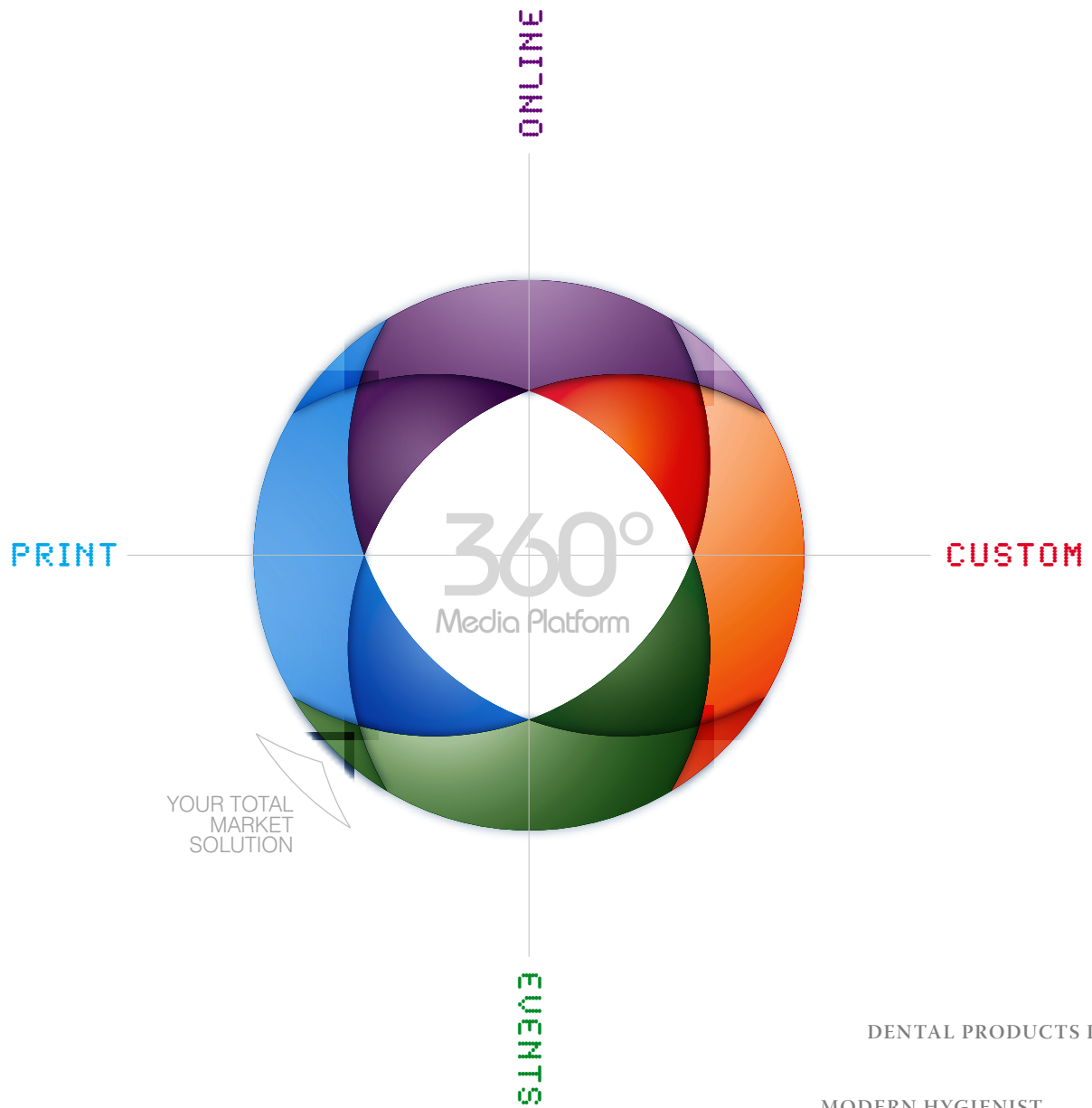


# 2008 USER MANUAL



DENTAL PRODUCTS REPORT

MODERN HYGIENIST

DENTAL PRACTICE REPORT DIGITAL EDITION

DENTAL LAB PRODUCTS

DPRWORLD08

DPRWORLD.COM

ADVANSTAR DENTAL MEDIA  
YOUR TOTAL  
MARKET SOLUTION



Enclosed you'll find the latest information regarding our solutions-based approach to marketing your products and services. In 2008, we will continue to communicate your message, build awareness, and drive brand preference and sales efficiently and cost-effectively in a relevant, content rich environment. Focused on products for each key player in the dental arena (Dentists, Lab owners and Hygienists) we create an ongoing dialogue and feedback loop between manufacturers, distributors, buyers and influencers providing you with solutions to reach the total market.

Creating a unique mix among our 360° platform of print, online and event offerings will not only help you sell your products, but help you develop a deeper understanding of the dental marketplace. No one else in the industry has the strength, history, reputation, and wide array of offerings to help you educate your customers and sell your products.

As DPR enters its 41st year of publishing, we are extremely excited about 2008 as we launch our first ever dental industry event, DPRWorld, in May. DPRWorld.com has launched and will revolutionize the way dental professionals look for information on the web. Communicating to your customers through our publications, web site and live events not only helps you touch your customers in new ways but also helps stimulate adoption and drive product category growth.



