

## Orthodontic Practice US

Orthodontic Practice US provides a new, more hands-on perspective in orthodontic education. Orthodontic Practice US features intriguing clinical case studies, technology features, practice management articles, and product information that US orthodontists look forward to receiving.

### Circulation & Frequency

Orthodontic Practice US is published 4 times a year and mails to **7,500** Orthodontic specialists.

# 7,500

Providing a **new perspective** in Orthodontic case studies

**100% ortho-focused publication**

**Peer-reviewed** clinical case studies

**Unique blend of editorial content** including clinical techniques, technology features, practice management articles, and new product information

Published articles by **world-renowned orthodontic specialists**

**Reaching top US orthodontists**

Quarterly publication / **4 issues per year**

### Advertising Rates

		1x	4x
Full Page	4-Color	\$3,570	\$3,250
Double Page Spread	4-Color	\$6,100	\$5,750
1/2 Page Horizontal	4-Color	\$1,798	\$1,575
1/2 Page Vertical	4-Color	\$1,798	\$1,575
1/4 Page	4-Color	\$840	\$725
Back Cover	4-Color	—	\$5,355
Inside Back Cover	4-Color	—	\$4,399
Inside Front Cover	4-Color	—	\$5,625
BRC	4-Color	\$2,000	—

### Exclusive Packages

Exclusive custom packages available upon request. All rates quoted are net. 15% additional positioning charge added to all premium positions inside publication. This includes pages opposite Table of Contents and any specific page requests for placement at any time. All premium positions must commit to a one-year contract, which is noncancellable.

### Top Customer/Prospect Program

Mail any of our journals as a gift to your top 1,000 customers/use a 4-page cover wrap to promote your message over the entire wrap

Increase your leads by using custom **inserts, BRC cards, polybag outserts, or belly-band wraps.**

### Reprints

Endorsed article reprints are available to contributing key opinion leaders (KOLs) and clients interested in supplementing their own marketing needs.

### Editorial Added Value

Extend your reach and participate in one of our added-value programs.

### Corporate Profiles

Feature your company in a 3-4 page article, exclusive position—only one per issue.

### Product Profiles

If you are launching a new product, our full-page product profile is perfect to describe the release in detail.

### Practice Profiles

Nominate one of your KOLs, and his/her office will be presented in a feature article.

### Industry News

Use a full page of added-value editorial to let readers know what is new with your company.

**56%** of readers took action or had a more favorable opinion about the advertiser, and action-taking has increased +10% in the last five years\*

Magazines contributed to building web traffic, excelling the intent to purchase by **39%\*\***

\*Source: Affinity's VISTA Print Effectiveness Rating Service, 2009  
\*\*Source: Marketing Evolution, 2007



**MedMark serves as your full-service electronic marketing resource.**

**Brand Recognition**

Place your brand in a prominent position and add value to your product so when it's time to buy, your brand is first in line.

**New Product Launch**

Let the industry know why your product is a must-have.

**Lead Generation**

Maximize interest in your product or service by reaching your targeted audience.

**E-blasts**

Reach more than **55,000\*** dentists with just a click of the mouse! Deliver your customized promotion message to thousands of specialty dental professionals. E-blasts are a great way to promote your new product launch, educational programs, or newest initiative, as well as maximize your lead generation.

\*quantities vary depending on specialty

**E-newsletters**

Our bi-monthly E-newsletters keep our viewers connected and make it easy to find the latest interesting content. Advertise in any of our three publication E-newsletters!



**Webinars**

Make the task of educating large groups of dental professionals easier with a convenient, flexible, on-demand *Continuing Education* webinar. We will work with you to recruit speakers and develop relevant topics.



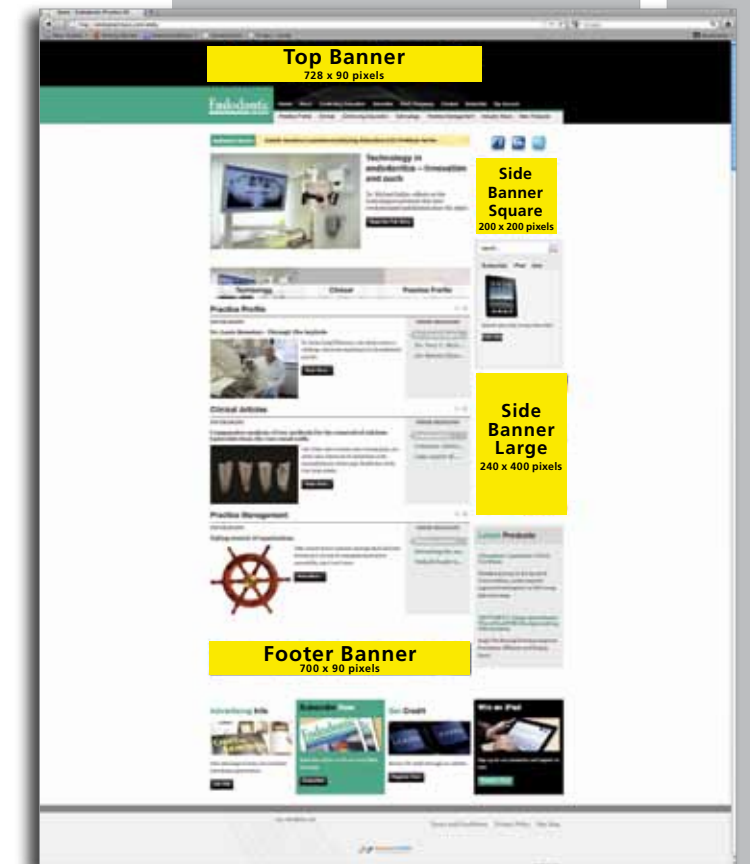
**72%** of dentists stated that they attend CE programs to learn about new techniques & materials\*

