

Inside Dentistry®

2017 MEDIA KIT

EDITORIAL MISSION

To be the industry's primary information resource by providing a layered platform for relevant, evidence-based clinical and practice building content that fosters open minds, learning, and adoption and implementation of new technologies.

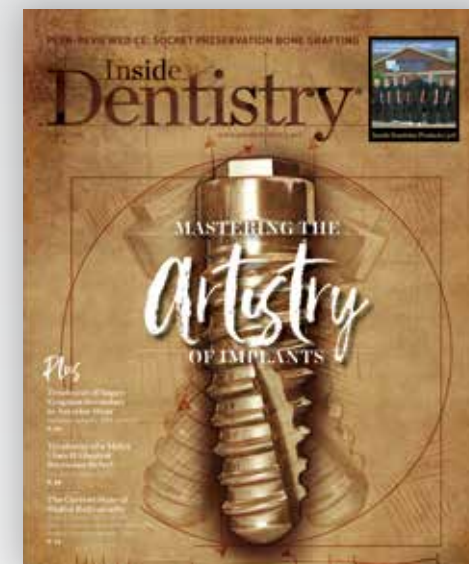
Contents

<i>Inside Dentistry</i> Standouts.....	3	Custom Publishing - Monographs	18
Editorial Advisory Board.....	4	Custom Publishing	19
Audience & Reach	5-6	Custom Publishing - eBooks.....	20-21
Rate Card	7	Website Ads.....	22
Editorial Calendar	8	Integrated Editorial Sponsorship	23-24
Special Issues	9	Integrated Product Sponsorship	25-26
Custom Marketing Opportunities	10	Thematic eNewsletters.....	27
False Cover Tip	11	Third-Party Custom eMails	28
Front Cover Package.....	12	Webinars	29
Custom Editorial - Executive Perspective.....	13	Social Media.....	30
Custom Editorial - What I Use	14	Trade Show Video & Promotion	31
Custom Editorial - Top Choice.....	15	Event Coverage and Distribution	32
Custom Editorial - Why I Invested	16	Integrated Channel Marketing.....	33
5 Reasons to Buy	17	Contact Us	34

Inside Dentistry Standouts

Inside Dentistry is the complete learning platform for the profession, with a comprehensive collection of informative, managerial, clinical, educational, and practical content designed to support dentists in building and sustaining successful practices.

- **BPA Audited:** Circulation of *Inside Dentistry* is 100% qualified
- **Peer Reviewed:** CE and clinical articles, and case studies are peer reviewed for content relevancy and accuracy
- **Editorial Advisory Board:** A unique blend of the industry's most respected academia's, researchers, practicing and advanced learning dental professionals provide direction and voice to the publication
- **Continuing Education (CE):** Accredited by both ADA CERP/AGD PACE provider
- **Integrated Platform:** Providing share of voice in key channels and targeted lead generation
- **High Reader Engagement:** Independent research shows cover-to-cover readership
- **Forward Thinking/Relevant Editorial:** Leading the industry to a sustainable future
- **Part of the AEGIS Dental Network:** Companion publication to *Inside Dental Technology*, *Compendium*, *CDEWorld* & *Dental Learning Systems*. Editors collaborate on industry topics



Raising The Bar

Thought-provoking coverage of oral care's most important issues

Practical interpretation of cutting-edge research

Uncompromised clinical content

Step-by-step clinical techniques

Insightful, in-depth discussions with academic and industry leaders

New techniques, procedures, and products



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Inside Dentistry's Audience & Reach

Inside Dentistry reaches **140,000 dentists** in print monthly ...



... and the ROI on *Inside Dentistry's* print reader engagement is exponentially multiplied when the value of its multimedia reach—eNewsletters, website, digital editions, webinars, eBroadcasts, and social media outlets—is realized. *Inside Dentistry's* integrated programs maximize marketing budgets through reach and efficiencies.

