The #1 Journal & Website For New Dentists

Your Print Advertisement seen by 45,000 New Dentists
FROM THE PUBLISHER

The New Dentist™ magazine has become the #1 resource for new dentists looking for guidance in their first 10 years of their dental career. It has become THE trusted source for new dentists on 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

TND Advisory Board

The New Dentist™ Advisory Board, consists of 18 members who serve for a two-year term in a volunteer advisory capacity. Their contribution is critical to the success of the publication. Because they are in the trenches themselves, they know what issues are most important to their fellow new dentists. Comprising all sectors of the U.S. at different stages in their first 10 years, TND’s Advisory Board lends great expertise not only to the publication but to advertisers as well.

PUBLICATION INFORMATION

Editorial Calendar
Please contact info@thenewdentist.net for our current editorial calendar.

Distribution
The New Dentist™ magazine is distributed quarterly via USPS mail. The ADA approved distribution list is obtained each issue to maximize accurate circulation. The content of every issue is also available via the online digital version at www.thenewdentist.net.

Contact Information
Publisher: Sally McKenzie
Managing Editor: Renee Knight
National Media Manager: Melissa Rataiczak

PRODUCTION SCHEDULE

Closing Dates
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>Space Reservation</th>
<th>Ad Materials</th>
<th>Mailing*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer 2017</td>
<td>4/13/17</td>
<td>5/3/17</td>
<td>6/10/17</td>
</tr>
<tr>
<td>Fall 2017</td>
<td>8/14/17</td>
<td>8/31/17</td>
<td>10/6/17</td>
</tr>
<tr>
<td>Spring 2018</td>
<td>1/15/18</td>
<td>2/2/18</td>
<td>3/8/18</td>
</tr>
</tbody>
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* Mailing dates are approximate, may be subject to change.

ADVERTISING POLICY

Terms
Fifteen days net. For first-time advertisers, charges are payable with the first insertion. Balances over 30 days are charged 1.5%.

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.
ADVERTISING RATES

Print Ads Four-Color Rates (Net)

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>4X</th>
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<tbody>
<tr>
<td>Full Page Spread</td>
<td>$9,450</td>
<td>$8,925</td>
</tr>
<tr>
<td>Full Page</td>
<td>4,725</td>
<td>4,347</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4,135</td>
<td>3,864</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>3,885</td>
<td>3,465</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>3,482</td>
<td>3,197</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3,275</td>
<td>3,007</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>2,925</td>
<td>2,600</td>
</tr>
</tbody>
</table>

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.

Publication Trim Size
8.375” x 10.875”

Ad Dimensions (Bleed sizes includes .25” bleed on four sides)
Full Page Spread: 16.75” x 10.875”; Bleed 17.25” x 11.375”
Full Page: 8.375” x 10.875”; Bleed 8.875” x 11.375”
2/3 Page: 4.9333” x 9.925”; Bleed 5.6833” x 11.4925”
1/2 Page: 3.7125” x 9.925”; Bleed 4.4625” x 11.4925”
1/3 Page: 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”
1/6 Horizontal or Vertical: 2.5” x 4.875”

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.

INSERTS: SUPPLEMENTAL & STAND ALONE

2 Pages with 4 1/2 Flap on High Folio
• Trim Size: 8.375” x 10.875” plus 4.5” x 10.875” flap (double sided)
• Binding: Folded into magazine held by staples
• Paper: 7 pt. 130# text weight equivalent
• Color: Four-color process
Price: $7,500

4 Page “Tipped” Insert
• Trim Size: 7.875” x 9” (each page x 4 pages)
• Binding: Removable glue adheres to page of magazine.
• Paper: 114# Sterling Ultra Matte
• Color: Four-color process
Price: $8,500

2 Page Business Reply Card with Flap
• Trim Size: 10” x 4.25” flat, folded 6” x 4.25” with a 4” flap
• Paper: 7 pt BRC Card Stock
• Color: Four-color process
• Binding: Folded into magazine held by staples
Price: +$1750*
*Please Note: BRC Inserts are only available with the additional purchase of a Full Page print ad.

2 Page Business Reply Card (Glued)
• Trim Size: 4.25” x 6.5”
• Paper: 7 pt BRC Card Stock
• Color: Four-color process
• Binding: vertical perforated and tipped (glued)
Price: +$2200*
*Please Note: BRC Inserts are only available with the additional purchase of a Full Page print ad.

~All materials are quoted at current market and are subject to change

Disclaimer
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.
**E-Blast**

Email distribution to approximately 40,000 dental professionals

1x  2x
$4,525  $4,225

**WEB ADS**

**Button Ad** 200 x 250  $125/month

*Button ad appears on each page of the website.*

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**

$99/mo
3 months minimum

[www.thenewdentist.net/resources.htm](http://www.thenewdentist.net/resources.htm)

Your company is listed as part of our online reader service. Readers request more information about your company and their contact information including email are sent to you. This listing is COMPLIMENTARY with all print advertisements.

**BLOG**

**Post and Button Ad** 200 x 250  $175/mo

3 month minimum

*Blog posting (400 words) about your company, service or product with image to thousands of new dentists along with your Button AD by the post.*

[www.thenewdentist.net/Blog](http://www.thenewdentist.net/Blog)