

DENTISTRY TODAY
DENTISTRYTODAY.COM

2024 MEDIA KIT





“ **VERY
PRACTICAL**
and useful
magazine.

Jeff Shu, DMD, Chelmsford, MA

“ **GREAT SOURCE**
of product information,
dental updates
and technology.

Carlos Ilem, DDS, Lomita, CA

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■ ABOUT

DENTISTRY TODAY[®]

Dentistry Today was first published in Fall 1981 with one specific goal in mind: to keep the general practitioner current on all subjects of interest by combining them into one publication. There was coverage of new products, clinical news, industry news, and clinical technique articles on subjects such as aesthetics, endodontics, prosthetics, periodontics, and restorative dentistry. This different concept came to be known as the clinical news format, which has made a major impact on dental publishing.

Since then, we have seen a transformation in dentistry from “drill and fill” to the modern practice devoted to comprehensive patient care. It has been our privilege to be a part of and, in a sense, to record major developments made by the practicing dentists and dental industry.

It is our goal to stay abreast of today’s exciting dental developments. Support through advertising enables us to chronicle these changes as they unfold. For this support, you have our thanks and our pledge to continue to strive for editorial excellence.

This clinical news format publishing concept has made *Dentistry Today* the leading publication in total editorial pages. Reader research shows that *Dentistry Today* is ranked No. 1 in the two most important measurements of readership, as savvy and astute dentists find that *Dentistry Today* is their best source for information that they can quickly put to use in their daily practice.

We will continue to keep readers abreast of the latest news, technologies, innovations, products, meeting calendars, and research. And we will continue to be a primary source of practical articles written by leading clinicians who are willing to share their techniques, knowledge, and experience with the goal of helping general practitioners deliver the highest quality of care to their patients. Our authors’ contributions and the wide range of topics they cover are why *Dentistry Today* is The Nation’s Leading Clinical News Magazine for Dentists. We intend to keep our focus on providing information that will help those who are dedicated to patient care.

OUR EDITOR-IN-CHIEF



“ With the past couple of unique years behind us, dentists are excited to be back and enhancing their practices. They are eager to upgrade their clinical skills with courses and, of course, digesting the new content in our magazine. They are also looking to upgrade to the latest technologies, which we are constantly presenting.

At *Dentistry Today*, we are focused on presenting case reports and other clinically related articles that provide practical information, advice, and techniques that can be put to immediate use by clinicians in their dental practices. We are targeting general practitioners who are keen on learning from colleagues willing to share their everyday clinical experiences and expertise in print and online.

The dental world continues to move forward at breakneck speed with the creation of new technologies, equipment, and products. Changes will likely be exponential in scale thanks to the increasing emphasis and incorporation of artificial intelligence into all things digital. So, in addition to continuing to support our long-standing reputation as the most popular in-print clinical news magazine, we are continuing to grow our capabilities to provide our readers with informative content via our redesigned website (dentistrytoday.com). We have put a lot of effort into our online presence during the past year to bring readers new authors and categories with broader appeal, especially to our younger colleagues. We are proud to have you as part of our *Dentistry Today* family of informed readers.



Paul Feuerstein, DMD

2024 EDITORIAL CALENDAR



Very useful for practice

AND TEACHING

Laura Muhammad, DDS, Washington, DC

**PLAN YOUR 2024
ADVERTISING
INSERTION SCHEDULE
FOR MAXIMUM IMPACT
THROUGHOUT
THE YEAR!**

- Aesthetics
- Anesthetics
- Buyers' Guides
- Clinical Management
- Crown and Bridge
- Dental Meetings
- Digital Dentistry
- Equipment
- Endodontics
- Emergencies
- Implants Today
- Impressions
- Infection Control
- Laboratory Relations
- Magnification
- Materials
- Minimally Invasive Dentistry
- Orthodontics
- Pain Management
- Periodontics
- Prevention
- Product Focuses
- Prosthodontics
- Restorative
- Software
- Technology

2024 EDITORIAL CALENDAR ■ PRINT

DENTISTRY TODAY'S EDITORIAL CALENDAR

- Provides you with advance editorial notice of key subjects to appear in each upcoming issue.
- Aids you in coordinating and timing your ads with your preplanned selling calendar.
- Permits you to plan your advertising/selling in advance.
- Ensures that your new product introductions receive special attention in specific issues of *Dentistry Today*.
- Enables you to promote issues coinciding with major US dental meetings.
- Makes it possible for you to place advertisements in issues with editorial content that relates specifically to your products or services.

READERSHIP MEANS RESULTS

Time is a doctor's most valuable asset, and doctors tell us they read only those publications that give them the most for their time. That is why *DENTISTRY TODAY* is packed with useful clinical, product, and management information that helps dentists deliver better patient care, presented in an easy-to-read, interesting format. Not only does *DENTISTRY TODAY* have a circulation of more than 127,000, we are proud to have some of dentistry's leading clinicians write for us every month.

Please consult this list of a few of the outstanding dentists and hygienists who contribute to *DENTISTRY TODAY*, and see for yourself why readers turn to us every month for the information they need and trust.

Michael Apa, DDS
Maggie Augustyn, DDS
Herbert I. Bader, DDS
Elizabeth Bakeman, DDS
Joyce L. Bassett, DDS
Scott Benjamin, DDS
Shannon Pace Brinker, CDA, CDD
Ronald S. Brown, DDS, MS
Lee Ann Brady, DMD
Dennis G. Brave, DDS
L. Stephen Buchanan, DDS
Sabiha S. Bunek, DDS
John F. Carpenter, DMD
Sonia Chopra, DDS
David J. Clark, DDS
Wendy AuClair Clark, DDS, MS
Gordon J. Christensen, DDS, MSD, PhD
Rella P. Christensen, RDH, PhD
Carla Cohn, DMD
John C. Cranham, DDS
Theodore P. Croll, DDS
Karen Davis, RDH, BSDH
Michael Davis, DDS
Jennifer M. de St. Georges
R. Dustin Dixon, DMD
Allan S. Deutsch, DMD
Michael DiTolla, DDS
Anne M. Duffy, RDH
Teresa Duncan, MS
Erin Elliott, DDS
Debra L. Engelhardt-Nash
Marvin A. Fier, DDS
George Freedman, DDS
Barry K. Freyberg, DDS
Scott D. Ganz, DMD

David Garber, DMD
Lisa Germain, DDS, MScD
Hazel Gasper, DDS
Howard S. Glazer, DDS
Alan J. Goldstein, DMD
Ronald E. Goldstein, DDS
Fay Goldstep, BSc, DDS
Mary Govoni, CDA, RDH, MBA
Robert H. Gregg II, DDS
Galip Gürel, DDS, MSC
Manor Haas, DDS
Casey Hein, BSDH, MBA
David S. Hornbrook, DDS
Marilyn K. Huff, RDA
Ronald D. Jackson, DDS
Dino S. Javaheri, DMD
Jo-Anne Jones, RDH
Trish Jones, RDH
George Kirtley, DDS
Anne L. Koch, DMD
Karl Koerner, DDS
John C. Kois, DMD, MSD
Timothy Kosinski, DDS
Samuel Kratchman, DMD
Gregori M. Kurtzman, DDS
Edward Kusek, DDS
Douglas L. Lambert, DDS
Setareh Lavasani, DDS, MS
Andrew M. Lewis, DDS
Tom M. Limoli Jr.
Brian P. LeSage, DDS
David A. Little, DDS
Edward Lowe, DMD
Robert A. Lowe, DDS
Stanley F. Malamed, DDS

Louis Malcmacher, DDS
Dennis Marangos, BSc, DDS
Joseph J. Massad, DDS
Susan McMahon, DMD
Elliot Mechanic, BSc, DDS
Craig Misch, DDS
John A. Molinari, PhD
Justin D. Moody, DDS
K. William Mopper, DDS, MS
Mark T. Murphy, DDS
Barry Lee Musikant, DMD
Ross W. Nash, DDS
Allen Ali Nasseh, DDS, MMSc
Ara Nazarian, DDS
Linda C. Niessen, DMD, MPH, MPP
Wynn H. Okuda, DMD
Jason Olitsky, DMD
Shannon Pace Brinker, CDA, CDD
Jacinthe M. Paquette, DDS
Maria Paranhos, DDS
Paresh B. Patel, DDS
Jack Piermatti, DMD
Mark L. Pitel, DMD
John M. Powers, PhD
Sameer P. Puri, DDS
Gary M. Radz, DDS
Steven L. Rasner, DMD
Steve Ratcliff, DDS
Nelson Rego, CDT
Michael P. Rethman, DDS, MS
Randolph Resnik, DDS
Robert G. Ritter, DMD
Warren Roberts, DMD
Larry Rosenthal, DDS
Jack S. Roth, DDS, MHA

