

## AD RATES & SPECIFICATIONS

	1x	6x	12x	16x	24x
Full page	\$3,430	\$3,400	\$3,240	\$3,205	\$2,950
1/2 page island	\$2,810	\$2,705	\$2,655	\$2,775	\$2,220
1/2 page	\$2,270	\$2,230	\$2,175	\$2,150	\$2,015
1/3 page	\$1,735	\$1,685	\$1,620	\$1,620	\$1,475
1/4 page	\$1,350	\$1,305	\$1,250	\$1,230	\$1,160

Standard Colour ..... \$780, Matched Colour ..... \$1,110  
4-Colour ..... \$2,240

Please Note: All ad rates are shown in Canadian dollars.

### Mechanical Specifications and Conditions

	Width	Depth	Width	Depth
Full page	7"	10"	178mm	254mm
Bleed Full Page	8 3/4"	11 1/2"	213mm	283mm
Double Spread	15 1/4"	10"	388mm	254mm
Bleed Spread	16 3/4"	11 1/2"	425mm	283mm
2/3 Vertical	4 1/2"	10"	114mm	254mm
2/3 Horizontal	7"	6 1/2"	178mm	165mm
1/2 Vertical	3 3/4"	10"	86mm	254mm
1/2 Horizontal	7"	4 3/4"	178mm	124mm
1/2 Island	4 1/2"	7 1/2"	114mm	190mm
1/3 Vertical	2 1/2"	10"	54mm	254mm
1/3 Horizontal	7"	3 1/4"	178mm	83mm
1/3 Square	4 1/2"	4 3/4"	114mm	124mm
1/4 Vertical	3 3/4"	4 3/4"	86mm	124mm
1/4 Horizontal	7"	2 1/4"	178mm	57mm

Publication Trim Size: 8 1/2" x 10 7/8" 206mm x 276mm

### Ad submission

FTP site uploading information for **ORAL HEALTH MAGAZINE**

**Bigftp.businessinformationgroup.ca**  
Login: **orh** Password: **orh662**

FTP site uploading information for **DENTAL PRACTICE MANAGEMENT**

**Bigftp.businessinformationgroup.ca**  
Login: **dpm** Password: **dpm992**

Drag and drop your file(s) from your desktop to the folder.

**Please make sure that YOUR company name is on your file.**

**The preferred file submission is a print optimized PDF,**

but we will accept the following file formats:

PDF/X

Adobe Illustrator CS2 (Mac/PC)

Adobe Photoshop CS2 (Mac/PC)

Adobe Indesign CS2 (Mac/PC)

QuarkXpress (Mac/PC)

### Requirements for artwork

All fonts must be supplied or embedded in the PDF file.

All images must be supplied or embedded in the PDF file and meet print specifications (CMYK, 300dpi).

All colours used must be CMYK or Grayscale.

A proof of your ad must accompany your artwork, send to

**ksamuels@bizinfogroup.ca** (low res PDF is fine).

## DENTAL MARKETPLACE/ CLASSIFIED ADVERTISING

### Dental Marketplace

Oral Health and DPM offer classified advertising sections in each and every issue. **We carry more classified ad pages than all other Canadian dental magazines combined.**

This is a strong testament to the readership of our journals — these are the magazines the dentists themselves read to stay informed and these are the magazines they know they need to use to get results!

With our "e-dental marketplace" service, your ad also receives additional exposure on the Oral Health website!

### "E-dental marketplace"

Exclusive service for Dental Marketplace advertisers. Real time, on-line classified ads with posting guaranteed within 72 hours. (Note: Ad must appear in print journal to be eligible for this service).

With over 45,000 page views monthly and over 6,300 visitors on average per month,\* your ad will receive great exposure at very cost-effective rates!

### Dental Marketplace Pricing

Per column inch.... \$143.00

Make your ad stand out — use colour! Call for rates.