*Best Regards,*

RICHARD FISCHER

We look forward to working with you in 2008 for another year of progress.

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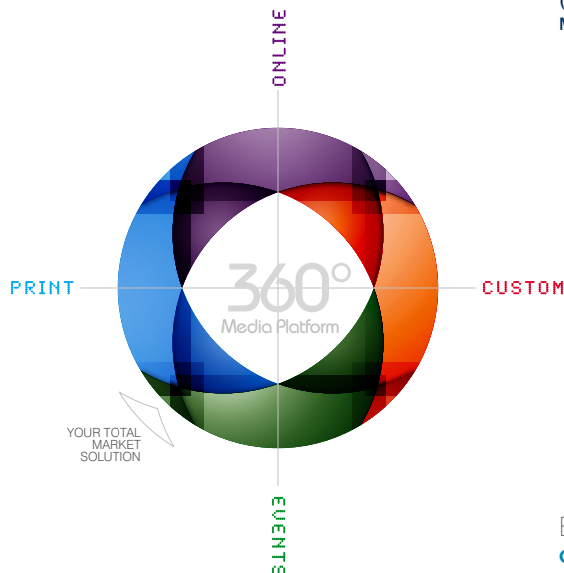


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Dental Products Report  
Dental Lab Products  
Modern Hygienist

Through *Dental Products Report*, *Dental Lab Products* and *Modern Hygienist*, Advanstar Dental Media presents a complete product for each key player in the dental arena (dentists, lab owners and hygienists). We focus on this core group of buyers, decision makers and influencers and capture an audience that not only requests our content each month, but is extremely attractive to the manufacturing community.

# Print

360<sup>o</sup>  
Media Platform

## modern hygienist<sup>®</sup>

Entering our 3rd year of publishing, *Modern Hygienist* continues to bring something fresh to the dental hygiene world. Focusing on patients, career and life with a design sensibility that rivals top consumer titles, *Modern Hygienist* captures the excitement, drive and passion of today's dental hygienist like no other magazine.



### Circulation Facts

Registered Dental Hygienists	66,610
Students	503
Dentists	887
<b>TOTAL</b>	<b>68,000</b>

June 2007 BPA Statement

**97%** report that **Modern Hygienist** is very valuable or valuable in providing information on new products and services.

— Modern Hygienist 2007  
Reader Assessment Survey

### In Every Issue

#### Modern Solutions

Your monthly guide to cool tools of the trade.

#### Class Act

Helping students succeed in the transition from classroom to clinical practice.

#### Practice Politics 101

How to navigate in-office drama.

#### Linked In

Together, hygienists and various medical professionals share insight for joint action and communication in educating patients about the oral-systemic link.

### Contributing Editors

#### Pathways

By Kristina Okolisian-Mulligan, RDH, BS  
Column geared toward helping hygienists improve their oral pathology skills.

#### Esthetic Expertise

By Stephanie Pietrantonio, RDH  
Identifying the different clinical, practical and economic considerations of esthetic dental hygiene.

#### Ultimate Recall

By Eileen Morrissey, RDH, MS  
Taking the building block of the hygiene department—the recall visit—to the next level.

#### Kids First

By Judith Dember-Paige, RDH  
A spin-off of our access to care campaign, this column now focuses on specialized care and education for young patients.

# Dental Products Report

## The Place for Advertising:

Each month dental leaders like yourself, recognize the importance and value of advertising in *Dental Products Report*. You're not alone in your decision to employ the power of Advanstar to share your message, promote your brands and sell your products.

## In Every Issue: Comprehensive Product Coverage

### New Products

Typically more than 100 new products are featured each month, announcements of newly introduced and upgraded equipment, supplies, and services for clinical and management applications.

### Practice Innovations

Comprehensive round-ups of available offerings in specific product categories. In-depth descriptions and illustrations are featured along with company contact information.

### Reviewing Stand/Product Watch

Another look at recently introduced products that have generated enthusiastic reader response.

### Clinical Technique

Step-by-step illustrated guides for successfully using new and established products in clinical practice.

### Applying New Technologies

More relevant and necessary than ever before, this feature provides detailed illustrated product spotlights focusing on key features and applications of the latest advances in equipment and instrumentation for clinical and management success.

## Features/Columns

Trends in Dentistry

Clinical Solutions

The MID Report

Emmott on Technology

Infection Control Report

Esthetic Essentials

Chairside Vanguard

ACTIONS TAKEN AS A RESULT OF READING ADS IN DPR:

**48%** have purchased/ordered a product/service as a result of reading the advertisements in **Dental Products Report**, while **46%** have contacted a dealer/supplier/representative.