Clifford J. Ruddle, DDS
Jose-Luis Ruiz, DDS
Michael Scherer, DMD
Todd R. Schoenbaum, DDS
Amanda Seay, DDS
Todd E. Shatkin, DDS
Cherilyn G. Sheets, DDS
Rico D. Short, DMD
Melissa Shotell, DMD, MS
Ian E. Shuman, DDS
Lou S. Shuman, DMD, CAGS
Lee H. Silverstein, DDS, MS
Sam Simos, DDS
Michael Skramstad, DDS
Todd Snyder, DDS
Barbara J. Steinberg, DDS
Howard Strassler, DMD
Jane A. Soxman, RN, DDS
Frank M. Spear, DDS, MSD
Hal R. Stewart, DDS
Diana Tadros, DDS
Clarence Tam, DDS
Christine A. Taxin
Stephanie Tilley, DMD
Douglas A. Terry, DDS
Carolyn Thomas, DDS
Lori R. Trost, DDS
Richard D. Trushkowsky, DDS
Bethany Valachi, PT, MS, CEAS
Glenn A. van As, BSc, DMD
Lisa C. Wadsworth, RDH
Daniel H. Ward, DDS
John D. West, DDS, MSD
Richard Winter, DDS
Grace Yum, DDS

PRINT ■ 2024 EDITORIAL CALENDAR

CLINICAL ARTICLES

Issue	Restorative	Aesthetics	Endodontics	Materials	Implants Today
Jan./Feb. Restorative	Digital workflow immediate dentures Minimally Invasive Bonded Bridges	Common pathology patient presentations Digital workflow for anterior aesthetic cases	Treating complex root canal cases Tips for new dentists, part 1	New CAD materials for restorations Latest on zirconia products	Pre-implant bone grafting Latest on zirconia products; to splint or not?
March Materials	Composite injection-molding techniques Use of warmed composite materials	A new approach to direct composite veneers	Re-treatment of failed root canals Tips for new dentists, part 2	3D printed temporary and long term crowns New LiSi in office blocks	Zygomatic implant possibilities Introducing a new implant system
April Endodontics	Laser removal of bonded restorations Lasers as an adjunctive to restorative	TBD	Surgical endodontic techniques New concepts in canal disinfection	New composites with anti-bacterial properties A look at temporary cements	Immediate extraction and implant placement Tuberosity as a block graft source
May AI Impact in Dentistry	Artificial Intelligence use in general practice Advanced flowable materials	Orthodontic preparation for cosmetic cases	Why do some cases fail? Procedural failures and how to overcome them	TBD	New software for implant diagnosis and planning Guided implant surgical applications
June Milling, 3D printing In Office and Lab	Treating geriatric patients Chairside crown options	TBD	New technology for caries and fracture diagnosis Endodontic shaping	Non-restorative materials for caries control 3D-printed materials in crowns and bridges	Guided surgery using robotics Robotics in implant surgery
July/August Implants, Top 100/Restorative	Mixed restorations in patient treatment Provisional material advancements	3D technology in cosmetic treatment Digital treatment planning	Tips in radiographic diagnosis 3D/CBCT in endodontics	Upgrades and advances in restorative materials Restorative material advances	Dental implant provisionalization options
September Diagnosis/Digital Treatment planning	Alternatives with composite matrices	Immediate dentures with digital workflows Digital dentures in fewer visits	Advances in file technology TBD	New material for clear aligner printing 3D printing in aligner therapy	One visit implant and temporization Immediate implant full-arch cases
October Aesthetics with 3D solutions	Efficiency in placing posterior composite resin restorations	Complex case studies in aesthetics	Irrigation in endodontic treatment Ultrasonics in endo treatment	New materials/ approaches for implant-supported overdentures	Upper removable and lower fixed implant-supported prostheses
Nov./Dec. Leaders in CE, New developments for 2025	Traditional full denture treatment techniques Efficient treatment planning	Universal shade composites New composites with simple color matching	New file designs and technology A "hard" look at NiTi files	Biologic and non-biologic bone grafting materials Bone grafting alternatives	Implant complications and failures Basic posterior and anterior single-implant cases

FOR SPACE RESERVATIONS AND INFORMATION, PLEASE CALL:

EAST COAST
JAMES RADCLIFFE
jradcliffe@dentistrytoday.com
(973) 882-4700 ext. 101

MIDWEST
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2024 EDITORIAL CALENDAR

PRINT

	Bonus Distribution: DENTAL MEETINGS	BUYERS' GUIDES	PRODUCT FOCUSES	FEATURES
	Yankee Dental Congress (Boston) Jan. 25 – 27 Thurs. – Sat. Chicago Midwinter Meeting Feb. 22 – 24 Thurs. – Sat.	<ul style="list-style-type: none"> ■ 31st Annual Dental Equipment Buyers' Guide ■ Handpieces—Air-Driven 	<ul style="list-style-type: none"> ■ 8th Annual Top Innovative Products ■ Carbide Burs 	<ul style="list-style-type: none"> ■ Innovations and Technology sections offer the latest product information from companies in the United States and around the world. ■ Continuing Education Peer-reviewed articles available for CE credits. <i>Dentistry Today</i> is an approved national sponsor with AGD PACE. ■ Clinical Update provides the latest information on such important topics as prevention and clinical developments. ■ News & Trends provides the latest information on new and emerging directions in the dental profession. ■ What's New on <i>dentistrytoday.com</i> Presents the latest in web content and digital dental news activity.
	Thomas P. Hinman Meeting (Atlanta) March 21 – 23 Thurs. – Sat.	<ul style="list-style-type: none"> ■ Digital Radiography—Intraoral 	<ul style="list-style-type: none"> ■ Readers' Choice Top 25 Implant Products ■ Matrix Systems 	
	AACD Meeting (Maryland) April 3 – 6 Wed. – Sat. AAE (Los Angeles) April 17 – 20 Wed. – Sat.	<ul style="list-style-type: none"> ■ 3D Imaging/CBCT units 	<ul style="list-style-type: none"> ■ Readers' Choice Top 25 Endodontic Products ■ Aligners 	
	CDA South Meeting (Anaheim) May 16 – 18 Thurs. – Sat.	<ul style="list-style-type: none"> ■ Whitening Systems 	<ul style="list-style-type: none"> ■ Readers' Choice Top 25 Aesthetic/Restorative Products ■ CAD/CAM Systems, In-Office 	
	Florida Dental Convention June 20 – 22 Thurs. – Sat.	<ul style="list-style-type: none"> ■ Dental Implant Systems 	<ul style="list-style-type: none"> ■ Top Dental Laboratories ■ Digital Radiography—Panoramic ■ Metal Refining 	
	<hr/> <hr/>	<ul style="list-style-type: none"> ■ Fiber Posts/Pins ■ Small-Diameter/Mini-Implant Systems 	<ul style="list-style-type: none"> ■ 38th Annual Top 100 Products (The Top 100 Products of 2022) ■ Infection Control 	
	CDA North (San Francisco) Sept. 5 – 7 Thurs. – Sat.	<ul style="list-style-type: none"> ■ Practice Management Software 	<ul style="list-style-type: none"> ■ 18th Annual DENTAL ADVISOR Top Products ■ Dental Lasers 	
	SmileCon (New Orleans) Oct. 17 – 19 Thurs. – Sat.	<ul style="list-style-type: none"> ■ Handpieces—Electric 	<ul style="list-style-type: none"> ■ 2nd Annual Editors' Choice Awards ■ Diamonds 	
	DTA Meeting (Napa) Nov. 11 – 14 Mon. – Thurs. AAID Implant Meeting (Atlanta) Nov. 13 – 16 Wed. – Sat. Greater New York Dental Meeting (Manhattan) Dec. 1 – 4 Sun. – Wed.	<ul style="list-style-type: none"> ■ Digital Impression Systems ■ Intraoral Cameras 	<ul style="list-style-type: none"> ■ Readers' Choice Top 50 Technology Products ■ 3D Printers 	

The closing date for advertising insertions is the 10th of the month preceding the date of the issue.

Please note the following information when preparing digital artwork for advertisements:

Acceptable advertising file formats: High-resolution PDF files with crop marks preferred. InDesign CC or higher files.

Art: Adobe Illustrator or Adobe InDesign files must include all fonts and images with a minimum of 300 dpi—EPS files, CMYK format.

FTP site transfer available—please call. Emailing PDF files is preferred.

2024 ADVERTISING SPECIFICATIONS

Most Informative **”**
AND WELL DONE

Howard Cohen, DDS, Brooklyn, NY



AUDIENCE

Average monthly circulation of more than 120,000.

