

THE LEADING MEDIA RESOURCE FOR BRAND ADOPTION OF DENTAL PRODUCTS

We help dentists at every level of product inquiry—from discovery to adoption and, ultimately, success.

Key statistics

- ★ **95%** of readers indicated DPR is valuable or very valuable in providing information on new products and services.¹
- ★ **48%** of readers visited an advertiser's Web site as a result of seeing their advertisement in DPR.¹
- ★ Brands have greater exposure and reach with DPR readers who spend an average of **40.6 minutes with each issue.**¹

Audience

- ★ Average age: 48.5 years¹
- ★ Male: 61%¹
- ★ Female: 39%¹
- ★ Average spend on dental products by dentists: over \$90,000²

Source: 1. April 2009 DPR Readership Assessment. 2. IBIS World Industry Report: Dentists in the US (March 2009).

Editorial coverage

DPR is a consistent, respected source in product coverage, providing features that resonate with our readers. The sections they value most:

84% Techniques, 84% Products in Practice, 79% Product Watch¹

We don't just lecture, we respond, delivering relevant content that dental professionals most frequently request. What are they asking for: **68% dental product research, 59% technology, 57% cosmetic/restorative¹**



Our Editor's Choice distinction recognizes outstanding products.

In every issue

- ★ **Product Watch:** A quick guide for dentists that focuses on product launches and updates.
- ★ **Clinical 360°:** A panel approach to clinical coverage, including articles from key opinion leaders, researchers, educators and everyday dentists.
- ★ **Products in Practice:** How products impact practice development. Angles for articles in this section include protocol, marketing and efficiency.

- ★ Circulation: **150,000³**
- ★ Generates **81,205** 1-yr Personal Direct Requests³
- ★ New digital edition reaches more than **70,000** recipients⁴



2009 Winner of APEX for best redesign

New this year

Modern Hygienist: Focus on dental hygiene products, techniques and testimonials. Now both the dentist and hygienist can access the information they need to make the recommendation, make the purchase, and make the practice better.

Running in February, May, August and November.

Think Like a CEO: Designed to help health care providers more confidently embrace their roles as business owners and staff leaders, this section will feature some of the sharpest minds in dentistry sharing their wisdom on best practices in practice management.

Running in January, April, July and October.

Source: 3. DPR BPA Publisher's Statement, June 2009; 4. Digital recipients include 3,515 DPR BPA Publisher's Statement, June 2009; 66,485 publisher's own data.