	Dimensions	B&W	4-colour
1/8 page	3 3/8" w x 2 1/4" d	\$420	\$510
1/4 page	3 3/8" w x 4 7/8" d	\$790	\$890
1/3 page	4 1/2" w x 4 7/8" d	\$925	\$1,020
1/2 page	7" w x 4 7/8" d	\$1,390	\$1,480
Full Page	7" w x 10" d	\$2,535	\$2,625

### Professional Directory/Business Cards

	1x	6x	12x
Single Card 3 3/8" w x 1 1/4" d B&W	\$325	\$315	\$295
Single Card 3 3/8" w x 1 1/4" d 4-colour	\$385	\$370	\$350
Double Card 3 3/8" w x 2 1/2" d B&W	\$585	\$560	\$550
Double Card 3 3/8" w x 2 1/2" d 4-colour	\$640	\$620	\$610

All rates above are shown in Canadian dollars and include all production.

For more information on any of these advertising opportunities or to reserve your space, please contact:

**Karen Shaw** 416-510-6770

e-mail: [kshaw@oralhealthjournal.com](mailto:kshaw@oralhealthjournal.com)

Toll free: Canada 1-800-268-7742, ext. 6770

U.S.A. 1-800-387-0273, ext. 6770

\* May 2009 Web Trends Report



## 2010 DATES TO REMEMBER

**APRIL 15<sup>th</sup>-17<sup>th</sup> — Vancouver, BC**

Pacific Dental Conference/CAED

604-736-3781 [www.pacificdentalonline.com/cms2010](http://www.pacificdentalonline.com/cms2010)

**MAY 13<sup>th</sup>-15<sup>th</sup> — Toronto, ON**

ODA Annual Spring Meeting

416-922-9571 [www.oda.on.ca](http://www.oda.on.ca)

**APRIL 9<sup>th</sup>-10<sup>th</sup> — Toronto, ON**

Technorama 2010

416-417-7462 [www.diac.ca](http://www.diac.ca)

**MAY 29<sup>th</sup>-JUNE 1<sup>st</sup> — Montreal, QC**

JDQ & CDA Annual Convention

514-875-8511 [www.jdq.qc.ca](http://www.jdq.qc.ca)

613-523-1770 [www.cda-adc.ca](http://www.cda-adc.ca)

**NOVEMBER 2010 — Toronto, ON**

Toronto Academy of Dentistry

Winter Clinic Meeting

416-967-5649 [www.tordent.com](http://www.tordent.com)

[www.oralhealthjournal.com](http://www.oralhealthjournal.com)

**Catherine Wilson:** Editorial Director, 416-510-6785

**Melissa Summerfield:** Senior Publisher, 416-510-6781

**Hasina Ahmed:** Associate Publisher, 416-510-6765

**Karen Shaw:** Classified Advertising, 416-510-6770

**Kahaliah Richards:** Dental Group Assistant, 416-510-6777

**Karen Samuels:** Production Manager, 416-510-5190

**Toll free:** Canada 1-800-268-7742 / U.S.A. 1-800-387-0273

**Fax:** 416-510-5140 / [www.oralhealthjournal.com](http://www.oralhealthjournal.com)

12 Concorde Place, Suite 800, Toronto, ON Canada M3C 4J2

For Consumer Ad Sales Please Contact:

**Barb Lebo:** 905-709-2272 [barblebo@rogers.com](mailto:barblebo@rogers.com)

**oralhealth** Dental Practice  
CANADA'S LEADING DENTAL JOURNAL MANAGEMENT

# 2010 Media Kit



## ORAL HEALTH

- Published since 1911, Oral Health is **the only** national clinical publication reaching the profession each and every month.
- Total circulation of over 21,200 qualified readers with 88% being dentists and 80% of those readers being General Practitioners.
- 61% of Oral Health readers personally request to receive Oral Health.\*
- Average pass along readership of Oral Health is over 58,000 readers each issue.\*\*
- 79% of our readers have direct purchasing influence and 44% have contacted advertisers directly from ads in Oral Health.\*\*
- 97% rate the overall quality of Oral Health as good/excellent.\*\*
- 93% of readers indicate that Oral Health meets the needs of their industry.\*\*