Qualified recipients are practicing dentists, dental school faculty, senior dental students, and dental supply dealers in the United States and Canada.



DIGITAL EDITION

Beautiful digital edition presentation on any device.

A modern digital format presented in an efficient, vertical, mobile scrolling content swipe side-to-side functionality.



LEAD GENERATION

FREEinfo product information service for hard leads.

Allows readers to request free samples and literature from dental manufacturers and others serving the dental profession.

2024 RATE CARD ■ **PRINT**

Ad Size (w x h)	Non-Bleed	Bleed	Trim	Live Area
Banner Spread	19.375" x 11.3875"	20.5" x 12.5"	20" x 12"	19.375" x 11.3875"
Banner Page	9.3875" x 11.375"	10.25" x 12.5"	10" x 12"	9.3875" x 11.3875"
4/5 Banner	7.2875" x 11.375"	7.75" x 12.5"	7.5" x 12"	7.2875" x 11.375"
3/4 Banner	6.7458" x 11.375"	7.308" x 12.5"	7.0583" x 12"	6.7458" x 11.375"
1/2 Banner	4.5042" x 11.375"	5.0667" x 12.5"	4.8167" x 12"	4.5042" x 11.375"
1/4 Banner	2.2625" x 11.375"	2.825" x 12.5"	2.575" x 12"	2.2625" x 11.375"
Junior Banner	7.1875" x 9.8375"	7.75" x 10.4"	7.5" x 10.15"	7.1875" x 9.8375"
2/3 Horizontal	8.8" x 5.575"	10.25" x 6.5"	10" x 6.25"	9.125" x 5.9375"
2/3 Vertical	4.316" x 9"			
2/3 Square	6.5583" x 7.5"			
1/2 Vertical	4.3167" x 7.5"			
1/2 Horizontal	6.558" x 5.5"			
1/3 Square	4.3167" x 5"			
1/3 Horizontal	6.5583" x 4"			

INSERTS

- 2-page insert, Digest or Junior Page size, 2 times earned black & white rate.
- 4-page insert, Digest or Junior Page size, 3 times earned black & white rate.
- 2-page insert, Banner Page size, 2 times earned black & white rate.
- 4-page insert, Banner Page size, 3 times earned black & white rate.

Postcards: Advertisers furnish the card (specifications upon request). Card to be supported by a Junior Page unit or larger. Cost of carrying the card is \$2,510 net.

FOR INSERT/BRC SPECIFICATIONS

Contact Publisher.

Disposition of Printing Materials:
Printing materials not called for within 12 months of last run are destroyed.

AD MATERIAL DEADLINES: Materials are due the 12th of each month. Please submit ads to jan@dentistrytoday.com and/or jblakely@dentistrytoday.com to ensure the ad meets proper print specifications.

PUBLICATION REQUIREMENTS

Trim Size: 10" x 12".

Binding Method: Perfect Binding.

Live Area: Leave at least .3125" between live matter and trim edges on all sides.

Halftones: Minimum 133 line screen; recommended 150 line screen.

Minimum 266 dpi resolution (for all ads).

Please note any color to be printed as a PMS needs to be specified. Tone density should not exceed 270%.

Printing: Web Offset.

Ad Materials: (In order of preference)

1. High resolution PDF/X-1A:2001, and eps files are preferred. Be sure all fonts and images are embedded, file is at least 266 dpi and CMYK formatted. No spot colors, RGB, LAB or ICC color profiles.

An FTP site is available for upload.

2. Digital materials should be saved in MAC Format. Please include all fonts, images and a color proof.

Please provide all files and proofs at 100% size of the ad reserved. Any resizing of ads needs to be cleared with the Production Department prior to printing.

Ads created +/- 10% of the specified dimensions cannot be accepted for reproduction.

If you plan on running ads of varying sizes over several months, feel free to send us different-sized versions of your ad/ads for us to keep on file.

PRINT ■ 2023 RATE CARD

Publisher’s Copy Protective Clause

Advertisers and advertiser agencies assume liability for all content (including text, representation, and illustrations) and advertisements printed and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising he feels is not in keeping with the publication’s standards.

Short Rates and Rebates

Advertisers will be short-rated if they do not use the number of insertions upon which their billings have been based within a 12-month period from the date of the first insertion. Advertisers will be rebated if, within a 12-month period from the date of the first insertion, they have used sufficient additional insertions to warrant a lower rate than which they have been billed.

Rate Protection Clause

When new rates are announced, advertisers will be protected at their contract rates for ninety (90) days after the effective date of the new rate. Orders may be canceled at the time the change in rates becomes effective without incurring a short-rate adjustment on insertions already run, provided the contract has been earned up to date of cancellation.

Copy Restrictions

Advertising copy and illustrations are subject to approval by the publisher.

Color Rates

Standard AAAA red, yellow, blue, and orange:
 Standard second color per page. Extra.....\$810
 Less than 3/5 page.....\$540
 Matched color, per color, per page.....\$1,170
 Matched color, half page or smaller.....\$900
3 or 4 process colors
 3/5 page and larger.....\$2,360
 2/3 page to 1/2 (v) page.....\$2,010
 1/3 page or smaller.....\$1,320
 Please contact salesperson if running a 5th color or metallic.

Agency Commission

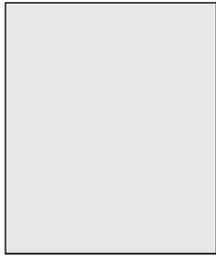
15% of gross billings on space, color, and position.
 Net 30 days. No cash discount.

Frequency Discount

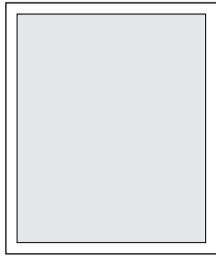
Determined by total insertions regardless of size during 12-month period. Example: annual contract for 8 full pages and 8 one-third pages earns 16-time rate for each size. Example: eight 2-page, single sheet inserts earns 16-time rate; four 4-page, 2 leaf inserts earns 16-time rate. Space purchased by parent company and subsidiaries will be combined for greater frequency rate.

Black and White Rates	1x-3x	6x-12x	18x-24x	30x-48x	Preferred Rate
Full Spread	31,920	31,106	30,498	29,798	29,324
Full Page	17,160	16,480	16,027	15,615	15,265
4/5 Banner	12,659	12,391	12,092	11,690	11,371
3/4 Banner	11,011	10,753	10,485	10,135	9,878
Junior Banner	9,497	9,208	8,940	8,498	8,209
1/2 Banner	6,571	6,417	6,283	6,067	5,923
1/4 Banner	5,450	5,300	5,175	5,075	5,000
2/3 Page	8,261	8,034	7,828	7,478	7,251
1/2 Page	6,438	6,304	6,149	5,943	5,809
1/3 Page	4,676	4,452	4,388	4,182	4,017

2024 RATE CARD ■ PRINT



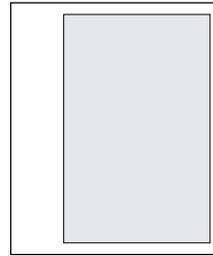
Banner
10.25" x 12.5"



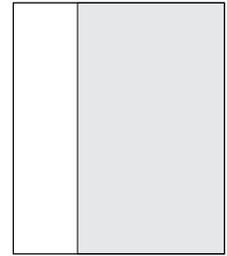
Banner (Non-Bleed)
9.3875" x 11.375"



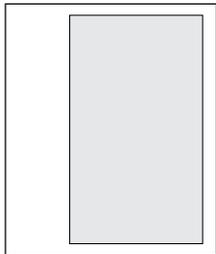
4/5 Banner
7.75" x 12.5"



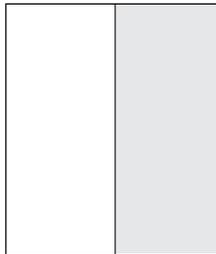
4/5 (Non-Bleed)
7.2875" x 11.375"



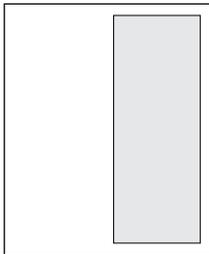
3/4 Banner
7.308" x 12.5"



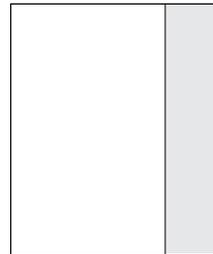
3/4 (Non-Bleed)
6.7458" x 11.375"



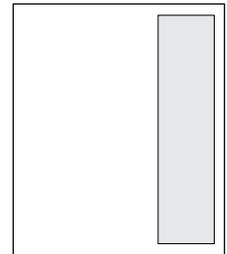
1/2 Banner
5.0667" x 12.5"