— Dental Products Report 2007 Reader Assessment Survey

## Subscribers at a Glance

General Practice	114,824
Oral Surgeons	4,623
Endodontists	3,120
Orthodontists	7,645
Pediatric Dentists	3,562
Periodontists	3,692
Prosthodontics	2,135
Public Health	283
Oral Pathologists	98
Other	127

June 2007 BPA Statement



## Circulation Facts

U.S. Dentists	140,190
Canadian Dentists	6,137
Dental Supply Dealers	3,414
Dental Laboratories	599
Senior Dental Students	3,094
Others allied to profession	66
<b>TOTAL CIRCULATION</b>	<b>153,500</b>

June 2007 BPA Statement

## Who has the Most One-Year Direct Request Subscribers?

<b>DPR*</b>	<b>90,131</b>
Dental Economics*	78,029
Inside Dentistry***	—
Dentistry Today*	35,947
Compendium**	35,731
Dental Town*	13,311

\*June 2007 BPA Statement

\*\*July 2007 BPA Statement

\*\*\*Not available at time of comparison

**91%** report that **Dental Products Report** is very important or important to them as professionals.

— Dental Products Report 2007 Reader Assessment Survey

# dental**lab**products®

Dental Lab Products continues to break new ground in delivering your information to lab owners and managers each month. Providing lab owners with a steady diet of new products and innovations, DLP has become the go to source for driving adoption of new technologies. Our annual Tech Guide and Buyers Guide complement our offerings with a comprehensive round up. Illuminating content from our editorial staff and well-respected thought leaders and experts keeps our content on the leading edge.

#### ACTIONS TAKEN AS A RESULT OF READING ADS IN DLP:

**57%** have visited an advertiser web site as a result of reading the advertisements in **Dental Lab Products**, while **56%** have purchased/ordered a product/service.

— Dental Lab Products 2007 Reader Assessment Survey

## In Every Issue

### New Products

Keeps lab owners, managers and technicians up-to-date on what's new and what's coming next. Covers the latest introductions of equipment, materials, supplies and services.

### Forward Trends

Original survey research, highlighting trends in both the laboratory and dental markets, helps lab owners and managers make informed product purchasing and management decisions.

### Competitive Edge

Keeps lab owners abreast of new professional development opportunities, upcoming dental and laboratory meetings, and the latest industry news as well as business, marketing, and employment issues and trends. From marketing to finances to employee recruitment, education, and news, we cover it all.

### Bench Mastery

Features the why and the how of working with new materials and applying new techniques. Each issue will feature tips and techniques on how technicians can better use your products to improve their craft.

### Tech Corner

Keeps readers up-to-date on all the latest high-tech equipment with an up-close look at select product categories, detailing specifications, pricing, and product descriptions with input from users on factors that affect purchasing decisions.

### Meetings

Provides an overview and highlights national, regional, and state industry meetings and symposia.

**73%** report that **Dental Lab Products** is very valuable in providing information about new products and services.

— Dental Lab Products 2007 Reader Assessment Survey

## Delivering Key Dental Lab Leaders

U.S. Dental Laboratories	16,162
U.S. Dental Office Lab with Technician on Premises	939
Canadian Dental Lab Personnel	808
Canadian Dental Supply Dealer	51
U.S. Dental Supply Dealer	262
U.S. Dental School Tech Program	78

**TOTAL CIRCULATION 18,300**

Dental Lab Products Sworn Statement of Circulation, September 2007

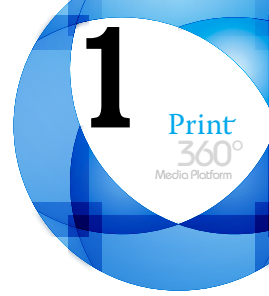
## Type of Lab Service

Crown and Bridge	8,492
Full Dentures	5,089
Partial Dentures	4,675
Orthodontic	1,715
Implant Cases	5,523
Other	808

Dental Lab Products Sworn Statement of Circulation, September 2007



# Ad Specifications & Sizes



## DENTAL PRODUCTS REPORT DENTAL LAB PRODUCTS

Publication Trim Size: 10.4375" x 13.75"

**Tabloid**

Tabloid: 9.875" x 13"	Tabloid Bleed: 10.625" x 14"	Tabloid Spread: (Gutter Bleed Only) 20.125" x 13"	Tabloid Spread Bleed: 21" x 14"	Tabloid 1/2 Vertical: 4.875" x 13"	Tabloid 1/2 Horizontal: 9.75" x 7.1875"

**Junior**

Junior: 7.25" x 10.5"	Junior Bleed: 7.75" x 10.75"	Junior Spread: 15.25" x 10.75"	Junior 2/3 Vertical: 4.625" x 10"	Junior 1/2 Vertical: 3.25" x 10"	Junior 1/2 Horizontal: 7" x 5"	Junior 1/3 Vertical: 2.1875" x 10"
Junior 1/3 Horizontal: 7" x 3.375"	Junior 1/3 Square: 4.625" x 4.875"	Junior 1/4 Vertical: 3.25" x 5"	Junior 1/4 Horizontal: 7" x 2.375"	Junior 1/6 Vertical: 2.1875" x 5"	Junior 1/6 Horizontal: 4.625" x 2"	Junior 1/2 Page Island: 4.625" x 7.1875"

## MODERN HYGIENIST

Publication Trim Size: 9" x 10.5"