DIGITAL REACH

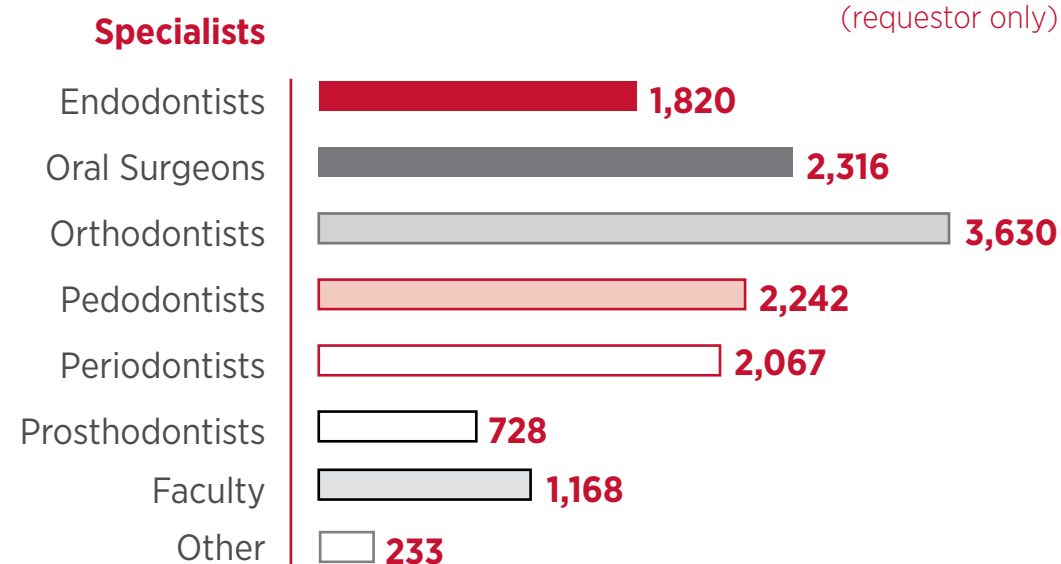
Monthly eReach*

eNewsletter	55,000+
Website	46,627
Digital Edition	5,502
CDE Website	2,141
Social Media	12,500+
Facebook, Twitter and LinkedIn	

PRINT DISTRIBUTION: 140,000



General Dentists | **125,726**



Reader Age (Avg.)

50.68 Years

Reader Gender

Female	Male
28%	72%

Years in Practice (Avg.)

21.8 Years

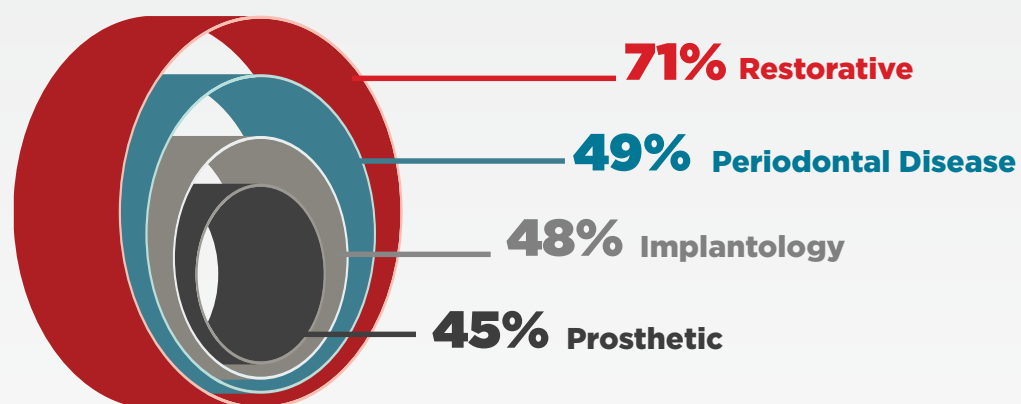
Inside Dentistry's Audience & Reach

Inside Dentistry reaches an audience that is ENGAGED...



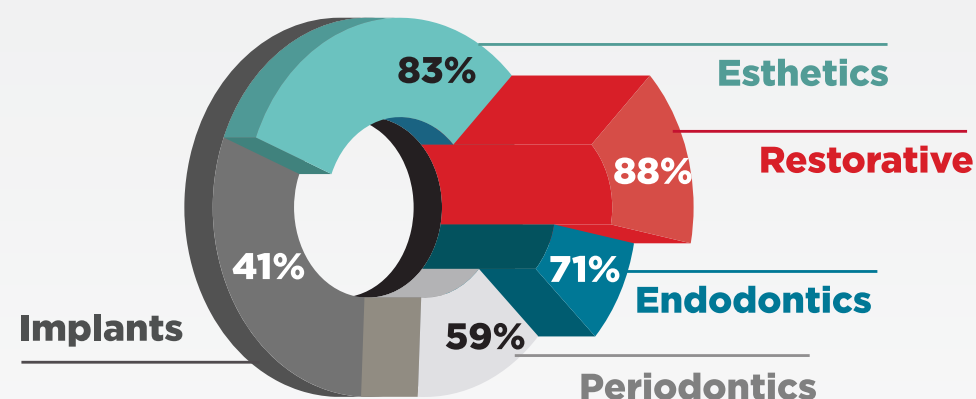
with 85% independent operating owners who focus on offering a full compliment of services and are looking for solutions to their practice needs.

TOP INTERESTS



85% Consider the Peer-Review Process Important

PROCEDURES PERFORMED



61 Patients/Week Average

SHOPPING HABITS

60% Buy Products Online

PRIMARY PRACTICE SETTING



2017 Rate Card

2017 NET RATES (includes 4-Color)

	1X	3X	6X	12X	24X	36X	48X
Full Page Spread	20,345	19,850	19,345	18,830	17,998	17,147	16,137
Full Page	11,303	11,028	10,747	10,461	9,999	9,526	8,965
2/3 Vertical	7,911	7,719	7,522	7,323	6,999	6,667	6,274
1/2 Horiz/Vert	5,932	5,789	5,642	5,491	5,249	5,001	4,706
1/3 Vert	3,956	3,860	3,762	3,661	3,498	3,333	3,137
1/4 Square	2,967	2,893	2,822	2,746	2,625	2,500	2,354
BRC	3,750						