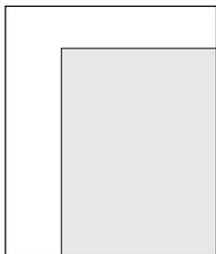
1/2 (Non-Bleed)
4.5042" x 11.375"



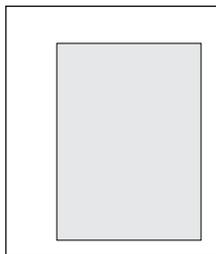
1/4 Banner
2.825" x 12.5"



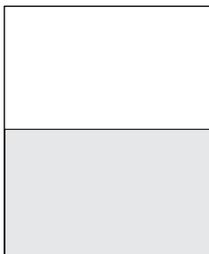
1/4 (Non-Bleed)
2.2625" x 11.375"



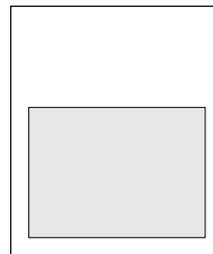
Junior Banner
7.75" x 10.4"



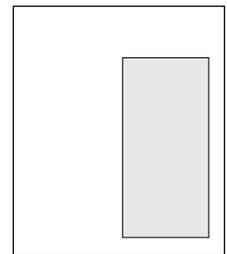
Junior (Non-Bleed)
7.1875" x 9.8375"



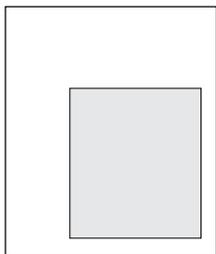
2/3 Horizontal
10.25" x 6.5"



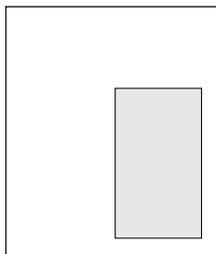
2/3 hz (Non-Bleed)
8.8" x 5.575"



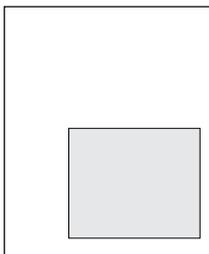
2/3 Vertical
4.316" x 9"



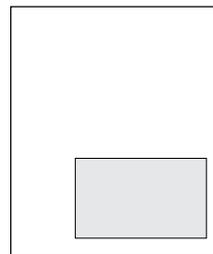
2/3 Square
6.5583" x 7.5"



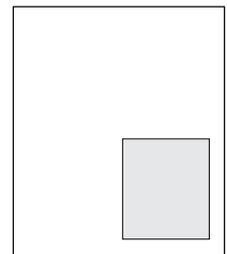
1/2 Vertical
4.3167" x 7.5"



1/2 Horizontal
6.558" x 5.5"



1/3 Horizontal
6.5583" x 4"



1/3 Square
4.3167" x 5"

FOR SPACE RESERVATIONS AND INFORMATION, PLEASE CALL:

EAST COAST

JAMES RADCLIFFE

jradcliffe@dentistrytoday.com

(973) 882-4700, ext. 101

MIDWEST

SCOTT SCHMIDT

scott@dentistrytoday.com

(610) 564-7237

WEST COAST

MATT GOLDFINGER

matt@dentistrytoday.com

O: (973) 947-6657

M: (516) 852-1906

MARKETPLACE

ROBERT RADCLIFFE

radscliffe@dentistrytoday.com

(973) 882-4700, ext. 102

Please note the following information when preparing digital artwork for advertisements:

Acceptable advertising file formats: High-resolution PDF files with crop marks preferred. InDesign CC or higher files.

Art: Adobe Illustrator or Adobe InDesign must include all fonts and images with a minimum of 300 dpi—EPS files, CMYK format.

FTP site transfer available—please call. Emailing PDF files is preferred.



A DENTAL e-SSENTIAL



Relevant and INMORMATIVE

Gerald Kassoy, DDS, Columbus, OH

Dentistry Today is the dental profession's undisputed leader for all things clinical. When you advertise on dentistrytoday.com, you will have the opportunity to reach a highly targeted audience who is interested in your services and products.

We target more than 120,000 practicing dentists and more than 57 accredited dental schools in the United States. *Dentistry Today* is also attracting a growing number of international dentists that add to potential customers.

Web • CE • Webinars • eBooks • Email Campaigns
Newsletters • Show Videos • App



WHO VISITS DENTISTRYTODAY.COM?

More than 100,000 unique readers visit dentistrytoday.com each month on average.

These readers are:

- Dentists, dental assistants, and hygienists.
- Manufacturers, executives, and other management.
- Professors, instructors, students, and future students.

More than **3,000** unique readers visit dentistrytoday.com each day because:

- They rely on dentistrytoday.com for up-to-date information they can't find anywhere else.
- They want to stay on top of the latest events and industry news.
- They want to learn about what's being produced, who created it, and how it's being made.



January 2024

3,418
users per day

129,168 Sessions

108,380 Users

151,605 Page Views

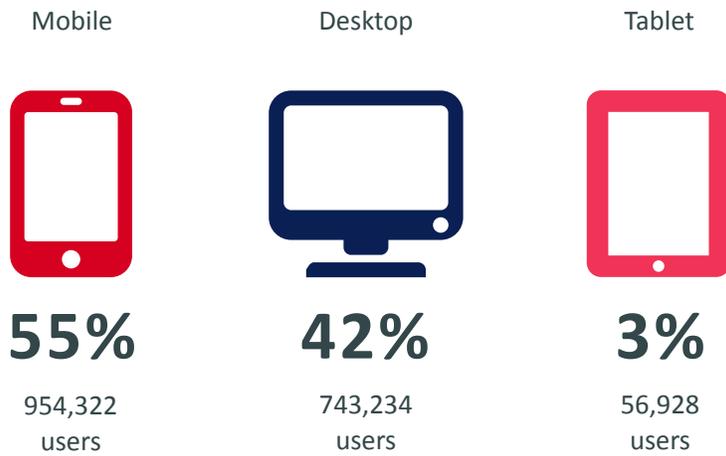
DIGITAL ■ DENTISTRYTODAY.COM



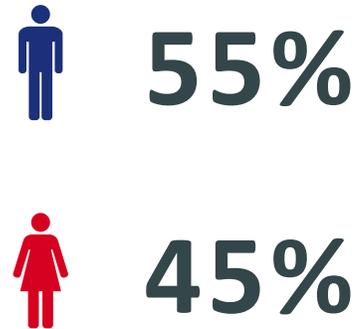
LOCATION	USERS
AMERICAS	1,198,099
ASIA	252,351
EUROPE	182,955
OCEANIA	51,359
AFRICA	49,643
NOT SET	8,219
TOTAL	1,732,060

