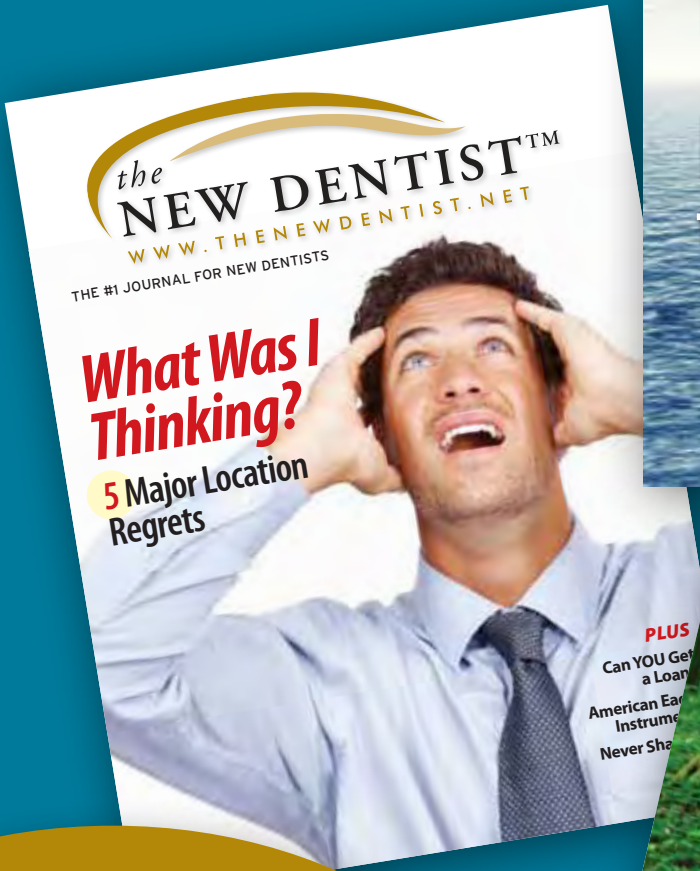
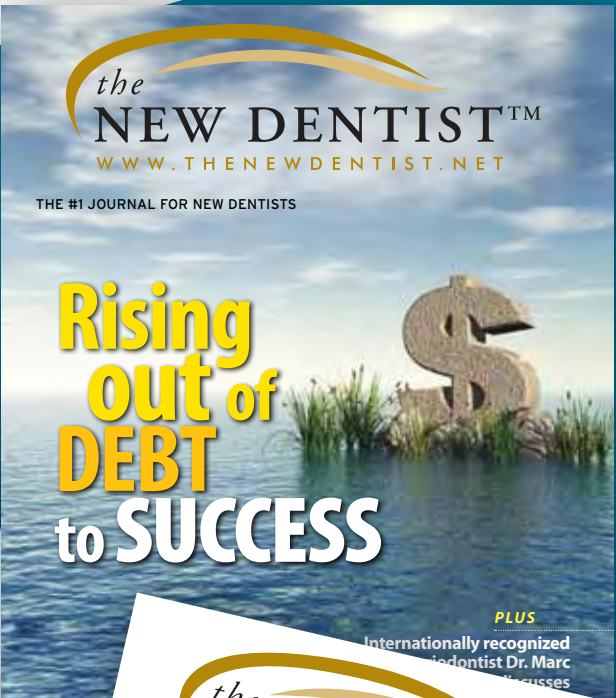


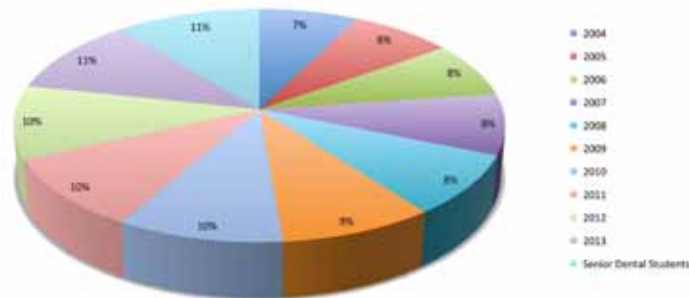
*The #1
Journal & Website
For New Dentists*