PREMIUM POSITIONS

COVERS		F.O.B. PAGES	
CV 2	+10%	Page #1	+10%
CV 3	+5%	Opp. TOC 1	+5%
CV 4	+20%	Opp. TOC 2	+5%
		Opp. Masthead	+5%

DIMENSIONS

	NON-BLEED SIZES		TRIMMED SIZES		LIVE AREA		FINAL BLEED	
	Width	Height	Width	Height	Width	Height	Width	Height
FULL SPREAD			18	10.875	17.5	10.125	18.25	11.125
FULL PAGE			9	10.875	8.5	10.125	9.25	11.125
2/3 VERT	4.875	9.5	5.5	10.875	5	10.125	5.75	11.125
1/2 HORIZ	7.75	4.575	9	5.3125	8.5	4.8125	9.25	5.5625
1/2 VERT	3.5625	9.5	4.1875	10.875	3.687	10.125	4.437	11.125
1/3 VERT	2.25	9.5						
1/4 SQUARE	3.5625	4.5625						



2017 DEADLINES

	JAN '17	FEB '17	MAR '17	APR '17	MAY '17	JUN '17	JUL '17	AUG '17	SEP '17	OCT '17	NOV '17	DEC '17	JAN '18
Ad Closing	2-Dec	4-Jan	2-Feb	1-Mar	3-Apr	2-May	2-Jun	3-Jul	1-Aug	1-Sep	2-Oct	1-Nov	4-Dec
Ancillary Materials	5-Dec	5-Jan	3-Feb	3-Mar	5-Apr	4-May	6-Jun	5-Jul	3-Aug	5-Sep	4-Oct	2-Nov	5-Dec
Ad Materials	7-Dec	9-Jan	7-Feb	7-Mar	7-Apr	8-May	8-Jun	7-Jul	7-Aug	7-Sep	6-Oct	6-Nov	7-Dec

Ad submission

Hi Res (300 dpi) PDF (PDF/X-1a:2001 preferred). Make sure that all fonts are embedded or converted to outline. All spot colors should be converted to CMYK.

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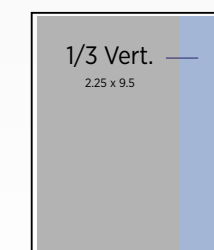
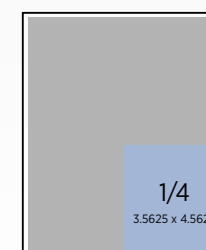
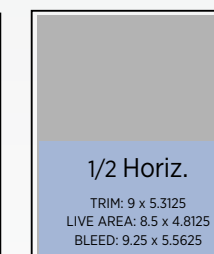
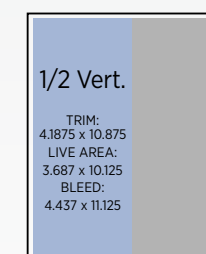
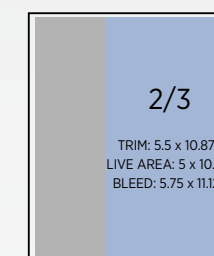
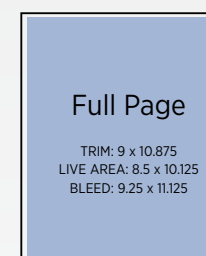
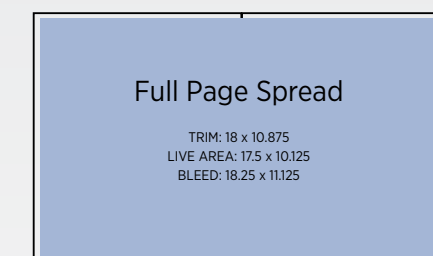
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 USERNAME: insidedentistry
 PASSWORD: dent4l (lowercase L, not a 1)
 *username and password are case sensitive

Fetch:

HOST NAME: office.aegiscomm.com
 USERNAME: insidedentistry
 PASSWORD: dent4l (lowercase L, not a 1)

Bleed Ad Sizes

Trim size is 9 x 10.875. Please make sure that all copy and logos are 0.25" inside the trim (live area) and extend background images and colors 0.125" past the trim (final bleed).