**Junior**

Full Page Bleed: 9.25" x 10.75"	Full Page: 8.5" x 10"	2/3 Vertical: 4.75" x 10"	1/2 Vertical: 4.25" x 10"	1/2 Vertical Bleed: 4.375" x 10.75"	1/2 Horizontal: 8.5" x 5"	1/3 Vertical: 2.375" x 10"
1/3 Vertical Bleed: 3" x 10.75"	1/3 Horizontal: 8.5" x 3"	1/3 Square: 5" x 4.625"	1/6 Horizontal: 4" x 3"	1/4 Vertical: 4" x 4.75"	1/2 Page Spread: 18.25" x 5.5"	

# Terms & Conditions

The following terms and conditions (the "Standard Terms") shall be incorporated by reference into all Insertion Orders submitted to Advanstar Communications Inc. ("Publisher") by Advertiser or its advertising agency:

**A** – Invoices are rendered at date of publication.

**B** – Publisher holds the Advertiser and its advertising agency jointly responsible for paying all duly authorized advertising inserted in or attached to *Dental Products Report*, *Modern Hygienist* and *Dental Lab Products*. All past due payments may be invoiced directly to the Advertiser, who will be held fully responsible for payment.

**C** – Terms: Invoices are rendered on the publication date of each issue and are due upon receipt. Agency commission will be disallowed on all past due invoices. In the event Advertiser's account is placed for collection, Advertiser and agency agree to pay Publisher for all reasonable collection costs and/or attorneys' fees incurred. Advertiser and agency also agree to pay finance charges on the unpaid account balance at the rate of 1-1/2% per month or the maximum permitted by law.

**D** – Publisher will not be bound by any terms, conditions or provisions appearing on insertion orders or copy instructions which conflict with provisions of these Standard Terms, including, without limitation, sequential liability statements from advertising agencies. In the event of any inconsistency between an insertion order and/or copy instructions and these Standard Terms, the Standard Terms shall control.

**E** – All advertisements are accepted and published by the Publisher on the representation that the agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof.

**F** – Advertiser hereby grants Publisher the right and license to use, reproduce, transmit, and distribute all creative materials supplied by or on behalf of Advertiser, including without limitation, all text, graphics, illustrations and photographs (the "Creative"). Advertiser represents and warrants that: (i) it has all the necessary rights in the Creative; (ii) the Creative does not violate any applicable law or regulation; and (iii) the Creative does not violate or infringe upon any third party right in any manner or contain any material or information that is defamatory, libelous, slanderous, that violates any person's right of publicity, privacy or personality, or may otherwise result in any tort, injury, damage or harm to any person. Advertiser acknowledges that Publisher is relying on the foregoing representations and warranties. Advertiser agrees to indemnify, defend and hold Publisher and its affiliates, and their respective officers, directors and employees, harmless from and against any and all expenses and losses of any kind (including reasonable attorneys' fees and costs) incurred based upon a breach of any of the foregoing representations and warranties or in connection with any claim arising from or related to any advertisement supplied by Advertiser or its agents and run by Publisher.

**G** – Publisher reserves the right to reject any advertising which Publisher feels is not in keeping with the publication's standards or for any other reason, even if the advertising has been published previously by Publisher.

**H** – Publisher shall not be liable for any omitted, misplaced, or mispositioned advertisements.

**I** – All orders are accepted by Publisher subject to change in rate upon notice from Publisher.

**J** – Orders may be cancelled within ten (10) business days of the effective date of a change of rates without incurring a shortrate adjustment, provided the Advertiser's contract rate has been earned as of the date of cancellation.

**K** – An order may be cancelled without liability up to thirty (30) days prior to the issue's ad close date. Publisher reserves the right to demand payment for orders cancelled less than thirty (30) days prior to ad close, regardless of the date of ad placement.

**L** – A 1/6 page ad is the minimum rate holder. (WILL VARY PER MAGAZINE.)

**M** – Advertiser will be shortrated if, within a 12-month period from the date of the first insertion, Advertiser does not use the amount of space upon which its billings has been based. Advertiser will be rebated if, within a 12-month period from the date of the first insertion, Advertiser has used sufficient additional space to warrant a lower rate than that at which it has been billed.

**N** – Costs incurred by Publisher for production work on advertisements will be charged to the Advertiser regardless of whether or not the ad runs. Advertiser will be charged for any artwork, separations, halftone, shipping, or typography provided by Publisher.

**O** – In the event a change of copy is not received by Publisher by the publication's ad closing date, the copy run in the previous issue of the publication will be inserted.

**P** – Publisher will hold Advertiser's materials for a maximum of one year from last issue date. It is the responsibility of the Advertiser to arrange for the disposition of artwork, proofs or digital materials prior to that time, otherwise materials will be destroyed. All requests must be submitted in writing.

**Q** – Publisher will not be held responsible for consequential costs or other damages due to loss or damage of digital ad materials, art, proofs or transparencies.

**R** – Reader response inquiries are provided as a service. Publisher disclaims all liability and responsibility for inaccuracies

**S** – Under no circumstances shall Publisher be liable for any indirect, incidental, special or consequential damages (including, without limitation, loss of profit or impairment of goodwill) of any Advertiser. Under no circumstances shall Publisher's direct or indirect liability to any advertising agency or Advertiser exceed the invoiced cost of the advertisement. Notwithstanding the foregoing, Publisher shall have no liability for (i) any failure or delay resulting from conditions beyond Publisher's control; or (ii) errors in content or omissions in any creative or advertising materials provided by Advertiser.