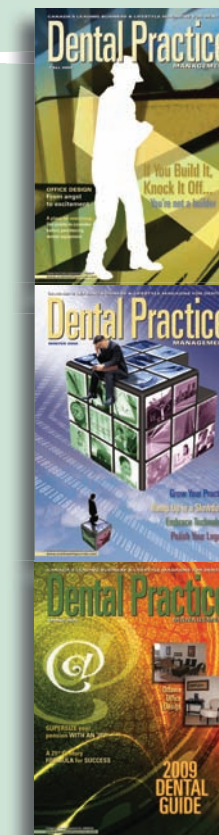
\* June 30, 2009 ABC Circulation Statement.

\*\* Oral Health May 2008 Readership Survey.

## DENTAL PRACTICE MANAGEMENT

- DPM is a unique business management resource for Canadian dentistry, designed to help dental practices and their teams boost productivity and profitability.
- Average pass along readership of DPM is over 37,000 readers each issue.\*
- 83% of our readers have direct purchasing influence.\*
- 50% of our readers have contacted advertisers directly from ads in DPM.\*
- 62.5% read most or all of the magazine; 84% spend 15 minutes to more than 1 hour on each issue.\*
- 93% of readers rated DPM good/excellent overall.\*
- 78% indicate that DPM meets the needs of their industry.\*

\* DPM May 2008 Readership Survey



[www.oralhealthjournal.com](http://www.oralhealthjournal.com)



