

THE PRIMARY MEDIA RESOURCE

FOR DRIVING ADOPTION OF NEW PRODUCTS AND IDENTIFYING TRENDS

DLP stays ahead of a rapidly changing industry. We tackle the hard issues, emerging trends, and spotlight innovations launched in the marketplace to keep laboratory owners and managers competitively prepared, profitable and productive.

Key statistics

- ★ **94%** of readers rate DLP as the most relevant publication for getting information on new products.¹
- ★ **62%** of recipients share each issue of DLP with two to three other key in-house decision makers.¹
- ★ **62%** of readers visited an advertiser's Web site as a result of seeing an advertisement in DLP.¹

Exclusive research & trend coverage

Each issue of DLP provides readers with critical insight to the dental technology industry through surveys such as:

- ★ Technology
- ★ Implantology
- ★ Cosmetic dentistry
- ★ Restorative materials

Industry Knowledge

Our renowned columnists have more than 100 years combined experience in the dental technology field and offer their signature expertise on fixed and removable prosthetics as well as marketing and business strategies. We continue to bring readers the latest techniques, business strategies and marketing insights with our columnists:

- ★ **Peter Pizzi, CDT, MDT**
- ★ **Robert Kreyer Jr., CDT**
- ★ **Chuck Yenker**
- ★ **Bill Neal, CDT**

Audience

- ★ Average age: 53.2 years²
- ★ Male: 82.4%²
- ★ Female: 15%²
- ★ Average spend on lab products by lab owners: over \$66,000³



- ★ Circulation: **18,300**⁴
- ★ **#1** In market share
- ★ **70%** of readers read DLP within 1-3 days of receipt¹
- ★ **37.2%** spend 1 or more hours reading each issue¹

In every issue

- ★ **New Products:** Send us your press releases on new products launching on the market or upgrades of existing products.
- ★ **First Look:** Give readers a sneak peek at a product just before it launches to generate pre-launch buzz. Time it to correspond with an upcoming industry trade meeting to generate booth traffic.
- ★ **BenchMastery:** Share with readers how to use those new products. We encourage you to present step-by-step technique articles demonstrating the proper use of your new products at the bench.
- ★ **Applying New Technologies:** Launching a new technology or new equipment? Give readers an up-close look with this heavily illustrated spotlight feature.

New this year

- ★ **Product Focus:** In-depth look at the newest innovations within a specific materials product category such as ceramics, acrylics and alloys.
- ★ **Compare & Shop:** Don't miss the opportunity to give our readers specifications and pricing on select product groups such as diamond burs, thermoformers, and model trimmers to make their decision-making easier.
- ★ **Eye on Technology:** The most reader-requested section of the magazine, EOT targets specific technologies such as CAD/CAM, furnaces, laser welders, digital cameras, business software and more. We survey you about specifications, applications and pricing to give our readers a comparative shopping guide.

Source:1. June 2007, October 2008 DLP Readership Surveys. 2. 2009 State of the Industry Survey. 3. 2008 Buyers' Guide Survey

Source: 4. Sworn Circulation Statement

2010 EDITORIAL CALENDAR

	<i>Exclusive Surveys</i>	<i>Product Focus</i>	<i>Compare & Shop</i>	<i>Eye on Technology</i>	<i>Sponsored Opportunities</i>
<i>January</i>	MERGING TECHNOLOGIES: Find out how imaging technologies now combine for improved diagnostics, treatment planning, and better patient care.		DIAMOND BURS		5 REASONS TO BUY
<i>February</i>	TECH CENSUS: Who are the early adopters and what are they planning to buy in 2010?			IMPRESSION CAPTURING	5 REASONS TO BUY
<i>March</i>	IMPRESSIONLESS DENTISTRY: How digitizing preparation data impacts workflow and the bottom line.	CERAMICS			5 REASONS TO BUY
<i>April</i>	CORPORATE OUTLOOK: Key industry leaders weigh in on new innovations and new initiatives.		THERMOFORMERS		5 REASONS TO BUY CORPORATE PROFILES
<i>May</i>	CAD/CAM: New systems, new materials, new directions			CAD/CAM	5 REASONS TO BUY
<i>June</i>	REMOVABLE PROSTHETICS: What's driving ceramists, even dentists, to take hands-on denture courses?	ACRYLICS			5 REASONS TO BUY
Tech Guide					TECH BRIEFS
<i>August</i>	FINANCIAL PLANNING: Resources that offer lab owners solid short- and long-term business strategies.				5 REASONS TO BUY
<i>September</i>	DOMESTIC OUTSOURCING: On-shoring promises big returns for service providers and streamlined production for their customers.		MODEL TRIMMERS	PRESSING FURNACES	5 REASONS TO BUY
<i>October</i>	IMPLANTS: New technologies, new systems, new technique.	ALLOYS			5 REASONS TO BUY
<i>November</i>	COSMETIC DENTISTRY: New directions in esthetic treatment.				5 REASONS TO BUY
Buyers Guide					5 REASONS TO BUY FEATURED BRANDS
Crossover coverage with DPR	FEBRUARY: Lab Consolidation	MAY: Ethics in Dentistry	SEPTEMBER: Wal-Mart Dentistry	NOVEMBER: Overseas Impact	

2010 Black + White Rates US Dollars

	Tab Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page	1/6 Page
1x	6,350	4,240	2,470	1,910	1,410	1,180
3x	6,260	4,210	2,460	1,900	1,370	1,160
6x	6,110	4,160	2,450	1,890	1,350	1,130
12x	6,050	4,110	2,390	1,880	1,340	1,120
15x	5,990	4,050	2,380	1,870	1,330	1,110
20x	5,980	4,040	2,370	1,860	1,320	1,100
24x	5,960	4,020	2,350	1,840	1,300	1,000

Black & White Rates

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

Color Rates

Additional costs to black & white space rates:

Standard color

(per page or fraction thereof)\$490

Matched PMS color*

(per page or fraction thereof)\$690

4-color process (per page):

Larger than 1/3 page\$1,890

1/3 page or less\$1,220

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



Dental Lab Products Publication Trim Size: 10" X 12.5"



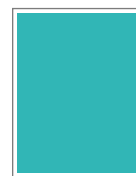
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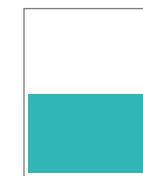
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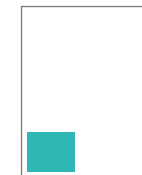
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1/6 Vertical
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1/6 Horizontal
Page:
4.25" x 3.5"

2010 Digital Ad Requirements

1. Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Note that a standard PDF is not a preferred format. Files should be a PDF/X-1a, which is a PDF subset specific to printing. 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 formats. Non-preferred or non-acceptable formats will be charged a \$150 processing

fee. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing PDF/X-1a files and submitting ad files to the correct size, go to www.AdsAtAdvanstar.com or contact the production manager.

2. 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.

3. Accepted Method of Delivery: The preferred method of delivering ad files to Advanstar is via a Web based ad uploader, www.AdsAtAdvanstar.com. Files can also be submitted on CD-R or DVD-R disc format.

4. Ad Proofs: To ensure 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.