**Your Print
Advertisement
seen by 45,000
New Dentists**



DISTRIBUTION BY YEAR OF GRADUATION



FROM THE PUBLISHER

Welcome to *The New Dentist™* Media Kit. Since our maiden “re-launch” of the magazine in early 2009, *The New Dentist™* has received “Outstanding!” accolades from the new dentist readers as well as our advertisers. It has become the #1 resource for new dentists looking for guidance in the first 10 years of their practice and has become THE trusted source for new dentists for equipment, marketing, management, materials, software, insurance, hygiene, financing, accounting, social media, technology and more. Our mission is to bring to new dentists information from new dentists. Interesting that 60%



of dentists starting a practice are in the first FIVE years of graduating dental school. They are not the small, silent, insignificant minority that historically you may have believed. They are very eager to establish product and company loyalties. I am confident that your ad in the print and digital version of *The New Dentist™* will yield significant return for you.

Best regards,
Sally McKenzie,
Publisher

CIRCULATION

The New Dentist™ is sent complimentary to **45,000**, including **40,000** practicing dentists in the first ten years of practice as well as **5,000** U.S. senior dental students and dental school faculty.

All circulation numbers are approximate.

Advisory Board

To ensure our content remains at the forefront of current issues and quickly responds to the most important needs and interests of our audience, we have established an Advisory Board to offer this guidance and support consistent with our publication’s mission and objectives.



PUBLICATION INFORMATION

Editorial Schedule

Please consult info@thenewdentist.net for our current editorial calendar.

Distribution

All copies are distributed by mail based on ADA mailing lists including senior dental students. This system maximizes accurate circulation as well as *The New Dentist’s* 25 year prestige and support within dental education institutions.

Personnel

Publisher: Sally McKenzie
Managing Editor: Terri Yablonsky Stat, M.A.
National Sales Manager: Crystal Sierra

ADVERTISING POLICY

Terms

Thirty days net. For first-time advertisers, charges are payable with the first insertion. Balances over 45 days are charged 1.5%.

Closing Dates

ISSUE	Space Reservation	Ad Materials	Mailing*
Fall 2014	7/14/14	8/4/14	9/9/14
Winter 2014	9/12/14	10/3/14	11/12/14
Spring 2015	12/15/14	1/5/15	2/13/15
Summer 2015	3/14/15	4/6/15	5/12/15
Fall 2015	7/15/15	8/3/15	9/15/15
Winter 2015	9/14/15	10/2/15	11/10/15

**Mailing dates are approximate, may be subject to change.*

Publisher’s Protective Clauses

The advertiser assumes all liability for the content of advertisements, and for claims arising therefrom against publisher. Publisher’s liability in the event of failure to publish advertisement will be limited to refund of fee paid by advertiser. Publisher assumes no liability for circumstances beyond her control which result in failure to publish advertisement. Publisher reserves the right to reject advertising which is inconsistent with the publication’s standards, which include but are not limited to, the following: advertisements must be clearly recognizable as such and the product/service clearly identified; advertisement must contain no false claims or unfair or disparaging comparisons with other products.

TO RESERVE AD SPACE

Call 877.777.6151 Ext. 516 Or email ads@thenewdentist.net

ADVERTISING RATES**Print Ads Four-Color Rates (Net)**

	1X	4X
Full Page	\$4,725	\$4,347
2/3 Page	4,135	3,864
1/2 Page	3,885	3,465
1/3 Page	3,482	3,197
1/4 Page	3,275	3,007

Cover inside front - rate plus 20%

Cover inside back - rate plus 15%

Opposite Table of Contents - rate plus 10%

* Ads include **FREE** resource listing and lead generation on www.thenewdentist.net for term of the ad placement.