Data collected: 1/1/2020 - 1/31/2021

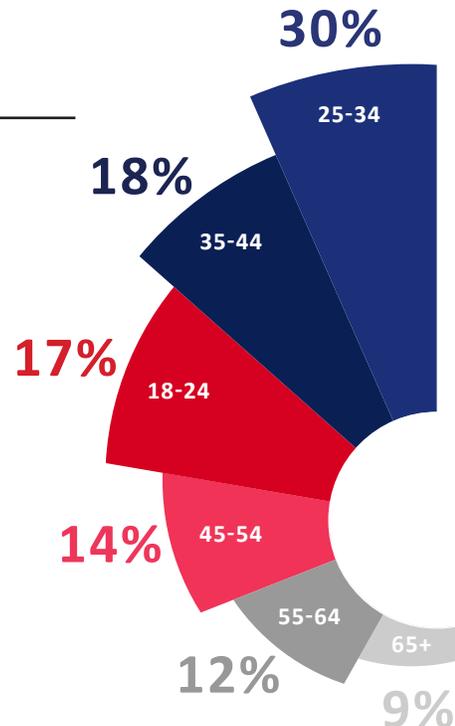
■ DEVICE



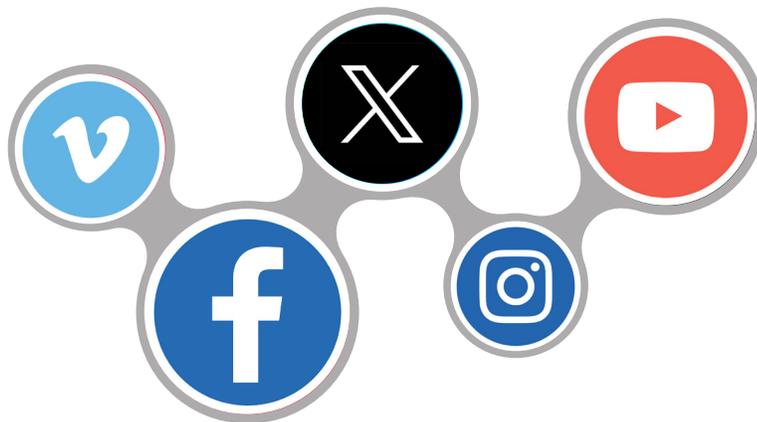
■ DEMOGRAPHICS



■ AGE

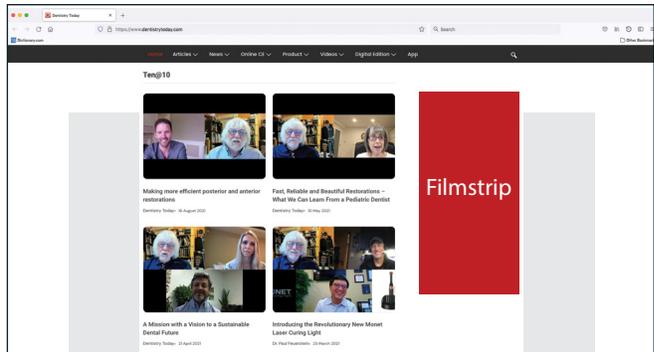
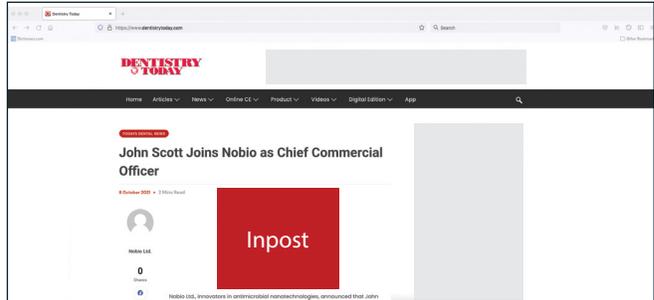
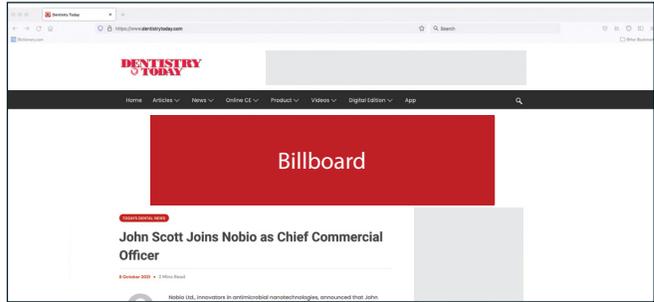
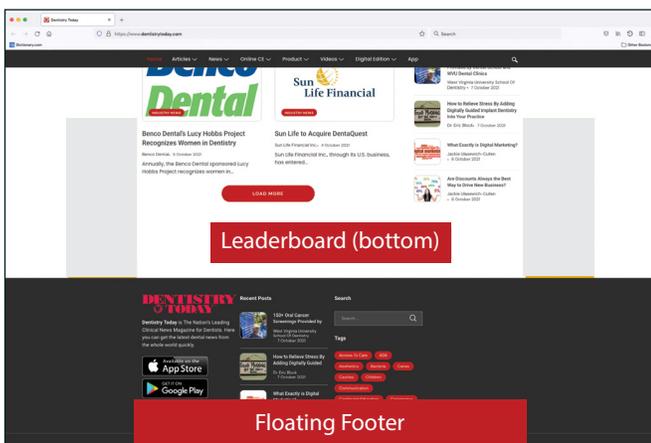
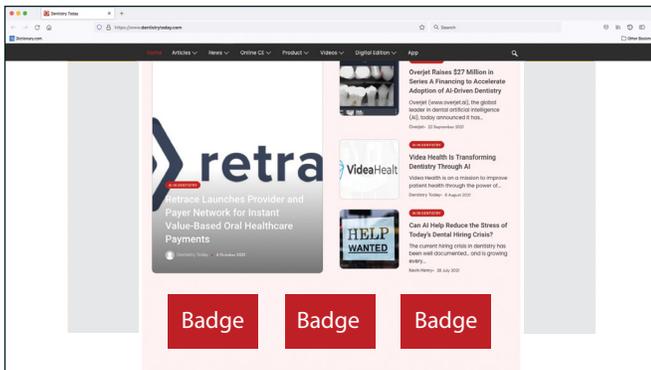
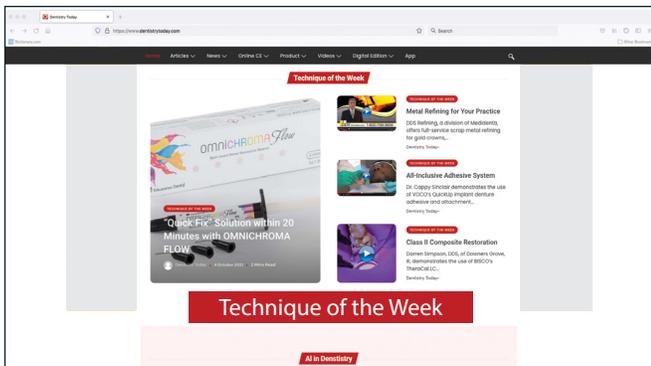
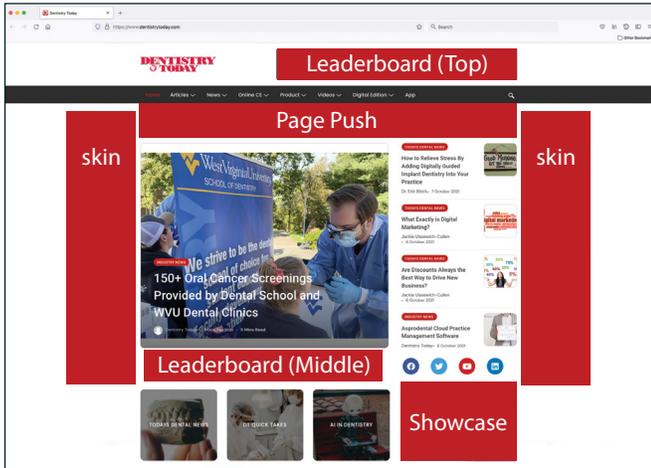


■ SOCIAL MEDIA



Platform	Users
Facebook	43,509
Twitter	52,393
LinkedIn	13,083
YouTube	8,231

DENTISTRYTODAY.COM ■ DIGITAL



Standard Web Ads

Ad Product	Dimensions
Leaderboard (Top)	728 x 90
Leaderboard (Middle)	752 x 90
Leaderboard (Bottom)	1,128 x 125
Filmstrip	300 x 600
Badge	228 x 160
Square	348 x 217
Showcase	348 x 217
Inpost Ad	336 x 280
Billboard Ad	970 x 250

Rich Media Web Ads

Ad Product	Dimensions
Page Push	1,128 x 90 (closed) 1,128 x 400 (expanded)
Page Skin background takeover	235 x 900 (live area) 200 x 800 (safe area)
Page Peel	500 x 500
Interstitial	800 x 800
Slide Out	400 x 625

Sponsored Sections

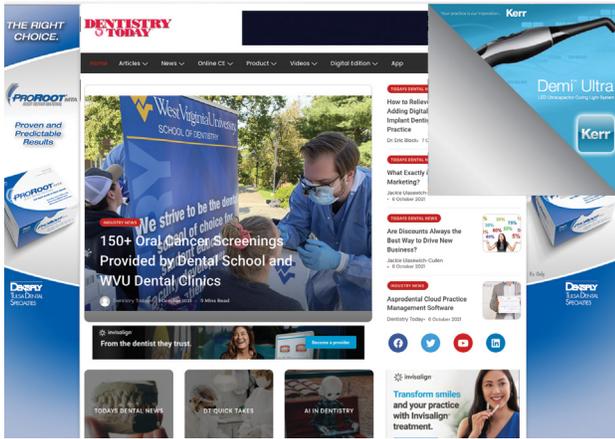
Ad Product	Dimensions
Technique of the Week Ad	752 x 90
Digital Edition	custom
Floating Footer	1,128 x 125

DIGITAL ■ DENTISTRYTODAY.COM

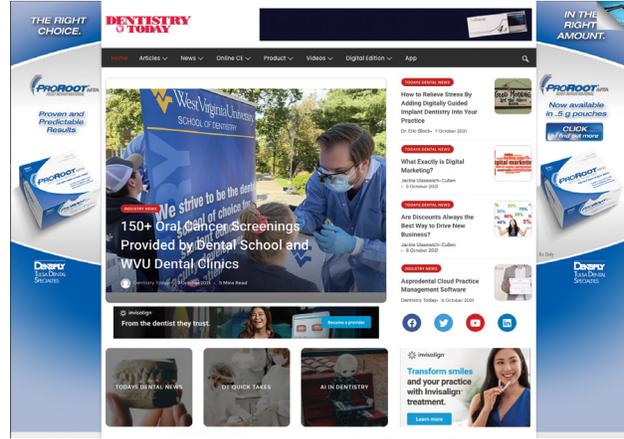
■ RICH MEDIA ADS

Dentistrytoday.com provides creative advertising solutions to help your business or organization achieve its marketing and promotional objectives. We offer a variety of rich media formats to assist you in obtaining a high return on your advertising investment.