**T** – These Standard Terms, together with insertion orders submitted by Advertiser, (i) shall be governed by and construed in accordance with the laws of the State of New York and the United States, without giving effect to principles of conflicts law; (ii) may be amended only by written agreement executed by an authorized representative of each party; and (iii) constitute the complete and entire expression of the agreement between the parties, and shall supersede any and all other agreements regarding the subject matter hereof, whether written or oral, between the parties. Failure by either party to enforce any provision of these Standard Terms shall not be deemed a waiver of future enforcement of that or any other provision. Advertiser may not resell, assign, or transfer any of its rights hereunder.

## COMMISSION

Accredited advertising agencies receive a 15% commission provided invoices are paid within 30 days

Production charges are not subject to agency commission.

## AD REQUIREMENTS

1. Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Acceptable format is a PDF which must contain high resolution images, CMYK image and color mode only (exception: unless additional PMS color is purchased), all fonts embedded,

all transparency attributes flattened, maximum total ink density 320%, 1/8" bleed for bleed ads, all trim marks offset minimum of 1/8", icc profile is "U.S. Web Coated (Swop) v2", or none should be applied. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred or acceptable formats. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ads supplied in any format other than our preferred or acceptable formats. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing and submitting ad files to the correct size and specifications, log on to [www.AdsAtAdvanstar.com](http://www.AdsAtAdvanstar.com) or contact the production manager.

**2. Accepted Method of Delivery:** The preferred method of delivering ad files to Advanstar is via a web based ad uploader, [www.AdsAtAdvanstar.com](http://www.AdsAtAdvanstar.com). Files can also be submitted on CD-R or DVD-R disc format.

**3. Ad Proofs:** To insure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.

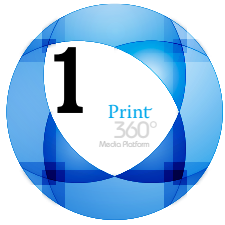
**4. Publisher will not supply a faxed or soft proof for Advertiser-supplied files.** Advertiser is solely responsible for preflighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.

## FOR MAGAZINES WITH BPA AUDITS

BPA Worldwide audits *Dental Products Report* and *Modern Hygienist* circulation. Go to BPA's searchable Web site at [www.bpaww.com](http://www.bpaww.com) to utilize the following resources - and much more:

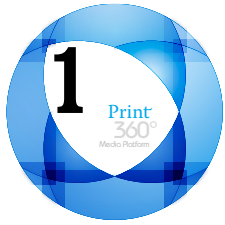
- View and print *Dental Products Report* and *Modern Hygienist*'s current and archived BPA Circulation Statements.
- View and print other BPA-audited publications' Circulation Statements within this industry and many other industries Advertiser might be interested in.
- Sign up to receive automatic e-mail notifications when newly updated Circulation Statements or Audit Reports are available in BPA's on-line Reports Library.
- View the rigorous bylaws and rules that must be adhered to in order to become a BPA member and to pass a BPA audit.
- Use the invaluable search engine to perform keyword searches through dozens of media and publishing Web sites.

If you haven't already done so, you will need to create your user name and password to access BPA's library of circulation data. Go to [www.bpaww.com](http://www.bpaww.com), click on the appropriate boxes in the "Circulation Data Search" link, and follow the succeeding instructions to create your user name and password. You only have to create the user name and password once, and then you will have unlimited free access to BPA's Reports Library.



# Dental Products Report<sup>®</sup> 2008 Editorial Calendar

	TRENDS/SURVEY	PRACTICE INNOVATIONS	EMMOTT ON TECHNOLOGY	INFECTION CONTROL	MID REPORT	TIPS FROM THE SCOTTSDALE CENTER
<b>January</b> AD CLOSE: 11/29/07	DDS/lab communication	Management software	Digital radiography/ intraoral	Cleanliness: A basic theme	Minimally invasive orthodontics	Matching single anteriors
<b>February</b> AD CLOSE: 12/27/07	Materials Chairside (impression, restorative, bonding)	Small-diameter implants	Digital radiography/ extraoral, cone beam	Sterilization monitoring 1	Minimally invasive periodontics	Impression taking challenges/solutions 1
<b>March</b> AD CLOSE: 1/30/08	CAD/CAM Chairside and lab	LED curing lights	Practice Web sites	Sterilization monitoring 2	Minimally invasive endodontics	Impression taking challenges/solutions 2
<b>April</b> AD CLOSE: 3/3/08	Handpieces	Sterilizers	E-marketing	Sharps safety/ disposal	Minimally invasive oral surgery	Metal-free crown prep tips 1
<b>May</b> AD CLOSE: 4/1/08	Endodontics	Matrix systems	CAD/CAM	Waterlines	Laser cavity preparation	Metal-free crown prep tips 2
<b>June</b> AD CLOSE: 5/2/08	High-tech census	Operator seating	High-tech lab communication	Hand care/hygiene	Minimally invasive instrumentation	Cone beam applications
<b>July</b> AD CLOSE: 6/2/08	Perio/Prevention	Chairside whitening	High-tech diagnostics	Instrument processing	Minimally invasive crown prep	Endo—do or refer?
<b>August</b> AD CLOSE: 7/1/08	Patient education	VPS impression materials	High-tech case presentation	Handpiece maintenance	Small-diameter implants	Posterior esthetics
<b>September</b> AD CLOSE: 8/1/08	Implants	Dental digital cameras	Troubleshooting tech mistakes	Infection control and the lab	Remineralization	Pediatric esthetics
<b>October</b> AD CLOSE: 8/29/08	Whitening	Digital radiography	Paperless strategies	Infection control and endodontics	CAMBRA 1	Denture esthetics
<b>November</b> AD CLOSE: 10/2/08	Minimally invasive dentistry Products and procedures	Cone beam imaging	Future practice technologies	Documentation	CAMBRA 2	CAD/CAM
<b>December</b> AD CLOSE: 10/28/08	Survey review		Q&A	Q&A	Q&A	Q&A