# oralhealth

CANADA'S LEADING DENTAL JOURNAL

## EDITORIAL CALENDAR

Issue: **JANUARY 2010**

Feature: **Pediatric Dentistry**

Ad Space Close: **December 4, 2009**

Ad Material Close: **December 14, 2009**

Issue: **FEBRUARY 2010**

Feature: **Dental Pharmacology & Anaesthesia**

Meeting: **Pacific Dental Conference/CAED**

Ad Space Close: **January 5, 2010**

Ad Material Close: **January 15, 2010**

Issue: **MARCH 2010**

Feature: **General Dentistry**

Meeting: **ODA Spring Meeting**

Ad Space Close: **February 3, 2010**

Ad Material Close: **February 15, 2010**

Issue: **APRIL 2010**

Feature: **Aesthetic Dentistry**

Meeting: **AACD Meeting**

Ad Space Close: **March 3, 2010**

Ad Material Close: **March 15, 2010**

Issue: **MAY 2010**

Feature: **Endodontics**

Meeting: **JDQ / CDA Meeting**

Ad Space Close: **April 2, 2010**

Ad Material Close: **April 16, 2010**

Issue: **JUNE 2010**

Feature: **Oral Surgery**

Ad Space Close: **May 4, 2010**

Ad Material Close: **May 14, 2010**

Issue: **JULY 2010**

Feature: **Dental Materials & Technology**

Ad Space Close: **June 4, 2010**

Ad Material Close: **June 15, 2010**

Issue: **AUGUST 2010**

Feature: **Implantology**

Ad Space Close: **July 2, 2010**

Ad Material Close: **July 16, 2010**

Issue: **SEPTEMBER 2010**

Feature: **Orthodontics**

Ad Space Close: **August 3, 2010**

Ad Material Close: **August 16, 2010**

Issue: **OCTOBER 2010**

Feature: **Periodontics**

Meeting: **Winter Clinic**

Ad Space Close: **September 4, 2010**

Ad Material Close: **September 15, 2010**

Issue: **NOVEMBER 2010**

Feature: **Prosthodontics**

Ad Space Close: **October 3, 2010**

Ad Material Close: **October 15, 2010**

Issue: **DECEMBER 2010**

Feature: **Interdisciplinary Dentistry**

Ad Space Close: **November 2, 2010**

Ad Material Close: **November 16, 2010**

Issue: **FALL 2010**

“Tools of the Trade:” **Handpieces**

Ad Space Close: **September 14, 2010**

Ad Material Close: **September 24, 2010**

Issue: **WINTER 2010**

Special Issue: **Technology Update**

Ad Space Close: **November 15, 2010**

Ad Material Close: **November 26, 2010**

# Dental Practice

MANAGEMENT

## EDITORIAL CALENDAR

Issue: **SPRING 2010**

“Tools of the Trade:” **Curing Lights**

Special Issue: **Dental Guide**

Ad Space Close: **February 15, 2010**

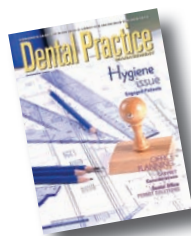
Ad Material Close: **February 26, 2010**

Issue: **SUMMER 2010**

“Tools of the Trade:” **Dental Chairs & Seating**

Ad Space Close: **May 14, 2010**

Ad Material Close: **May 24, 2010**



## WEBSITE INFORMATION

Combine your print and electronic campaigns with us to bring increased exposure and reach for your message!

www.oralhealthjournal.com receives:  
over 6,329 visitors per month — over 45,844 page views per month  
with an average of over 305 visits per day

(source: WebTrends Report May 2009)

## PROMOTIONAL & ADVERTISING OPPORTUNITIES

### E-mail News Blasts

We can send out your promotional messages and offers to our targeted audience via e-mail. Rates start at **\$450 per thousand e-mail addresses**.

### On-line Videos/Webcasts

Connect and engage with dental professionals through our website! Our in-house production team can help create custom videos, webcasts and webinars on the topic of your choice.

### Website Ads

Banner Ads (run-of-site) . . . . . **\$450 per month**

728 X 90 pixels 30K max file size

Skyscraper Ads (run-of-site) . . . . . **\$370 per month**

160 X 600 pixels 30K max file size

Button Ads (home page only) . . . . . **\$155 per month**

120 X 90 pixels 6K max file size

Call or e-mail for details and pricing:  
**Melissa Summerfield** 416-510-6781  
msummerfield@oralhealthjournal.com

**Hasina Ahmed** 416-510-6765  
hahmed@oralhealthjournal.com

## OTHER ADVERTISING OPPORTUNITIES

### Polybags and Inserts

An effective and cost-efficient means to deliver your product literature, brochure, samples and seminar / course information right into the hands of your buyers!

You can choose the targeted distribution that works best for you — we deliver the reach and readership you need!

Pricing and details upon request.

Please contact:  
**Melissa Summerfield**, Senior Publisher  
416-510-6781  
msummerfield@oralhealthjournal.com

**Hasina Ahmed**, Associate Publisher  
416-510-6765 hahmed@oralhealthjournal.com

### Dental Internet Directory Listing (DID)

The perfect way to cost-effectively promote and build targeted traffic to your website! Your 3-line listing appears in every issue of Oral Health as well as on the “Links” page of our website, with a direct link through to your site.

**\$500.00**  
for one year

### Product Spotlight

Buyers are just a click away! With our exclusive on-line **Product Spotlight** our readers can access your new products 24/7!

Find out how using **Product Spotlight** can help you:

- ✓ introduce new products
- ✓ promote product improvements and innovations
- ✓ begin a campaign to the Canadian dental market
- ✓ complement an existing display ad program

For one low annual fee of just **\$595.00** Canadian, you can post **unlimited** Product/Press Releases on our website!\*

For full details and to take advantage of these great marketing tools, please contact:

**Kahaliah Richards**, Dental Group Assistant  
E-mail: krichards@oralhealthjournal.com  
Direct Phone: 416-510-6777

Toll-Free: (Canada) 1-800-268-7742, ext. 6777  
or (US) 1-800-387-0273, ext. 6777

\* Product and Press Releases subject to publisher's approval. Once annual fee is paid, client will be given user ID and password to access website and post their release.

### b-2-b Web

Customized website design, hosting and maintenance services specifically focused for the dental profession and industry.

Call for details and pricing: 1-800-650-1666  
www.dentalwebdesign.com

**www.oralhealthjournal.com**