

## eMEDIA - WEB AD SPECIFICATIONS

### Leaderboard

- » 1025 x 145 pixels
- » Max file size static: 30k
- » Max file size Flash: 35k
- » 3X animation loop max
- » 72 dpi
- » URL for linking

### Big Box Ad

- » 300 x 250 pixels
- » Max file size static: 30k
- » Max file size Flash: 35k
- » 3X animation loop max
- » 72 dpi
- » URL for linking

### Flash ad

- » 300 x 250 pixels
- » Custom-length, animation, file size may vary
- » URL for linking

### Scrolling Text Ad

- » 45 characters per message
- » URL for linking
- » Four ad rotation

### Product Spotlight

- » Static image not larger than 200 x 200 pixels, .jpg or .gif only
- » Product description—135 characters or less
- » URL for linking (preferably a link to the product listing on dentalproductsreport.com)

### Search category sponsorship

- » 1 leaderboard, 1025 x 145 (non-flash only, animated .gifs allowed)
- » 1 box ad, 300 x 250 (non-flash only, animated .gifs allowed)
- » 20-word description of company or product
- » URL for linking

### Badge ads

- » 120 x 60 pixels
- » Max file size static: 10k
- » Max file size Flash: 15k
- » 3X animation loop max
- » 72 dpi
- » URL for linking
- » 300 x 250 ad
- Interstitial: 640 x 480 pixels
- Peel ad: open state 800 x 600 pixels
- Initial logo graphic 100 x 30 pixels

**Your ad here** — **Leaderboard** - 1025 x 145

**Scrolling Text Ad** - 45 character max

**Your ad here** — **Big Box Ad** - 300 x 250

**Product Spotlight** - 200 x 200

**Your ad here** — **Badge Ad** - 120 x 60

## PRINT ADVERTISING

# Display Advertising Rates

### Full-Run Rates:

B/W Rates	1x	3x	6x	12x	15x	20x	24x	36x	45x	55x
Tab Page	\$15,440	\$15,190	\$14,990	\$14,840	\$14,730	\$14,620	\$14,520	\$14,400	\$14,270	\$14,110
2/3 Page	10,090	9,720	9,640	9,530	9,490	9,460	9,420	9,390	9,300	9,270
1/2 Page	7,540	7,440	7,370	7,300	7,250	7,180	7,100	7,040	6,950	6,900
1/3 Page	5,220	5,100	5,090	5,060	5,040	5,030	4,990	4,910	4,890	4,880
1/4 Page	3,900	3,830	3,800	3,790	3,760	3,720	3,700	3,690	3,680	3,660
1/6 Page	3,020	2,950	2,890	2,870	2,810	2,800	2,780	2,760	2,730	2,700

### Black & White Rates

Frequency discounts are based on total number of insertions (regardless of size) within a 12-month period for *Dental Products Report* and *Dental Lab Products*.

### Color Rates

Additional costs to black & white space rates:

Standard color (per page or fraction thereof)	\$660
Matched PMS color* (per page or fraction thereof)	\$960
4-color process (per page): Larger than 1/3 page	\$2,040
1/3 page or less	\$1,190
Metallic ink*	Contact your representative

### Regional Advertising

Contact your representative for rates.

#### Cover & Special Position Rates

Cover 2 and 4	B/W rate + 20% + 4/C rate
Cover 3	B/W rate + 10% + 4/C rate
Center spread	B/W rate + 10% + 4/C rate per page
Other preferred or special position	contact your representative

Click for display advertising specifications and to submit your ad materials, or visit [www.adsatadvanstar.com](http://www.adsatadvanstar.com)

### Digital Ad Requirements

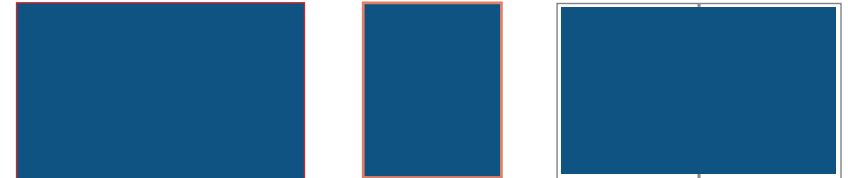
1. Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Note that a standard PDF is not a preferred format. Files should be a PDF/X-1a, which is a PDF subset specific to printing. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) if an ad is supplied to Publisher by Advertiser in any format other than our preferred formats. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing PDF/X-1a files and submitting ad files to the correct size, go to [www.AdsAtAdvanstar.com](http://www.AdsAtAdvanstar.com) or contact the production manager.

2. Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for pre-flighting and proofing all advertisements prior to submission to Publisher. If Publisher detects an error before going to press, Publisher will make a reasonable effort to contact Advertiser to give Advertiser an opportunity to correct and resubmit Advertiser's file before publication.

3. Accepted Method of Delivery: The preferred method of delivering ad files to Advanstar is via a web based ad uploader, [www.AdsAtAdvanstar.com](http://www.AdsAtAdvanstar.com). Files can also be submitted on CD-R or DVD-R disc format.

4. Ad Proofs: To ensure that Advertiser's ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that Advertiser supplies to Publisher must be provided. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof. Publisher shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser makegoods or any other form of compensation) for any ad supplied to Publisher by Advertiser without a SWOP proof.

### Dental Products Report: Publication Trim Size: 10" x 12.5"



Tab Bleed Spread: 20.25" x 12.75"

Tab Bleed: 10.25" x 12.75"

Tab Non Bleed Spread: 19" x 12"



Tab Non Bleed: 9" x 12"

2/3 Vertical Page: 5.6875" x 12"  
2/3 Vertical Page Bleed: 6.1875" x 12.75"

1/2 Vertical Page: 4.25" x 12"  
1/2 Vertical Page Bleed: 4.75" x 12.75"

1/3 Vertical Page: 2.8125" x 12"  
1/3 Vertical Page Bleed: 3.3125" x 12.75"

1/2 Horizontal Page: 9" x 5.375"  
1/2 Horizontal Page Bleed: 10.25" x 5.375"



1/3 Horizontal Page: 9" x 3.5"  
1/3 Horizontal Page Bleed: 10.25" x 3.5"

1/4 Vertical Page: 4.25" x 5.5"




1/4 Horizontal Page: 9" x 2.75"

1/6 Vertical Page: 2.8125" x 5.5"

1/6 Horizontal Page: 4.25" x 3.5"

## WEB ADVERTISING - SPECIFICATIONS AND PRICING GUIDE

### Website Rates

Industry	Website	Rate
	Leaderboard (1025 x 145) – ROS	\$3,000 / mo.
	Box Ad (300 x 250)	\$1,000 / mo.
	Badge (120 x 60)	\$750 / mo.
	Flash (300 x 250)	\$5,000 / mo.
	Product Spotlight (200 x 200)	\$2,000 / mo.
	Featured Product	\$750 for 3 products / yr.
	Search Category Sponsorship	\$2,000 / mo.
	Scrolling Text Ad	\$500 / mo. (\$750 ROS)
	Homepage Peel Back (100 x 30, opens to 800 x 600)	\$3,000 / mo.
	Interstitial (Welcome Ad 640 x 480)	\$3,000 / mo.
	Leaderboard (1025 x 145)	\$1,750 (\$3,000 ROS) / mo.
	Box Ad (300 x 250)	\$1,000 / mo.
	Badge (120 x 60)	\$750 / mo.
	Product Spotlight (200 x 200)	\$1,000 / mo.
	Featured Product	\$750 for 3 products / yr.
	CAD/CAM Connection Sponsorship	\$2,000 / mo.
	Scrolling Text Ad	\$500 / mo. (\$750 ROS) / mo.
	Leaderboard (1025 x 145)	\$1,750 (\$3,000 ROS) / mo.
	Box Ad (300 x 250)	\$1,000 / mo.
	Flash (300 x 250)	\$2,500 / mo.
	Product Spotlight (200 x 200)	\$1,000 / mo.
	Featured Product	\$750 for 3 products / yr.
	Scrolling Text Ad	\$500 / mo. (\$750 ROS) / mo.