Page Peel

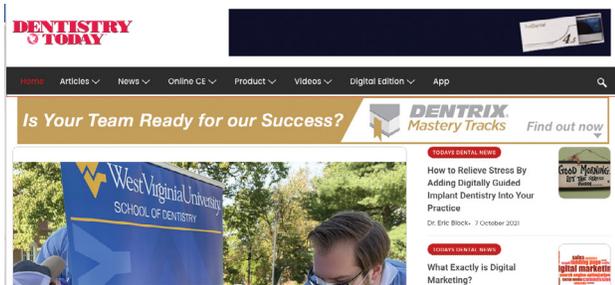


Page Skin



Page Push

closed

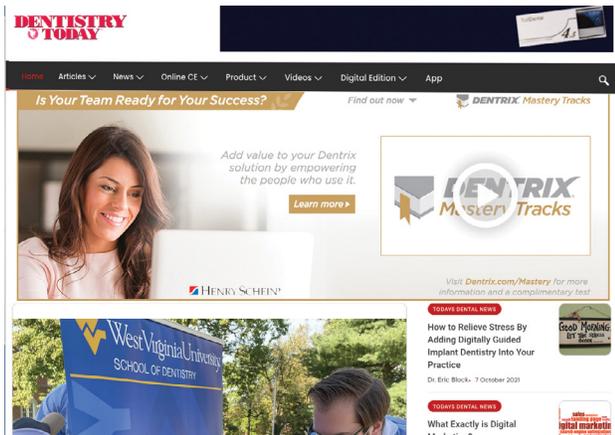


Interstitial

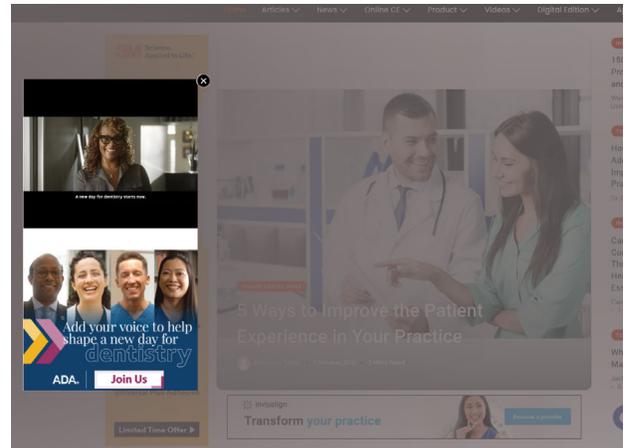


Page Push

expanded



Slide Out



WEBSITE RATES

Rates subject to inventory available. Please contact us for customized proposal based on the parameters of your campaign. All ads can rotate with up to 3 other ads except for the Page Peel, Showcase, Page Push, Footer and Left Skyscraper, which are exclusive to only one client. Ad rates are on a per month price.

STANDARD	
Position	Rate
Leaderboard (Top)	\$4,750
Leaderboard (Middle)	\$3,500
Leaderboard (Bottom)	\$2,950
Filmstrip	\$4,000
Badges	\$2,000
Showcase	\$5,200
Square	\$3,000
Floating Footer	\$5,500
Inpost Ad	\$5,500
Billboard Ad	\$7,500

RICH MEDIA	
Position	Rate
Page Peel	\$4,750
Page Push	\$6,950
Page Skin	\$6,950
Interstitial	\$6,950
Slide Out	\$5,500

SPONSORED SECTIONS	
Position	Rate
Technique of the Week (Leader)	\$4,500
Digital Edition	Call for information
Ten @ 10 Podcast	Call for information

Advertising Placements

Ad placement throughout the site includes Leaderboards (728 x 90), Filmstrip (300 x 600), Badge (228 x 160), Showcase ad (348 x 217), Page Push, and Page Peel. Background Skin ads should not be animated.

[Dentistrytoday.com](https://dentistrytoday.com) provides the following targeting options and content sections to assist you in customizing your campaign:

Animation

Animation is not to exceed 15 seconds, except in special circumstances with approval.

Frame rate should be set between 18 fps and 24 fps.

Tracking

All standard/rich media ad products listed above support impression tracking, along with click-through tracking via click command URLs.

All URLs must be supplied by the client.

* Flash is not supported on IOS and mobile devices.

If supplying Flash, please provide original .FLA file and all included fonts.

CONTINUING EDUCATION

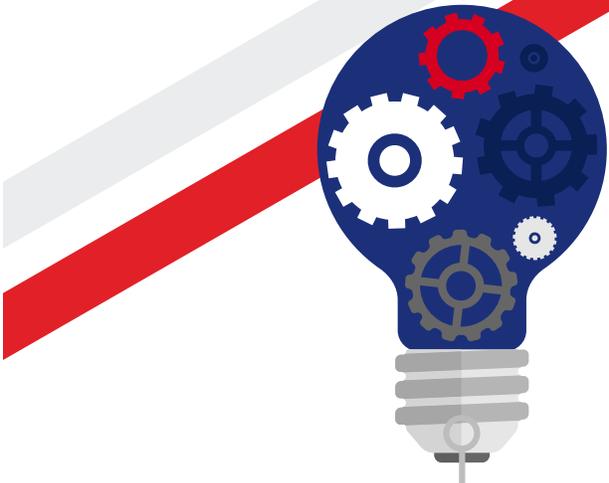
■ ABOUT



Mission and Goals Statement

The mission of the *Dentistry Today* Continuing Education (CE) Program is to provide science-based information of clinical relevance in a publication format, providing the opportunity for dentists to earn CE credits in the convenience of their home or office. Further, the Program shall provide a peer review process to ensure validity of the information presented, a testing mechanism to assess the participants' knowledge and understanding of the information presented, a grading scale to provide feedback to participants regarding satisfactory or unsatisfactory knowledge of the topic, and an evaluation mechanism to determine participants' level of satisfaction with the presentation of the topic. The Program shall provide a quality educational experience and bring value to readers of the publication, while enhancing the publication's role as a leading provider of dental information and education.

The goals of the *Dentistry Today CE Program* are to always ensure that content chosen and peer reviewed for use in the Program meets the highest possible level of science-based information, and that content shall be designed to improve the knowledge and skills of the clinician participant with the ultimate goal of raising the level and quality of patient care. Further, content shall be formatted to provide maximum convenience to Program participants in terms of learning and providing constructive feedback to *Dentistry Today*.



We have the largest collection of courses

CHOOSE FROM MORE THAN 200 COURSES

Dentistry Today's Continuing Education (CE) Program aims to provide accurate, science-based information of clinical relevance in a publication format. This provides the opportunity for dentists to earn CE credits in the convenience of their home or office.

You can search by course name and/or author. Each course is categorized by topic.

FIND THE RIGHT COURSE FOR YOU

SECURE ONLINE PAYMENT

Save time with a single sign-on and easy CE purchase through our DT online store. *Dentistry Today's* "my courses" keeps track of your online CE and transcripts to help track the CE credits they have earned toward relicensure.

Each certificate will be automatically emailed after completion of the course and saved into the "my courses" section and can be printed multiple times at any point. The certificate will include the title of the course, the date completed, and the name of the website it was taken on.

CE CREDITS AND CERTIFICATES

STANDARD

Position	Rate
Leaderboard	\$3,825
Filmstrip	\$3,699

CE SPONSORSHIP

Position	Rate
Custom	Call



PACE
ACADEMY of
GENERAL DENTISTRY
PROGRAM APPROVAL
FOR CONTINUING
EDUCATION

Dentistry Today, Inc.
Nationally Approved PACE Program
Provider for FAGD/MAGD credit. Approval
does not imply acceptance by any
regulatory authority or AGD endorsement.
June 1, 2022 to May 31, 2025.
Provider ID# 309062

WEBINARS ■ DIGITAL



Dentistry Today offers webinars as a way to distribute digital educational offerings by broadcasting your message in a cost-effective way using the latest technology to create a live interactive experience. *Dentistry Today* offers the option for the sponsor to develop the content of the webinar to offer CE credits, if content meets AGD Pace Guidelines.