* Print ad automatically becomes part of the digital version, www.thenewdentist.net/digital.htm, including **FREE** active links to your website.

Rate Frequency Change and Rebate

Advertisers will be short rated if within a 12 month period from the date of the first insertion they do not utilize the number of insertions that their advertising rates have been based on.

Advertisers will be rebated if within a twelve month period from the date of the first insertion, that have used sufficient insertions to warrant a lower rate than which they have been billed.

MECHANICAL SPECIFICATIONS**Publication Trim Size**

8.375" x 10.875"

Ad Dimensions

Full Page: 8.375" x 10.875" Plus a .25" bleed on four sides (8.875" x 11.375")

2/3 Vertical: 4.9333" x 9.925", Bleed 5.6833" x 11.4925"

1/2 Vertical: 3.7125" x 9.925", Bleed 4.4625" x 11.4925"

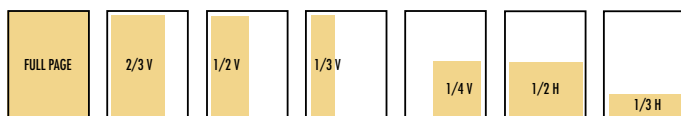
1/3 Vertical: 2.4917" x 9.925"

1/4 Square: 3.7125" x 4.875"

1/2 Horizontal: 7.375" x 4.875"

1/3 Horizontal: 7.375" x 3.312"

Live matter should be kept at least 3/8" from trim edge.

**Binding**

Saddle stitched

Printing Method

Web Offset

Reproduction Requirements

All ads must be submitted as high-resolution (press quality) PDF format only.

The resolution of all images should be a minimum of 300dpi at final reproduction size and should be in CMYK format, not RGB. All fonts must be embedded in the PDF.

Artwork & Mechanical Charges

If furnished artwork requires additional processing, an additional charge will be billed to the advertiser.

DIGITAL ADS**Digital Ad Enhancements**

The digital version of *The New Dentist™* allows you to expand your marketing reach to a wider audience and offer you more value and cost effective marketing solutions. You can create a cost effective vibrant interactive experience for your customers while positively impacting sales and brand performance.

	1X	4X
Key Sponsor Position-Opposite Cover 550 pixels wide x 480 pixels high www.thenewdentist.net/digital.htm	\$1,500	\$1,382
Ad-Generation - Email Capture	450	415
Blow-In Card 6 3/8" wide x 4 5/8" high, PDF, 250 dpi	450	415
Ad Jolt - Flash	450	415
Video	500	450
Audio mp3 or wav files	450	415
Skyscraper - Opposite 2 pages 120 pixels wide x 600 pixels high	450	415

*Digital Edition ads are still active with all archived issues. Contact ads@thenewdentist.net for options and file format.

Ad Material SubmissionEmail: ads@thenewdentist.net**Physical Ad:**

The New Dentist™
3252 Holiday Ct. Ste. 110
La Jolla, CA 92037

FTP Upload:www.thenewdentist.net/upload.php

TO RESERVE AD SPACE
Call 877.777.6151 Ext. 516
Or email ads@thenewdentist.net

WEB AND BLOG ADS



WEB ADS

Banner Ad 264 x 143 \$900/mo
Banner ad appears on each page of the website.

Button Ad 125 x 125 \$500/mo
3 months minimum

Ad Specs:

- Must be GIF, Animated GIF, JPEG or Flash format
- Must provide URL (http://) ad link
- Unlimited looping permitted
- 50 character text limit
- No strobing animation

ONLINE RESOURCE LISTING

\$600/6mos
\$1,000/year

www.thenewdentist.net/resources.htm

BLOG ADS

Banner Ad 265 x 175 \$350/mo

Button Ad 220 x 220 \$175/mo

3 month minimum

www.thenewdentist.net/Blog

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Call 877.777.6151 Ext. 516
Or email ads@thenewdentist.net