# Dental Products Report

## 2008 Black & White Rates — US Dollars

	1x	3x	6x	12x	15x	20x	24x	36x	45x	55x
Tab Page	15,440	15,190	14,990	14,840	14,730	14,620	14,520	14,400	14,270	14,110
Tab 1/2 Page	10,850	10,680	10,650	10,610	10,540	10,490	10,410	10,330	10,270	10,230
Page	10,090	9,720	9,640	9,530	9,490	9,460	9,420	9,390	9,300	9,270
2/3 Page	7,540	7,440	7,370	7,300	7,250	7,180	7,100	7,040	6,950	6,900
1/2 Page	5,220	5,100	5,090	5,060	5,040	5,030	4,990	4,910	4,890	4,880
1/3 Page	3,900	3,830	3,800	3,790	3,760	3,720	3,700	3,690	3,680	3,660
1/4 Page	3,020	2,950	2,890	2,870	2,810	2,800	2,780	2,760	2,730	2,700
1/6 Page	2,300	2,270	2,250	2,220	2,210	2,190	2,180	2,160	2,140	2,130

### Black & White Rates

Frequency discounts are based on total number of insertions (regardless of size) within a 12-month period for *Dental Products Report*, *DPREurope*, *Dental Lab Products* and *Modern Hygienist*.

### Color Rates

Additional costs to black & white space rates:

#### Standard color (per page):

Junior page or larger .....\$660  
 Less than junior page .....\$450

#### Matched PMS color\*

(per page or fraction thereof) .....\$960

#### 4-color process (per page):

Larger than 1/3 junior .....\$2,040  
 1/3 junior or less ..... \$1,190  
 Metallic ink\* ..... Contact Your Representative

### Regional Advertising

Contact your representative for rates.

### Cover & Special Position Rates

Cover 2 and 4 ..... B/W rate + 20% + 4/C rate  
 Cover 3 ..... B/W rate + 10% + 4/C rate  
 Center spread ..... B/W rate + 10% + 4/C rate per page  
*Other preferred or special position - Contact Your Representative*

### Mechanical Specifications

**Digital data is required for all ad submissions.** Preferred format is PDF/X-1a. Acceptable format is a PDF which must contain high resolution images, CMYK image and color mode only (exception: unless additional PMS color is purchased), all fonts embedded, all transparency attributes flattened, maximum total ink density 320%, 1/8" bleed for bleed ads, all trim marks offset

minimum of 1/8", icc profile is "U.S. Web Coated (Swop) v2", or none should be applied. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred or acceptable formats. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ads supplied in any format other than our preferred or acceptable formats. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing and submitting ad files to the correct size and specifications, log on to [www.AdsAtAdvanstar.com](http://www.AdsAtAdvanstar.com) or contact the production manager.

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**Printing:** Web heatset offset. 150% line screen.

**Paper Stock:** 36 lb. #5 Groundwood Gloss Stock.

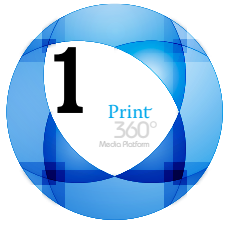
**Binding:** Saddle stitched.

\*PMS & metallic inks are limited. Call your representative for availability.

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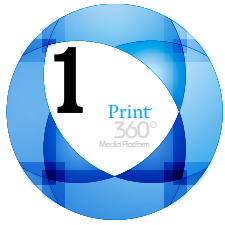
Kathy Tarnowski, Ad Production Department  
*Dental Products Report*  
 131 W. 1st St.  
 Duluth, MN 55802-2065  
 Phone: (218) 740-6339  
 E-mail: [ktarnowski@advanstar.com](mailto:ktarnowski@advanstar.com)



