject line:

- A 50- to 75-word description of your product or service
- One or two high resolution photos suitable for magazine publication

Please send e-mails to [ben@farranmedia.com](mailto:ben@farranmedia.com) and/or [krista@farranmedia.com](mailto:krista@farranmedia.com). Items will be selected for publication by our editorial team. We cannot guarantee that all submissions will be published.

## Article Submission Guidelines

Farran Media, the parent company of Dentaltown, is on the cutting edge of publishing. We use the discussions on the Web sites’ message boards as the foundation for editorial content in the magazine.

We also feature articles and case presentations from outside sources. If you are interested in submitting material for consideration by our editorial board, please review our guidelines.

**Research:** If you have a particular topic in mind, visit the Web site and review the relevant discussions. If your topic has not been discussed, start a thread to discover the level of interest. Townies will ignore aggressive marketing, but they embrace manufacturers who come to the message boards with a genuine interest in better dentistry.

**Outline:** Prepare an outline that includes:

- A two-to-three sentence summary.
- List of the points to be covered.
- Indication of how many pages you will need based on our mechanical requirements listed on page 10.

Please submit this outline for editorial review and discussion. We might provide additional points to incorporate into your final piece, and this is the most efficient time to make these suggestions.

**Write:** Once your outline is accepted, we will set a deadline and word count for the final article. Your article will soon be in the hands of our readers.

### **Requirements:**

- 500 words per page
- Subtract 100 words for every photo/graphic
- Photos should be 300 dpi, in JPEG or TIFF format (we cannot correct blurry photos)

Provide head-and-shoulder photo of author with a 25-word bio. If you have any financial interest in the topic or company you are writing about, this information must be clearly disclosed to our readers.

Deadlines are generally three months prior to publication. For example, a submission for the April issue should be submitted in January. Articles received with less than a three-month lead time might be rejected for lack of space.

**Submitting Finished Articles:** Many times, authors and companies will submit a finished piece. These submissions are welcome, and we will process them through the same editorial review process. Please understand we might request revisions or additions, and we cannot guarantee all submissions will be published.

## **Editorial Team**

### **Editor**

Benjamin Lund ▪ 480-445-9694 ▪ ben@farranmedia.com

### **Associate Editor**

Chelsea Knorr ▪ chelsea@farranmedia.com

### **Assistant Editor**

Krista Houstoun ▪ 480-445-9717 ▪ krista@farranmedia.com

Farran Media Editorial Department

9633 S. 48th Street, Suite 200, Phoenix, AZ 85044

### **Dentaltown Editorial Director**

Thomas Giacobbi, DDS, FAGD ▪ 480-899-6677  
tom@farranmedia.com

### **Hygienetown Editorial Director**

Trisha O'Hehir, RDH, MS ▪ 602-374-5468  
trisha@farranmedia.com



# Magazine Advertising Specifications

*Dentaltown Magazine* is printed web offset, 4-color process, perfect bound with a trim size of 8" x 10.875". We use Quark Xpress v9 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 CS5 file
- Quark Xpress file

*If you elect to send us your Quark/InDesign file, please include all fonts and images. All placed images must be saved at 300 dpi (CMYK). Two-page spreads should be supplied as two separate pages and placed together as a spread.*

- 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 must be built to the correct size specifications. Oversized or undersized ads will be adjusted to fit the space purchased.
- Ads may be compressed and e-mailed to [virginia@farranmedia.com](mailto:virginia@farranmedia.com) (if ad is 4MB or smaller) or uploaded via FTP following the instructions on the next page.
- All media should be labeled with publication name, issue date, advertiser name and contact person.

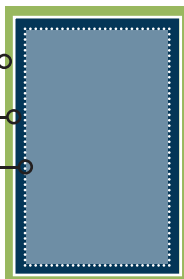
### Full Page (Full Bleed)

Bleed 8.25" x 11.125"

Trim 8" x 10.875"

Live area 7" x 9.875"

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

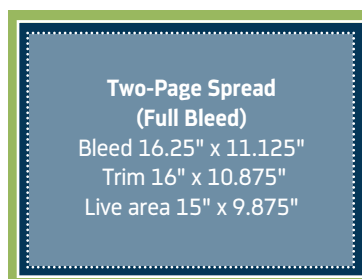


### Two-Page Spread (Full Bleed)

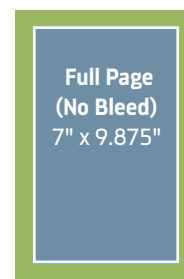
Bleed 16.25" x 11.125"

Trim 16" x 10.875"

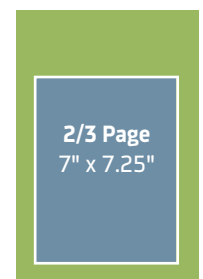
Live area 15" x 9.875"



Full Page  
(No Bleed)  
7" x 9.875"



2/3 Page  
7" x 7.25"



## Proofs

Proofs must be supplied for all ad materials. 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.