2017 Editorial Calendar

	Cover Story	Continuing Educaiton (CE)	Inside Topics	Focus On	Sponsored Opportunities	Special Issues
Jan	Bonding Indirect Restorations	Prosthodontics	Implants Endodontics Restorative	Office Equipment & Design	5 Reasons to Buy Clinical Brief	
Feb	Pain Management	Periodontics	Prosthodontics Restorative Sleep	Composite, Curing Lights, &Matrix Bands	5 Reasons to Buy Clinical Brief	
Mar	How to Build Your Practice	Restorative	Periodontics Orthodontics Restorative	Implants & Regenerative Materials	5 Reasons to Buy Clinical Brief	
Apr	Top Educators Speak to ID	Restorative	Implants Pain Management Prosthodontics	Orthodontics	5 Reasons to Buy Clinical Brief Executive Perspective	
May	Sleep Dentistry	Endodontics	Pedodontics Restorative Periodontics	Digital Imaging (Radiography and 2D/3D)	5 Reasons to Buy Clinical Brief	
June	Implants	Orthodontics	Infection Control Implants Restorative	Prevention & Hygiene	5 Reasons to Buy Clinical Brief What I Use	Inside Dental Hygiene Supplement
July	TECHNOLOGY - SPECIAL ISSUE		Endodontics Pedodontics Restorative	Lab Services	5 Reasons to Buy Clinical Brief Why I Invested	Tech Issue
Aug	Materials: The New Zirconia	Infection Control	Implants Orthodontics Prosthodontics	Adhesion & Bonding	5 Reasons to Buy Clinical Brief Top Choice	
Sep	Geriatric Dentistry	Periodontics	Endodontics Restorative Periodontics	Impression Systems & Materials	5 Reasons to Buy Clinical Brief	
Oct	Orthodontics for the GP	Pain Management	Implants Prosthodontics Restorative	Indirect Materials/ Prosthodontics	5 Reasons to Buy Clinical Brief	
Nov	Periodontics	Sleep	Endodontics Pedodontics Restorative	Lasers & Tissue Management	5 Reasons to Buy Clinical Brief	Product Supplement What I Use
Dec	Direct Restorations	Pedodontics	Prosthodontics Restorative Periodontics	Endodontics	5 Reasons to Buy Clinical Brief	Collaborative Cases Supplement

*Content is subject to change at the publisher's discretion and without prior notification

2017 Special Issues



June **Inside** **Dental Hygiene**

Promoting TEAM-BASED Dentistry this supplement will ensure that the entire office is up to date on the latest techniques and innovations enhancing the practice environment and ensuring desired patient outcomes. Target distribution-2 segments: Dentists & Hygienists.



July **Tech Issue**

Forward-thinking, technology-focused articles. Promote your products in “Why I Invested,” an up-close, personalized equipment and material testimonial from a key opinion leader of the sponsor’s choice.



November **Product** **Supplement**

Highlight the features and benefits of your product in this annual resource which will outline top trends in the industry along with our readers’ picks for their favorite products.



December **Supplement** **Collaborative Cases**

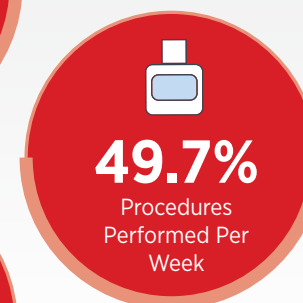
A special supplement polybagged with both *Inside Dentistry* and *Inside Dental Technology*, focusing on team dentistry.

2017 Custom Marketing Opportunities

Targeted reach, targeted media solutions

Engaging your customers with multi-channel marketing solutions

The full value of custom content featured in *Inside Dentistry* is realized when the content is shared via the *Inside Dentistry* channels (print, eNewsletters, custom eBlasts, website, and social media) as well as the entire AEGIS media platform.



Source: /D Harvey ADQ readership survey

PRODUCT PROMOTION

IMAGES OF PRODUCTS WITH SHORT DESCRIPTIONS

- › Cover/On the Cover
- › New Products
- › Technical Profiles
- › 5 Reasons to Buy