# modern hygienist®

## 2008 Editorial Calendar

	PATIENTS	CAREER	LIFE	PRODUCT SPOTLIGHT	WEB
<b>January</b> <b>AD CLOSE:</b> <b>11/27/07</b>	Hygienists' role in avoiding malpractice Innovations in risk assessment	Scheduling: Breaking the mold of calendar-based thinking	Understanding probiotics and supplements	Ultrasonics	Making healthy eating affordable
<b>February</b> <b>AD CLOSE:</b> <b>12/21/07</b>	The Guide to children's oral health needs The science of ART (atraumatic restorative treatment)	Creating protocol for caries detection	The skinny on trans fats	Fluoride fix (foams, gels and fluoride varnish)	The Guide — Handy checklist for your teen, adult and elderly patients
<b>March</b> <b>AD CLOSE:</b> <b>1/25/08</b>	Treating people with eating disorders Coffee talk: The oral and systemic impact of java	Getting recertified state-to-state	Zen decorating – from the waiting room to your living room	Loupes	The evolution of stannous fluoride
<b>April</b> <b>The Green Issue</b> <b>AD CLOSE:</b> <b>2/25/08</b>	The prevalence of "natural" products on the market Health affects of botanicals	Marketing to the eco-friendly patient base	Building an organic menu	Tooth pastes and rinses	Eco-tourism
<b>May</b> <b>DPRWorld</b> <b>AD CLOSE:</b> <b>3/27/08</b>	How to evaluate new products Understanding allergies	Hygienists' role in forensic dentistry and disaster preparedness	Moonlighting – Hygienists with cool second jobs	Oral cancer screening	Hygienists who survived Katrina
<b>June</b> <b>ADHA</b> <b>The Education Issue</b> <b>AD CLOSE:</b> <b>4/25/08</b>	Evidence-based dental hygiene	Becoming an educator State of our schools: Today and tomorrow	Finishing your degree	Patient education	QUIZ: Post clinical, what career path suits you best?
<b>July</b> <b>AD CLOSE:</b> <b>5/23/08</b>	Health risks of childhood obesity Acidic foods and dentin sensitivity	MH's 2nd annual job satisfaction & compensation survey	Being Bono: How you can make a difference in Africa	Hygiene handpieces and prophylaxis angles	Spend for a cause
<b>August</b> <b>Olympics</b> <b>AD CLOSE:</b> <b>6/24/08</b>	Treating athletes	Making the jump from staff to management	Adoption: One hygienist's story	Prophy paste	Association alphabet soup
<b>September</b> <b>Geriatrics</b> <b>AD CLOSE:</b> <b>7/28/08</b>	Caring for the elderly Patients and public health, part 1	Imaging special feature: Cameras, video, x-rays and beyond	As parents age – Tips on how to deal	What's hot in perio	Safety tips for older patients
<b>October</b> <b>ADA</b> <b>Trends Issue</b> <b>AD CLOSE:</b> <b>8/26/08</b>	Antibiotics and pre-medication "Trends" pieces on mi, oral systemic/perio, instrumentation, ergonomics and homecare	The economics of evidence-based dentistry	Election '08 Candidates' views on healthcare	Whitening Operatory clothing	Trick-or-treat alternatives
<b>November</b> <b>AD CLOSE:</b> <b>9/26/08</b>	The ortho/perio connection Patients and public health, part 2	BreathRx Hygienist of the Year	Abuse: How to spot it, how to stop it	Sealants	Profiling teams with dual specialties
<b>December</b> <b>AD CLOSE:</b> <b>10/29/08</b>	Protecting patients from tuberculosis To polish or not to polish?	Carpel tunnel: What are your options?	Footwear: At work and on the weekends	Hand instruments	HIV awareness and prevention



# hygienist<sup>modern</sup>

## 2008 Black & White Rates — US Dollars

	1x	3x	6x	12x	15x	20x	24x	36x	45x	55x
<b>Page</b>	6,600	6,500	6,420	6,350	6,310	6,250	6,210	6,160	6,100	6,040
<b>2/3 Page</b>	4,950	4,870	4,810	4,760	4,730	4,690	4,660	4,620	4,580	4,530
<b>1/2 Page</b>	3,440	3,380	3,340	3,300	3,270	3,260	3,240	3,210	3,180	3,150
<b>1/3 Page</b>	2,550	2,510	2,480	2,450	2,430	2,410	2,400	2,380	2,360	2,330
<b>1/4 Page</b>	1,980	1,950	1,930	1,910	1,900	1,880	1,870	1,850	1,830	1,820
<b>1/6 Page</b>	1,520	1,500	1,480	1,470	1,460	1,440	1,430	1,420	1,410	1,400

### Color Rates

Additional costs to black & white space rates:

#### Standard color

(per page or fraction thereof) .....\$580  
 Fractional page .....\$390

#### Matched PMS color\*

(per page or fraction thereof) .....\$840

#### 4-color process (per page):

Larger than 1/3 page ..... \$1,780  
 1/3 page or less ..... \$1,040

### Special Rates

#### Black & White Rates

Frequency discounts are based on total number of insertions (regardless of size) within a 12-month period for *DPREurope, Dental Products Report, Dental Lab Products and Modern Hygienist*.

#### Cover & Special Position Rates

2nd or 3rd cover ..... B/W rate +10% +4/C rate  
 4th cover ..... B/W rate +15% +4/C rate  
 Center spread ..... B/W rate +10% +4/C rate per page  
 Special positions ..... Contact your representative

### Mechanical Specifications

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**Printing:** Web heatset offset. 150% line screen.