**Inserts/Fifth Color:** Contact your account manager for rates on inserts or special inks.

## 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.)*

If you have any questions about Farran Media's FTP site, please contact us.

## 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.

## Creative Team

### Junior Graphic Designer

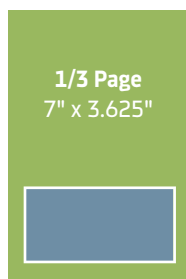
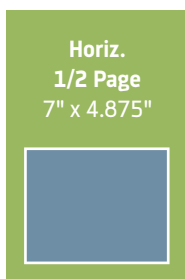
Virginia Earle ■ 480-445-9707  
virginia@farranmedia.com

### Creative Director

Amanda Culver ■ 480-445-9701  
amanda@farranmedia.com

Farran Media

Attn: Creative Department  
9633 S. 48th Street, Suite 200  
Phoenix, AZ 85044



**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.



# Electronic Media Specs

## e-Newsletter Banner Ad Specs:

- Artwork is due the Tuesday of the week reserved
- Must be 160 x 600 pixels and no larger than 50KB
- Must be GIF, animated GIF or JPEG format  
(Flash files are NOT permitted)
- Must provide URL (<http://>) to which the banner links
- For animated GIF, unlimited looping allowed
- 50 character alt text limit
- 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
- Send materials to: [brian@farranmedia.com](mailto:brian@farranmedia.com)

## e-Newsletter Featured Product:

- Material is due the Tuesday of the 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](mailto:brian@farranmedia.com)

## e-Promotion Specs:

- Materials are due five business days prior to e-mail blast date
- **Submit:**
  1. A subject line not to exceed 80 characters
  2. Company name to appear in the “Sponsored By” line
  3. An HTML file
    - **Do Not Export HTML from Microsoft Word**
    - 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 styles are recommended
    - Be sure to include <http://> in all URLs
    - No HTML5 or CSS3
  4. A plain text file (*required for all e-Promotions*)
    - 150-200 words maximum, Courier, 12 pt.
    - Plain text-only format (filename.txt)  
NO GRAPHICS or HYPERTEXT
    - Text formatting such as bold, italic, font size, bullets or color will not appear as such
- Send materials to: [brian@farranmedia.com](mailto:brian@farranmedia.com)

### E-media Developer

Brian Morales ▪ 480-445-9705 ▪ [brian@farranmedia.com](mailto:brian@farranmedia.com)

### Creative Director

Amanda Culver ▪ 480-445-9701 ▪ [amanda@farranmedia.com](mailto:amanda@farranmedia.com)



## Web Site Banner Ad Specs:

- Artwork is due the 20th of the month prior to the reserved month
- Must be GIF, animated GIF, JPEG or Flash format
- Must provide URL (<http://>) to which the banner links
- Unlimited looping allowed
- 50 character alt text limit
- 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
- Send materials to: [brian@farranmedia.com](mailto:brian@farranmedia.com)

**If your banner is created using Flash**, please include the following when submitting your materials:

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

## Banner Ad Sizes & Size Limits:

- 728 x 90 pixels  
– must be no larger than 50KB
- 125 x 125 pixels  
– must be no larger than 30KB
- 160 x 600 pixels  
– must be no larger than 50KB

Square  
125 x 125  
pixels

Tower  
160 x 600 pixels

Horizontal  
728 x 90 pixels

## Campaign Page Specs:

- 700 pixels wide, height can be up to 400 pixels
- Must be no larger than 50KB
- Must provide URL (<http://>) to which page links
- List what segment of our members should receive the campaign (*e.g., GPs, U.S. GPs, just specialists*)
- Send materials to: [brian@farranmedia.com](mailto:brian@farranmedia.com)

## Homepage Product Spotlight Specs:

- Material is due the 20th of the month prior to the reserved month
- **Submit:**
  1. Product name to appear in the headline
  2. 250-character product description
  3. Image size is 319 x 238 pixels
    - JPEG, GIF or PNG
    - file size should not exceed 50KB
  4. Must provide URL (<http://>) to which panel links
  5. Send materials to: [brian@farranmedia.com](mailto:brian@farranmedia.com)

## Mobile Site Banner Specs:

- 300 x 50 pixels
- Must be no larger than 10KB
- Must be GIF, animated GIF, JPEG or PNG format  
**(Flash files are NOT permitted)**
- Must provide URL (<http://>) to which the banner links
- Send materials to: [brian@farranmedia.com](mailto:brian@farranmedia.com)

