

CONTACT US

If you would like to place an ad in an upcoming issue or have any questions regarding our rates, please contact:

Ad Representative
Teri Arthur
 teri.arthur@glidewell dental.com
 888-303-4221 ♦ 949-440-2746

INSERTION ORDER AND AD SPECIFICATIONS

Description of Ad:		
Notes/Special Instructions:		
Company Name:		
Address:		
City:	State:	Zip:
Phone Number:		
Fax Number:		
E-Mail Address:		
Contact Name:		
Signature:		Date:

INSTRUCTIONS FOR AD SUBMISSION

Please send us your e-mail address and we will e-mail you Adobe Distiller PDF settings. The magazine ad dimensions are 9" x 10.875" (add 0.125" on all sides for bleeds). All images must be CMYK (no spot colors or grayscale images) and converted to a PDF format using the profile.

To use the settings, simply follow these instructions:

1. Save the file (PublishersPress.joboptions) on your desktop.
2. Open Adobe Distiller.
3. Go to Settings.
4. Click on Add Adobe PDF Setting and select the file (PublishersPress.joboptions) on your desktop.
5. PDF the file using this profile.

Files may be submitted via e-mail or our FTP site. If you would like instructions for accessing our FTP site, contact the magazine coordinator.

GL-1782-1211



EDITORIAL FEATURES

- ♦ Clinical Case Studies
- ♦ Patient Photo Galleries
- ♦ Dr. DiTolla's Clinical Tips
- ♦ Clinical Techniques
- ♦ Practice Management Articles
- ♦ One-on-One with Dr. Michael DiTolla
- ♦ Patient Product Reviews
- ♦ DVD Inserts

CIRCULATION

120,000 General Dentists

"You'll be in good company while advertising in Chairside® magazine."

-Michael C. DiTolla, DDS, FAGD, Editor-in-Chief/Clinical Editor, Chairside magazine



GENERAL TERMS

♦ Chairside may, at its sole discretion, edit, reject or cancel at any time any advertisement submitted by advertiser.

♦ Chairside shall have full positioning latitude on all advertisements except those with special rate guaranteed positions.

RATES (PER FULL-PAGE AD)

REGULAR PLACEMENT

One issue	\$4,997
Two issues	\$3,997
Four issues (one calendar year)	\$2,997

PREMIUM PLACEMENT

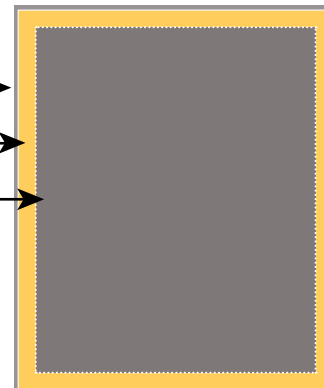
Inside Front Cover	Rate + 10%
Inside Back Cover	Rate + 10%
Back Cover	Rate + 20%

All rates are net.

ADVERTISING SPECIFICATIONS

Layout: Full Page/Full Color
 Format: Hi-Res PDF
 Dimensions: 9" x 10.875"
 Bleed: Add 1/8" (0.125") on all sides

Bleed: 9.25" x 11.125" →
 Trim: 9" x 10.875" →
 Live area: 8" x 9.875" →



ISSUE	PUBLISHING SCHEDULE	CLOSING DATES	FINAL AD ARTWORK DUE
Winter 2012	January 2012	December 30, 2011	January 6, 2012
Spring 2012	April 2012	March 1, 2012	March 9, 2012
Summer 2012	July 2012	June 1, 2012	June 8, 2012
Fall 2012	October 2012	September 1, 2012	September 14, 2012

ADVERTISING SPECIFICATIONS

PUBLICATION NAME	FULL-PAGE 1X AD	CIRCULATION	CPM	SOURCE
Chairside	\$4,997	120,000	\$41.64	
Dentaltown	\$9,150	121,976	\$75.01	Farran Media 2012 Media Kit
JADA	\$10,420	148,251	\$70.28	ADA Publications 2012 Media Kit
ADA News	\$14,780	155,701	\$94.92	ADA Publications 2012 Media Kit
Dental Products Report	\$15,440	150,000	\$102.93	Advanstar Dental Media 2012 Media Kit
DENTISTRY TODAY	\$15,190	150,000	\$101.26	Dentistry Today 2012 Media Kit
Dental Economics	\$12,921	100,000	\$129.21	Dental Economics 2012 Media Kit

WHY CHAIRSIDE?

Chairside magazine features restorative dentistry, dental practice management and clinical tips. Started with the intent to guide dentists through routine clinical situations, Chairside has become a respected and trusted publication. As an informative aid best paired with confidence in the practice, Chairside is an unbiased magazine designed to provoke thought and help dentists take their techniques and knowledge one step further.

MAILING ADDRESS

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GENERAL INFORMATION

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