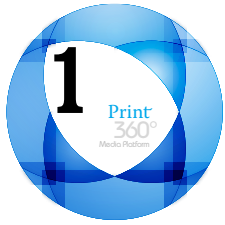
**Paper Stock:** 45 lb. #5 Ground wood Stock.

**Binding:** Saddle stitched.

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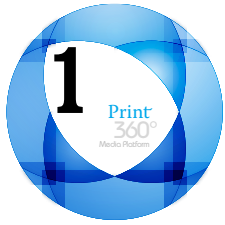
Terri Johnstone  
 Ad Production Department  
*Modern Hygienist*  
 131 W. 1st St.  
 Duluth, MN 55802-2065  
 Phone: (218) 740-6310  
 E-mail: [tjohnstone@advanstar.com](mailto:tjohnstone@advanstar.com)



# dental**lab**products®

## 2008 Editorial Calendar

	FORWARD TRENDS			BENCH MASTERY		COMPETITIVE EDGE			TECH CORNER
	Feature Survey	CAD/CAM Congress	Chairside	Pizzi on Fixed	Kreyer on Removables	Business Strategies: Yenkner	Marketing Strategies: Neal	Employee Management: Chemini	Eye on Technology
<b>January</b> AD CLOSE: 11/28/07	The new age of zirconia	CAD/CAM roundtable	Chairside: ZR cements		Keys to successful case planning for implant-retained prosthetics	Thinking about selling your business?	Convert those leads into sales		Digital shade-matching
<b>February</b> AD CLOSE: 1/3/08	Technology census: own or buy?	CAD/CAM roundtable	Crown and bridge placement aids	Simple implant design		Readying your business for sale		Getting the most from Gen Y employees	
<b>March</b> AD CLOSE: 1/31/08	Implant-retained prosthetics survey	CAD/CAM roundtable	Chairside: impression materials		Creating transitional appliances with an ovate pontic		How to create a marketing database	Train the hired, or hire the trained?	Welders
<b>April</b> AD CLOSE: 3/3/08	Cosmetic dentistry survey: chairside and lab	CAD/CAM roundtable	Chairside: bonding agents	Ins and outs of refractory veneers		Figuring costs—setting price	On-budget marketing with on-demand printing		
<b>May</b> AD CLOSE: 4/2/08	CAD/CAM survey: plan-to-purchase	CAD/CAM roundtable	Chairside: digital impressions		Creating surgical guide stems for CT scanning	Key steps to becoming an outsource center		Disciplinary action with privacy and protection	CAD/CAM
<b>June</b> AD CLOSE: 5/1/08	Pressables survey: zirconia, all-ceramic, metal ceramic		Chairside: PFM adhesives	Tissue cast for contours			Generate marketing success with multiple-channel advertising	5 keys to successful recruiting and ability testing	
<b>July</b> AD CLOSE: 6/2/08	2008 TechGuide								
<b>August</b> AD CLOSE: 7/1/08	Virtual modeling		Chairside: CT scanners		Tooth selection and positioning for partials	Financial considerations for becoming an outsource provider	Is your Web site search-engine optimized?		Model trimmers
<b>September</b> AD CLOSE: 8/1/08	Removable prosthetics survey		Chairside: C&B polishing and finishing burs	Resin bridge casting			5 keys to creating a brand	Helping staff re-enter workforce	
<b>October</b> AD CLOSE: 9/2/08	Alloy use and purchase survey	CAD/CAM Outsourcing Guide	Chairside: CT implant planning software		Clinical indications for common overdenture attachments	The right insurance coverage for you and your business		Managing managers	Furnaces
<b>November</b> AD CLOSE: 10/3/08	Communication		Chairside: provisionals	Bonwell mounting system for occlusion		Dealing with high-cost, low-profit clients	Direct mail=direct results		
<b>December</b> AD CLOSE: 10/29/08	2009 Buyers Guide								



# dental**lab**products®

## 2008 Black & White Rates — US Dollars

	1x	3x	6x	12x	24x
Tab Page	6,350	6,260	6,110	6,050	5,990
Tab 1/2 Page	4,780	4,710	4,700	4,680	4,640
Page	4,240	4,210	4,160	4,110	4,050
2/3 Page	3,270	3,230	3,200	3,170	3,110
1/2 Page	2,470	2,460	2,450	2,390	2,380
1/3 Page	1,910	1,910	1,900	1,890	1,880
1/4 Page	1,410	1,370	1,370	1,350	1,340
1/6 Page	1,180	1,160	1,130	1,120	1,110

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### Color Rates

Additional costs to black & white space rates:

<b>Standard color (per page):</b> (per page or fraction thereof) .....	\$490
<b>Matched PMS color*</b> (per page or fraction thereof) .....	\$690
<b>4-color process (per page):</b>	
Larger than 1/3 junior .....	\$1,890
1/3 junior or less .....	\$1,220
Metallic ink* .....	Contact Your Representative

### Regional Advertising

Contact your representative for rates.

### Cover & Special Position Rates

Cover 2 and 3 .....	B/W rate + 10% + 4/C rate
Cover 4 .....	B/W rate + 15% + 4/C rate
Center spread .....	B/W rate + 10% + 4/C rate per page

*Other preferred or special position - Contact Your Representative*

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