**80%** of dentists stated that they focus on using new products and techniques following a CE program\*

\*American Dental Association, Dept. of State Government Affairs

**Web Banner and Flash Panel Advertising**

These ads are prominently displayed on the main pages of our websites, guaranteeing visibility and a great way to communicate new initiatives. All web banner options are available on any publication website.



**Social Networking**

Our large social network following ensures constant traffic to each of the publication websites through the streaming of continual updates to articles, product releases, and CE opportunities.

Social network sites are visited by **75%** of consumers who go online.\*\*

\*\*Nielsen, 2010



EndoPracticeUS  
ImplantPractice  
OrthoPracticeUS



[www.facebook.com/EndodonticPracticeUS](http://www.facebook.com/EndodonticPracticeUS)  
[www.facebook.com/ImplantPractice](http://www.facebook.com/ImplantPractice)  
[www.facebook.com/OrthodonticPracticeUS](http://www.facebook.com/OrthodonticPracticeUS)





# Specifications

## Publication and Internet Advertising Specifications

Please note that all options are available for any one of our three publications: *Endodontic Practice US*, *Implant Practice US*, and *Orthodontic Practice US*. Please contact a representative at MedMark for any additional questions at 866.579.9496.

## Print Advertisement Specifications – Publication size 8.25" x 11.70"

Ad Size	Trim Size	Bleed Size
Double Page Spread	16.5" x 11.7"	16.75" x 12"
Full Page	8.25" x 11.7"	8.5" x 12.2"
1/2 Page Horizontal	7.3228" x 4.9606"	(no bleed)
1/2 Page Vertical	3.5433" x 10.4331"	(no bleed)
1/4 Page	3.5433" x 5.1575"	(no bleed)
BRC	6.75" x 4"	7" x 4.25"

- All live copy must be kept .5" within trim-size area
- Publication is Perfect Bound. Please leave cut room for the spine to prevent losing text or image
- Ads should be supplied in 4 Color CMYK Process: no RGB or PMS
- All images saved as JPG or TIFF, CMYK color format at 300 dpi
- Rich Blacks should not exceed C:30 M:25 Y:25 K:100 for images/graphics. All text needs to be a flat black C:0 M:0 Y:0 K:100
- PDF-distilled at press quality. Adobe Illustrator—fonts outlined or included
- Adobe InDesign—packaged with fonts and all files
- **We are not responsible for artwork inaccuracies if artwork provided does not meet the material requirements shown above**

## E-marketing Specifications

### Digital Advertisement Specifications

Ad Type	Size
Top Banner	728 pixels x 90 pixels
Footer Banner	700 pixels x 90 pixels
Side Square Banner	200 pixels x 200 pixels
Side Banner Large	240 pixels x 400 pixels

### Website Banner Ads:

- Banner must be GIF, Animated GIF, JPG or PNG
- Unlimited looping allowed
- 50 character alt text limit
- It is recommended to design ad with a solid color background to avoid unwanted color conflicts with displaying page
- Banners must not include any rapid or "strobing" animation of any graphic, copy or background elements
- All flash creative must open a new window

### Email Promotions:

- Provide company or product name as you would like it to appear on the "Subject" line
- Table width must be no greater than 600
- HTML material must be submitted. We will not send anything in JPG or PDF format that will prevent the reader from seeing plain text without images
- If graphics are hosted on your site, provide URLs
- Hosting for graphics is available if images are sent separately. The file name should be the desired photo label or name.
- Be sure to include http:// in all URLs and mailto: in all e-mail addresses

### E-newsletter Sponsorship:

- 450 pixels wide, 150 pixels tall
- Image cannot have CMYK color formatting or contain layers
- Save the file as JPG, GIF or PNG
- File should be no larger than 350KB
- Provide a URL to link and description of the image

**All materials can be uploaded to the MedMark FTP server using log in and passwords available upon request.**