Pre-Webinar Promotion:

- Promotion on dentistrytoday.com and dentalcetoday.com for 3 months.
- Email campaign to more than 45k+ dentists — one prior to webinar and one post webinar.
- A 1/2 vertical ad in the print edition prior to webinar.
- Featured on our weekly eNewsletter.
- Social media promotion on all of our channels, including Facebook and Twitter.

Post-Webinar Promotion:

- Thank You eBlast to all attendees featuring the client's message.
- Hosted on our CE platform at dentalcetoday.com for 12 months.
- Featured on the homepage of dentalcetoday.com for 1 month following the live webinar.
- Editorial write-up in *Dentistry Today's* first issue after the webinar.
- Covered on our weekly eNewsletter.
- Social media promotion via Facebook and Twitter.
- Supply lead generation to sponsor, including: name, email, and phone number.

FOR EACH SPONSORED WEBINAR, YOU WILL RECEIVED ATTENDEE LEAD INFORMATION, AS FOLLOWS:

- FIRST & LAST NAME
- FULL ADDRESS (INCLUDES: STREET, CITY, STATE, ZIP & COUNTRY)
- PHONE NUMBER
- EMAIL ADDRESS

\$14,000 NET

(not including honorarium for speaker)



DIGITAL ■ E-BOOKS



Dentistry Today is proud to partner with leading companies to provide sponsored e-books to our audience of practicing dental professionals. Our e-books cover clinical, technological, practice management, career, and other topics. *Dentistry Today* also offers Continuing Educational driven e-books for dentist to earn CE credits.

Pre e-book Marketing Promotion:

- Promotion on dentistrytoday.com and dentalcetoday.com for 1 month.
- Email campaign to more than 65k+ dentists.
- Print coverage in 1 issue of *Dentistry Today's* magazine
- Featured on 4 separate weekly eNewsletter's for an entire month.
- Social media promotion on all of our channels, including Facebook and Twitter.

Post e-book Marketing Promotion:

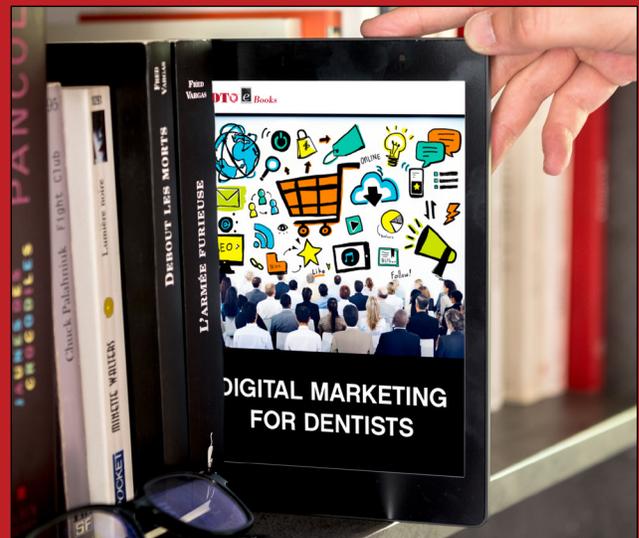
- Thank You eBlast to all downloaders featuring the client's message.
- Sponsor's custom email sent to everyone that downloaded the e-book.
- Hosted on dentistrytoday.com in our e-book library section for 12 months.
- Featured on the homepage of dentalcetoday.com for 1 month following the live webinar.
- Social media promotion via Facebook and Twitter.
- Supply lead generation to sponsor, including: name, email, and phone number.

FOR EACH SPONSORED E-BOOK, YOU WILL RECEIVE THE BELOW LEAD INFORMATION, AS FOLLOWS:

- FIRST & LAST NAME
- FULL ADDRESS (INCLUDES: STREET, CITY, STATE, ZIP & COUNTRY)
- PHONE NUMBER
- EMAIL ADDRESS

\$10,000 NET

(based off of sponsor supplying the content for e-book)



EMAIL CAMPAIGNS ■ DIGITAL

Dentistry Today has a list of more than 60,000+ dental professionals segmented by region, state, or even city. You can market to all dentists or target a specific area where you might be lecturing. From seminars to webinars, Dentistry Today can help you reach your audience!

Take advantage and attract new customers. It's a dental e-ssential!

CREATIVE CONTACT:

- Konstantin Bykhovsky – Web Director, konstantin@dentistrytoday.com

CREATIVE DEADLINES:

- Creative must be submitted 3 business days prior to start date.

Subject Line:

- Blast materials must include a subject line of no more than 12 words or 150 characters.
- Subject lines should be as enticing as possible, more than ONE word, and NOT in ALL CAPITAL LETTERS. Also stay away from the word "FREE" in your subject line. This will help prevent mail from being detected as SPAM.

From Line:

- Default: Company name, if not provided.
- From line must be 7 to 80 characters long (including spaces).

Test Seed List:

- A list of email addresses to review the test email.

Final Deployment Seed List:

- A list of email addresses that must receive the production email blast.

Content:

1. HTML version:

- The blast must be in HTML format. It cannot be a Word document converted to HTML.
- Only text, .jpg, and .gif images are allowed.

Limitations and Suggestions:

- Flash, Rich Media, Image Maps, and Javascript cannot be sent via email.
- A blast that is entirely a linked image is NOT recommended, as today's email platforms block images.
- Responsive design suggested.
- An HTML email should be a combination of text and images with a call to action within the text.

DIGITAL SALES

East Coast

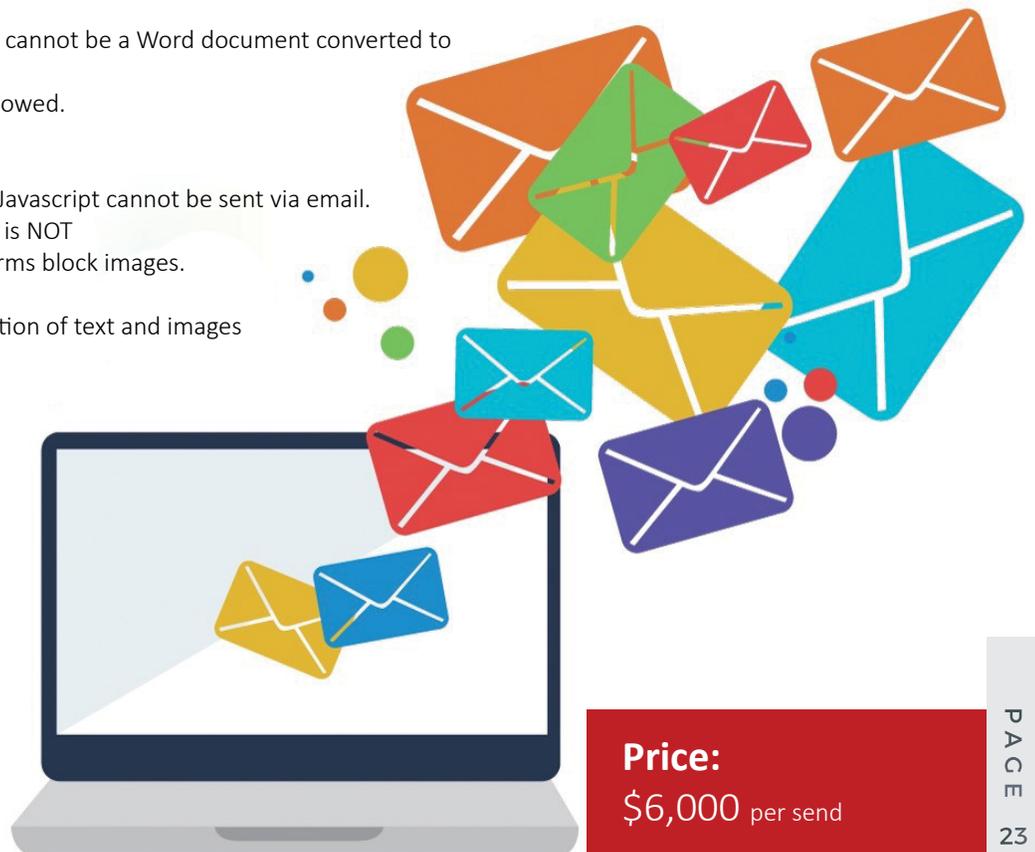
James F. Radcliffe *Publisher*
(973) 882-4700 ext.101
jradcliffe@dentistrytoday.com

Midwest

Scott Schmidt
(610) 564-7237
scott@dentistrytoday.com

West Coast

Matt Goldfinger
O: (973) 947-6647
M: (516) 852-1906
matt@dentistrytoday.com



Price:

\$6,000 per send

DIGITAL NEWSLETTERS

800px X 100px

Chairside Manner Matters as Much as Clinical Skill

The RCDSO receives as many complaints about how dentists interact with patients as it does about outcomes, errors, and safety.