ONLY IN AUGUST 2017

- › Top Choice

PRODUCTS IN PRACTICE

SHOWING A PRODUCT IN USE

- › Clinical Briefs
- › Peer-to-Peer

ONLY IN JUNE 2017

- › Why I Invested

ONLY IN DECEMBER 2017

- › Collaborative Cases

CORPORATE POSITIONING

CORPORATE MESSAGING

- › News
- › View Point
- › Forum

ONLY IN APRIL 2017

- › Executive Perspective

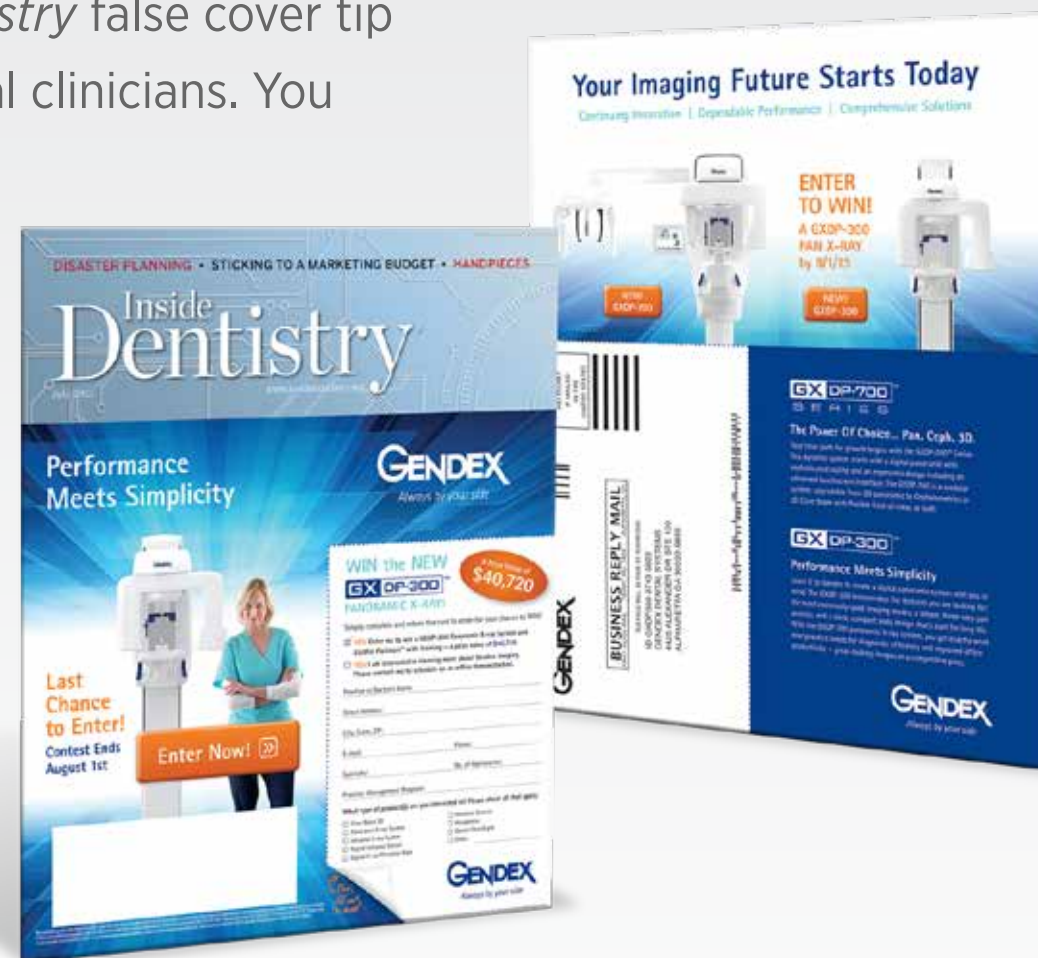
False Cover Tip

False Cover Tip

MONTHLY OFFERING

A false cover offers optimum opportunity for your message. Showcase your message with the highest exposure possible. An *Inside Dentistry* false cover tip offers you the maximum possible exposure to 140,000 dental clinicians. You supply the creative and *Inside Dentistry* does the rest.

- 140,000 piece—printed and mailed
- Client-supplied creative
- Response card can be included
- Included in digital edition
- Masthead on digital subscription eNewsletter



Limited Availability (one per issue)

IMPORTANT DATES

ISSUE DATE	MATERIAL DUE
JAN	12/2/2016 SOLD
FEB	1/4/2017 SOLD
MAR	2/2/2017 SOLD
APR	3/1/2017 SOLD
MAY	4/3/2017 SOLD
JUN	5/2/2017
JUL	6/2/2017
AUG	7/3/2017 SOLD
SEP	8/1/2017
OCT	9/1/2017 SOLD
NOV	10/2/2017 SOLD
DEC	11/1/2017

Highest
Print
Exposure
Possible

TOTAL PACKAGE INVESTMENT: \$28,000 NET

Front Cover Package

Front Cover Package

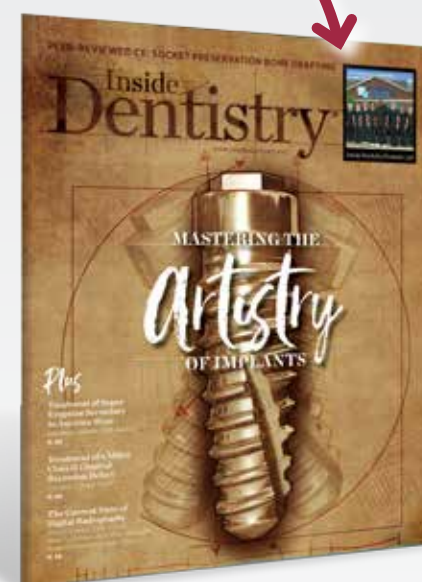
MONTHLY OFFERING

InFocus provides enhanced exposure in *Inside Dentistry* print, online, and in the monthly reader eNewsletter. *Inside Dentistry* features 1 product on the cover with a 1/3-page ad on the Table of Contents page.

SPONSORSHIP INCLUDES

- Only featured product on the cover of *ID* (140,000 distribution)
- 1/3-page ad on second Table of Contents
- Billboard ad online on *InsideDentistry.net* homepage for one month
- Banner ad on eNewsletter masthead (50,000+ distribution)
- Optional video from the manufacturer to be added on the
- eNewsletter and website

Prominent cover
teaser



1/3 page ad on
Table of Contents



IMPORTANT DATES

ISSUE DATE	MATERIAL DUE
JAN	12/2/2016 SOLD
FEB	1/4/2017
MAR	2/2/2017
APR	3/1/2017
MAY	4/3/2017
JUN	5/2/2017 SOLD
JUL	6/2/2017
AUG	7/3/2017
SEP	8/1/2017
OCT	9/1/2017
NOV	10/2/2017
DEC	11/1/2017

Maximum
Exposure



Billboard ad on
Insidedentistry.net
and Masthead banner
on Issue Preview
eNewsletter

TOTAL PACKAGE INVESTMENT: \$8,500 NET

Custom Editorial

Executive Perspectives

A SPECIAL SECTION IN APRIL 2017

The *Inside Dentistry* April Cover Story will spotlight Key Opinion Leaders in oral healthcare discoursing on all aspects of the dental industry, including the current state of the dental economy, education, big issues impacting dentistry, leadership strategies, and much more.