2010 EDITORIAL CALENDAR

	<i>Exclusive Survey Report</i>	<i>The Benchmark</i>	<i>Products in Practice</i>	
January THINK LIKE A CEO: Statistics	PURCHASING AND IMPLEMENTATION: Sketching out purchasing plans and resources for the new year.	APEX LOCATORS	MARKETING AROUND ORTHO: How GPs should get the word out to patients.	ECONOMICAL PATIENT COMMUNICATION: Effective outreach without breaking the bank.
February MODERN HYGIENIST: Prophies	SPECIALTY CARE: How the general practice is changing as dentists branch out.	CURING LIGHTS	PROTOCOL FOR PREVENTION: Implementing remineralization procedures and preventive care.	GET YOUR ROI ON INTRAORAL CAMERAS: How this technology can yield added profits.
March	ERGONOMICS: We hear the word more now than 10 years ago, but are habits changing?	MATRIX SYSTEMS	THE "HAND-ME-DOWN" CYCLE: Products to pass down to support staff and what to purchase new.	A MORE EFFICIENT IC PROTOCOL: Streamline sterilization and asepsis.
April THINK LIKE A CEO: Patients	PRACTICE MANAGEMENT: The business end of oral health, from the economy to marketing and staff issues.	ECO-FRIENDLY PRODUCTS	MULTI-USE PRODUCTS FOR MULTI-TASKING DENTISTS: A look at products that claim to do more than one thing.	YOUR ECO BOTTOM LINE: Can being green make green?
May MODERN HYGIENIST: Fluoride	MATERIALS: With all the options available today, we ask docs—Do you know what you're using?	IMPRESSION MATERIALS	MARKETING AROUND VENEERS: Communicate esthetic options with realistic expectations.	YOU VS. WALGREENS: Can the dental practice compete in selling homecare products?
June	VENDOR REVIEW: Readers tell us who's top notch when it comes to sales, tech support and more.	PATIENT EDUCATION	PROTOCOL FOR E-RECORDS: Transition well as e-records become a requirement, not an option.	THE MARKETING STRATEGY SPECTRUM: Laying out all the options for practice promotion.
July THINK LIKE A CEO: Staff	CUTTING EDGE: A look at how dentists' online habits—CE, electronic records, etc.—compare with broader health care trends.	DIAMOND BURS	YOUR INSTRUMENT S-CURVE: Best practices for handpiece care: sterilization, storage and servicing.	RETHINK WATERLINE MAINTENANCE: Make this tiresome task more efficient.
August MODERN HYGIENIST: Power Homecare	CORPORATE PROFILE ISSUE PERIODONTICS: A stronger focus on the products changing perio.	LOUPES/ MAGNIFICATION	MARKETING AROUND SPECIALTY CARE: Promote treatment without offending specialists.	OPERATORY DESIGN AND YOUR BOTTOM LINE: Organizing your office properly can help get more from your products.
September NEW: TOP 25 WOMEN IN DENTISTRY	TECH CENSUS: Annual coverage of what people use, want and wish for when it comes to technology in the practice.	HIGHSPEED HANDPIECES	GET THE MOST OUT OF YOUR MATERIALS: Tips for inventory, storage and use.	TECHNOLOGIES THAT DRIVE TECHNOLOGY: Synergy between equipment can increase ROI.
October THINK LIKE A CEO: Systems	COSMETIC: A round-up of what's popular and what's coming: veneers, whitening, MID and more.	OPERATOR STOOLS	PROTOCOL FOR ORAL CANCER SCREENING: A simple step-by-step to help make it part of the routine.	EFFICIENCY IN FILM: If you haven't gone digital, there are still ways to improve the process.
November MODERN HYGIENIST: Ultrasonics	IMPLANTS: How technology is changing the standard of care and the role of dental labs.	INTRAORAL CAMERAS	COMMODITY PRODUCTS—HOW TO BUY SMART: Making quality and economical decisions about disposables.	SMALL CROWDS, HUGE BENEFITS: Covering manufacturers who now offer their own training courses and CE.
December	END OF THE YEAR PRODUCT REVIEW	TRENDS FORECAST FOR 2011		
Crossover coverage with DLP	FEBRUARY: Lab Consolidation	MAY: Ethics in Dentistry	SEPTEMBER: Wal-Mart Dentistry	NOVEMBER: Overseas Impact

2010 Black + White Rates U.S. Dollars

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

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)	\$660
Matched PMS color* (per page or fraction thereof)	\$960
4-color process (per page):	
Larger than 1/3 page	\$2,040
1/3 page 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

Dental Products Report Publication Trim Size: 10" x 12.5"

Tab Bleed Spd: 20.25" x 12.75"

Tab Bleed: 10.25" x 12.75"

Tab Non Bleed Spd: 19" x 12"

Tab Non Bleed: 9" x 12"

1/2 Vertical Page: 4.25" x 12"

1/2 Vertical Page Bleed: 4.75" x 12.75"

1/2 Horizontal Page: 9" x 5.375"

1/2 Horizontal Page Bleed: 10.25" x 5.375"

2/3 Vertical Page: 5.6875" x 12"

2/3 Vertical Page Bleed: 6.1875" x 12.75"

1/3 Vertical Page: 2.8125" x 12"

1/3 Vertical Page Bleed: 3.3125" x 12.75"

1/3 Horizontal Page: 9" x 3.5"

1/3 Horizontal Page Bleed: 10.25" x 3.5"

1/4 Vertical Page: 4.25" x 5.5"

1/4 Horizontal Page: 9" x 2.75"

1/6 Vertical Page: 2.8125" x 5.5"

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.