[Read More](#)

- Headlines -



Frequent Toothbrushing Linked With Less Heart Failure

Brushing three times or more a day has been associated with a 10% lower risk of atrial fibrillation and a 12% lower risk of heart failure.

[Read more](#)



ADA Files Class Action Lawsuit Against Delta Dental

The complaint alleges that Delta has engaged in anticompetitive conduct and violated federal antitrust laws.

[Read more](#)



First Female American Indian Dentist Shares Her Story With Students

Dr. Jessica A. Rickert visited Kalamazoo Valley Community College to describe her journey and advocate for greater diversity in dentistry.

[Read more](#)

800px X 100px

PrograMill One milling unit

Involet Vivadent's PrograMill One milling unit is now available in the United States for chairside restorative production from the Patterson Dental Company and through Henry Schein wherever the companies do business together.

[Read more](#)

Bluewave Soft Tissue Diode Laser

The Clinician's Choice Bluewave Soft Tissue Diode Laser offers intuitive operation, enhanced ergonomics, and a high-contrast, blue-aiming beam that provides greater visibility at the surgical site, according to the company.

[Read more](#)

Dentistry Today is The Nation's Leading Clinical News Magazine for Dentists. Here you can get the latest dental news from the whole world quickly.

Dental CE Today

- Simplifying Full-Arch Implantology With Digital Dentistry
- Are You Using the Best Composites for Your Practice?

FOLLOW US

- Facebook
- Twitter
- YouTube
- Vimeo
- Instagram

Available on the App Store
GET IT ON Google Play

Today's Dental News! & New Technology

Ad Product	Dimensions	File size	Format	Animation Limit
Leaderboard (Top) (Middle)	800 x 100	—	.jpeg/.gif	3 cycles

Dentistry Today Newsletters

Get the latest dental information delivered to your inbox with our email newsletters prepared by our expert editorial team. Newsletters go out on Monday, Wednesday, and Friday.

Today's Dental News

Check in with Today's Dental News for interviews with industry leaders, commentary from our roster of experts, and reports on revolutionary clinical practices, groundbreaking research, and the trends that will affect you, your practice, and your patients the most.

Today's Products

Focused on the latest products from leading companies, the hottest startups, and everyone in between, New Technology goes beyond the brochures as we ask the developers themselves how you can use these cutting-edge tools to improve your practice.

Newsletter Rates

When you advertise in our weekly newsletters, you will receive both ad positions listed below. Please contact your sales rep for more information.

Today's Dental News	
POSITION	RATE
Leaderboard (Top) (Middle)	\$12,000 for the month, or \$4,000 per week Please contact your sales rep for more information.

Opt-in verified email addresses

Deliverability + Engagement = Results

60k+

TRADE SHOW VIDEOS ■ DIGITAL

VIDEO PRODUCTIONS

Q&A



Editor-in-Chief, Paul Feuerstein, DMD

Dr. Feuerstein is currently the Editor-in-Chief of *Dentistry Today* and a high-tech writer for the *Journal of the Massachusetts Dental Society*. He is now one of the ADA technology lecturers, speaking at the annual sessions, and has been speaking at the Yankee Dental Congress meeting for more than 20 years as well as several state and local dental association meetings. He has currently been studying new CBCT, CAD/CAM, digital impressions, and treatment planning and has been incorporating these technologies in current and upcoming articles and lectures. He was named Clinician of the Year at the 2010 Yankee Dental Congress. Dr. Feuerstein joined our video team as an interviewer.



[Watch Now](#)



[Watch Now](#)

- Live video product demonstrations • Product releases • Insight from clinicians on products
- Announcements • Interviews with manufacturers
- Live blog coverage from the show floor

What's included

- 2 videos + 1 email blast + 1 editorial write-up in *Dentistry Today* magazine.
- The professional videos are usually 4 to 7 minutes long, shot with 2 cameras at the meeting, and later professionally edited with your logo/branding at the beginning and end. Stills of the product(s) can also be edited in with a call to action.
- A shorter, unedited version will appear on dentistrytoday.com in the blog section and uploaded to our YouTube channel during the meeting.
- The final professional video becomes your property to use for anything you wish; we can provide it to you electronically or on DVD.
- The video will also be sent via email blast to more than 65,000+ North American dental professionals.
- We will then feature it in a following issue of *Dentistry Today* magazine.

Price:
\$6,500



DIGITAL ■ PODCASTS



Daily Show
TEN
@10
 Dr. Paul Feuerstein



Dentistry Today's 10@Ten podcast series features interviews with top clinicians, industry executives, and other thought leaders about the latest techniques, technologies, and trends impacting dental practices today.

What's included

Pre-Podcast Marketing Promotion:

- The sponsorship includes the products and branding throughout the podcast
- Dedicated email blast
- Featured on the homepage of dentistrytoday.com
- eNewsletter sponsorship
- Dedicated email campaign to our list of 65k+ dentists
- Dedicated section featured on our mobile App



[Watch Now](#)



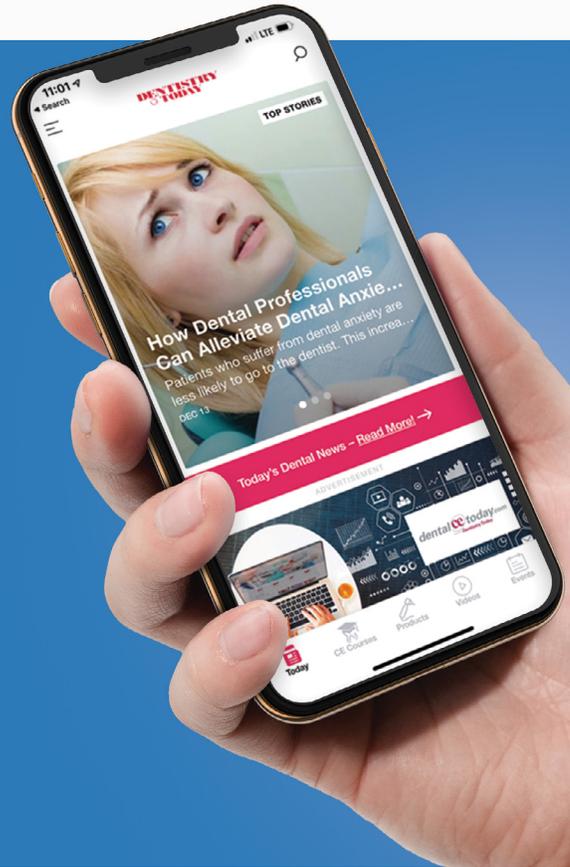
[Watch Now](#)

Price:
 \$10,000

MOBILE APP ■ DIGITAL

The Dental News App

Dentistry Today delivers exciting and informative content across the globe with the hopes of helping dentists, hygienists, dental assistants, and lab technicians to better their practice and patients. Dentistry Today brings the latest news on innovative products and technology in the dental industry. Well-respected and high-profile leaders in the dental community desire to write for the publication. It also provides continuing education courses for dentists to maintain their state-mandated CE credits.



App *Features*



Easy Notifications
Learn immediately when new content is available to view and share on social media.



Live Event Coverage
See what's happening at all the major dental meetings live from the show floors



Updated News
Receive up-to-date product information and breaking industry news.

Rates subject to inventory available. Please contact us for customized proposal based on the parameters of your campaign. All ads can rotate with up to 2 or 3 other ads depending on your package. Ad rates are on a per month price.

Interstitial Ad		Rate: \$6,250
Position	Size	
Interstitial	1125 x 1500	
Article Home #1	512 x 256	

Package #1		Rate: \$4,750
Position	Size	
Article Home #2	512 x 256	
Article Details #1	512 x 256	
Article List #1	512 x 256	
Video Zone #1	512 x 256	
Products Home #1	512 x 256	
Products Details #1	512 x 256	
Products List #1	512 x 256	

Package #2		Rate: \$3,250
Position	Size	
Article Home #3	512 x 256	
Article Details #2	512 x 256	
Article List #2	512 x 256	
Video Zone #2	512 x 256	
Products Home #2	512 x 256	
Products Details #2	512 x 256	
Products List #2	512 x 256	



DENTISTRY TODAY
DENTISTRYTODAY.COM

2024 MEDIA KIT

Sales and Contacts The Nation's Leading Clinical News Magazine for Dentists!

East Coast

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Get the latest dental news from the whole world quickly.