Two-page advertorial spotlighting a business leader from the sponsoring company who discusses specific business strategies that can positively impact a practice's bottom line. Interview and photo op. Can include data-driven charts or graphics, or an image of a product. Offered in the 2017 April issue

FEATURES & BENEFITS

- Two-page advertorial
- Your advertorial piece featured prominently on InsideDentistry.net for the month of April (50,000+ average monthly site visits)
- Inclusion in April digital edition

GROWTH AND SAVINGS: A GOAL FOR ALL BUSINESSES

Chris Holden and Heraeus Kulzer are changing the world of removable prosthetics with a clear vision.

Heraeus Kulzer's wildly successful Pala Digital Dentures were the result of a clear vision. When Chris Holden took over as President of Heraeus Kulzer in 2006, he set a path for the future based on strict criteria. Align the company's growth with its customers' needs.

"We needed to be relevant, and we had a great deal of change to make, from the location of our corporate headquarters to the size of our field sales force," Holden says. "Our product offering and general solutions offering needed to expand and become more customer-friendly relative to the needs of our customers."

"That strategy can be helpful in any industry, but Holden decided it was particularly important for Heraeus Kulzer, considering the consolidation occurring among both dental practices and dental laboratories.

"The need to provide solutions that help our customers either grow or save is absolutely critical not only to their success but also to our success," Holden says.

Based on that directive of helping customers either grow or save, the company has focused on integrating hardware, software, and services around its core chemistries to provide integrated solutions for dentists and laboratories.

"The solutions that we are bringing to the market that are digitally based fit that core description of hardware, software, and services surrounding our chemistries," Holden says, "so that when a customer picks up one of our core products and engages with a piece of hardware or software, they are using a solution that either helps to drive savings or helps to drive growth for their business."

Pala Digital Dentures have accomplished both of these goals since the product's introduction last year. The patented tray system saves dentists significant amounts of chairtime, requiring only two patient visits, rather than the five needed for most traditional dentures. This helps laboratories indirectly as it provides a new selling point for potential new clients.

The second part of Pala Digital Dentures is a CAD/CAM process that is handled by Heraeus Kulzer, greatly reducing the cost and labor involved for the laboratory.

"This can either reduce the laboratory's overhead cost or increase its productivity," Holden says. "Just as digital dentistry has helped innovate the fixed prosthetic side of the business, we are helping change something that has been stagnant for more than 100 years—the removable side."

Top-Notch R&D
The current Pala Digital Dentures line is only the start. As it works to add to that brand and develop other new products, Heraeus Kulzer has nearly 1500 chemical engineers at its disposal, thanks to its parent company, Mitsui Chemical Group. Holden cites the move to become part of Mitsui Chemical Group as a major turning point for Heraeus Kulzer, as Mitsui is dedicated to growing and investing in the dental industry, with Heraeus Kulzer serving as the centerpiece for those efforts.

"Technology in the dental industry is increasingly associated with CAD/CAM and automated manufacturing, but that machinery and software still need to make something," Holden says. "We cannot overlook the importance of the materials that will come to market in the next several years. We expect to be at the center of that and to lead over the next decade."

New technologies, of course, need to meet Heraeus Kulzer's high standards of helping customers grow or save, so the company is diligent about not rushing any launches. However, Holden says several groundbreaking innovations could be imminent.

"We have numerous technologies in our pipeline—technologies that help double down, for example, on digital denture solutions," Holden says. "The solution that we provide today is not the limit of what we will bring to market. We will bring to market a much more integrated and personal solution for each laboratory."

"We also will bring to market a superior way to mill both chairside and in the laboratory with a novel and unique technology. We will help provide a method to digitize every dentist in the United States and Canada in an affordable way that allows the laboratory to help accomplish that but also insulates and protects the laboratory's business. The market will see more and hear more about those technologies over the next several months."

Fostering Relationships
When those innovative new products are introduced, Heraeus Kulzer plans to capitalize on its relationships on both the clinical and laboratory sides—just as it did with Pala Digital Dentures.

"We have tremendous resources from a service standpoint and a knowledge standpoint of materials and processes," Holden says. "We appreciate and understand what a laboratory has to do to make its customers happy. With clinical errors or shortcuts, laboratories are often told by their dentist customers to just make it work, creating a difficult situation for the laboratory. One of our core strengths comes from working with both laboratories and dentists. We frequently flex the capability to help by bridging the expectation gap—be it by product, education, relationship or all of the above. Delivering quality prosthetics is an ecosystem that is neither laboratory nor clinical but a combination of both. We see ourselves right in the center of that, as an integral part not only for supplies but for knowledge."

With the right supplies and knowledge, and the ability to help laboratories utilize those assets in cooperation with dentists, Heraeus Kulzer accomplishes its goal: Helping laboratories grow and save.

TIME SAVINGS

PROCEDURES (SINGLE ARCH)	CONVENTIONAL	PALA DIGITAL DENTURES
PROCESSED BASE AND RIM	55 MINUTES	N/A
TISSUE MODEL	8 MINUTES	N/A
ARTICULATION	12 MINUTES	N/A
SCAN AND SEND DIGITAL DENTURE	N/A	35 MINUTES
SELECT TEETH	5 MINUTES	N/A
SETUP AND WAX	60 MINUTES	N/A
DIAGNOSTICS WITH DENTIST	N/A	17 MINUTES
FINISH	85 MINUTES	N/A
RECEIVE DIGITAL DENTURE AND QC	N/A	10 MINUTES
TOTAL	225 MINUTES	45 MINUTES

4 KEY TAKE AWAYS

- Every initiative to integrate hardware, software, and services around Heraeus Kulzer's core chemistries is based on helping customers either grow or save.**
- Pala Digital Dentures help both dentists and laboratories save time and costs, while also helping laboratories grow their businesses with a new offering.**
- With nearly 1500 chemical engineers at its disposal as part of Mitsui Chemical Group, Heraeus Kulzer expects to be at the center of materials development in the near future.**
- Heraeus Kulzer's relationships with both dentists and dental laboratories can help bridge the gap as both try to work together as effectively as possible.**

IMPORTANT DATES

CLOSING DATE: 1/16/2017

EDITORIAL MATERIALS DUE: 2/1/2017

AD MATERIALS DUE: 3/7/2017

2-Page: \$15,000 NET or \$10,000 (with ad placement in same issue)

1-Page: \$13,000 NET (1 editorial page Includes adjacent ad placement)

Custom Editorial

What I Use

A SPECIAL SECTION IN JUNE 2017

The *Inside Dentistry* June Cover Story focuses on all aspects of implant dentistry, including the current market conditions, the business opportunity, and best practices for optimal clinical and patient outcomes.

Two-page advertorial spotlighting a clinician using the sponsoring company's product, equipment, or materials. Personal account from the clinician on how the product has positively impacted his or her practice, profitability, and patient outcomes. Clinician interview handled by AEGIS. Includes professional photography of the clinician, key takeaways, and a sponsored call out. Can include an image of the product. Offered in the June Issue, which focuses on implant dentistry.

FEATURES & BENEFITS

- One- or two-page advertorial
- Your advertorial piece featured prominently on InsideDentistry.net for the month of June
- Inclusion in June digital edition
- Included in *Inside Dentistry's* eNewsletter in June

AHEAD OF THE PACK: CLEAR VISION PAYING OFF

Anton Woolf and Argen Corporation foresaw the rise of CAD/CAM and are confident in the future of laboratories.

100% Commitment to Laboratories
The company's commitment to laboratories remains as strong as ever. While many of its competitors sell to dentists as well, Argen steadfastly sells exclusively to laboratories.

"I believe so much in the laboratory that I am putting the entire future of our company behind it," Woolf says. "I want laboratories to feel that optimism that I feel."

Argen aims to be a one-stop shop for laboratories, offering both premium outsourcing services and top-of-the-line materials, including the popular ArgenZ Anterior zirconia.

"We just want the laboratory to be successful, whether you outsource or buy materials from us," Woolf says. "That is a partnership that I do not see any other company offering to the laboratory on the scale that we offer it."

As much as Argen has transformed itself in the



past 8 years, that metamorphosis was based on sticking to its core values: the highest quality, best customer service, and best technical support, all at a competitive price.

"When I decided to pursue our new direction, I evaluated the competitive advantages we had," Woolf says. "We had an incredible distribution channel to the dental laboratory, high-quality products, and a brand that people trusted. We were known as a family-run, customer-centric business."

"No matter how large we get, we will never lose that family spirit."

With that attitude in mind, Argen has developed every one of its offerings based on customer feedback. One trend Woolf observed was that, as popular as zirconia became when it burst on the scene a few years ago, other materials were still necessary in certain cases. A plethora of materials options existed, but it was unrealistic for any laboratory to carry them all in their inventory.

"Our strategy was to enable the laboratory to offer any product," Woolf says. A laboratory cannot carry 30 different alloys, but with the click of a button you can have a restoration made with any of 30 different alloys from Argen in 2 days."

Investing in Innovation
To facilitate partnerships as much as possible, the company will have invested more than \$1 million in its website.

"Our file upload system for our digital outsource center is by far the best in class," Woolf says.

For in-house milling, zirconia remains popular, and Argen is determined to be a leader in that realm as well. With more than 40 zirconia milling machines operating 24 hours per day, 6 days per week, the company's technicians, engineers, and scientists have built a breadth of knowledge about the material. This knowledge enables Argen to really support

laboratories with their in-house milling.

"We mill so many zirconia units on a daily basis that we can provide unprecedented, hands-on technical support on our ArgenZ dies," Woolf says. "I believe we will become one of the largest zirconia companies in the world. People are just blown away by our new ArgenZ Anterior zirconia, and we are already working on more zirconia innovations."

Those innovations, as well as the ones taking place in the digital outsource center, are a result of aggressive investment.

"We have invested a lot in technology, equipment, and most importantly, people," Woolf says. "We have hired experts who, frankly, know more than us. We hired the best people for IT, infrastructure, engineering, and lean workflow operations. We have invested heavily over the years in very, very good people."

Still Growing
The strategy is working. Production at Argen's digital outsource center has increased at a pace of 7% per month over the past 4 years, going from five people and three machines to 120 people and more than 100 machines. The company expects those numbers to double over the next 3 years.

"Despite our vision, it was not easy getting where we are today," Woolf says. "Theodore Roosevelt once said, 'The best thing is to do the right thing. The second-best thing is to do the wrong thing. The worst thing is to do nothing.' I hope our path inspires laboratories to change their business models with an eye toward the future. This is an incredibly exciting opportunity for dental laboratories."

Laboratories who position themselves correctly by embracing technology and embracing the versatility that outsource centers such as Argen offer have a great opportunity to increase their value to the dentist."

4

KEY TAKE AWAYS

Argen sells exclusively to dental laboratories, despite many of its competitors selling to both laboratories and dentists.

The company's core values are the highest quality, best customer service, and best technical support, all at a competitive price.

Digital outsource center helps laboratories offer a wide variety of materials and services without having to keep a large inventory.

Argen's experience with milling zirconia has led to the development of ArgenZ Anterior, with more innovations expected to arrive soon.

IMPORTANT DATES

CLOSING DATE: 3/1/2017

EDITORIAL MATERIALS DUE: 3/15/2017

AD MATERIALS DUE: 5/8/2017

2-Page: \$15,000 NET or \$10,000 (with ad placement in same issue)

1-Page: \$13,000 NET (1 editorial page Includes adjacent ad placement)

Top Choice

A SPECIAL SECTION AUGUST 2017

1-Page advertorial (adjacent to full-page ad) spotlighting a KOL chosen by the sponsoring company. Personal account from the clinician on how the product has positively impacted his or her practice, workflow, and clinical outcomes. Clinician interview handled by AEGIS. Will include an image of the product, key takeaways, testimonial, and video component. Offered in the August issue, which focuses on innovations and material selection.

IMPORTANT DATES

CLOSING DATE: 6/2/2017

EDITORIAL MATERIALS DUE: 6/16/2017

AD MATERIALS DUE: 7/7/2017

FEATURES & BENEFITS

- One-page advertorial (full-page ad placement required to run adjacent)*
- One custom 90-second video of clinician
- Inclusion in August digital edition
- Inclusion in *Inside Dentistry* eNewsletter in August
- 500 reprints

SPECIAL ADVERTISING SECTION

TOP CHOICE

I like to keep all of my work in-house and use CAD/CAM technology for everything, and Ceramill Sinton helps me do that. It saves money by eliminating costly steps such as casting and waxing, but more importantly it allows me to control the entire process without even moving between departments in the laboratory.

CONTROL, CONSISTENCY WITH COBALT CHROME

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What are the special characteristics of Ceramill Sinton? You can dry mill it with a regular desktop mill. It is a wax-based material with alloy, but you do not need an expensive mill.

How has it benefited your laboratory? Casting by hand, you are at the mercy of so many variables. With this sintering process, the consistency is basically 100%.

What indications can be produced with Ceramill Sinton? Implant abutments, copings, bars, and more. We have even successfully fabricated a 12-unit bridge with it.

1826 AMALGAM ERA

1963 COMPOSITE ERA

1972 GLASS IONOMER ERA

2011 SONICFILL ERA

SonicFill™ Technology:
Trusted by thousands of dentists.
Used in millions of restorations.

Today, the next chapter in the new era: **SonicFill™ 2**

SonicFill took the risk out of bulk filling—providing excellent adaptation during placement, ideal handling properties, a high depth of cure, and lasting marginal integrity. All with the strength that posterior restoration demands.

And now it's even better, with improved color matching and polishability that will allow you to achieve a beautiful finish. And we've even increased durability while giving you more working time. Welcome to the new era.

Kerr
RESTORATIVES

Schedule a demo today! Visit Demo.SonicFill.com for more information.

Together, we're more.™

(Circle 45 on Reader Service Card)

***Standard Rate: \$4,500 NET**

Custom Editorial

Why I Invested

A SPECIAL SECTION IN JULY 2017

Two-Page spotlight highlighting a clinician and why he or she invested in a particular technology. Personal account from the clinician on how the technology has positively impacted his or her practice, profitability, and patient outcomes. Clinician interview handled by AEGIS. Includes professional photography of the clinician, key takeaways, and a sponsored call out. Offered in the July Issue, an annual thematic on technology and innovation.

FEATURES & BENEFITS

- One- or two-Page advertorial
- Your advertorial piece featured prominently on InsideDentistry.net for the month of July
- Inclusion in July digital edition
- Included in *Inside Dentistry* eNewsletter in July

FINDING BETTER WAYS: A MODEL FOR THE FUTURE

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The delivery of health care is changing in this country because consumers are demanding it. In dentistry, large corporate models continue to gain momentum, and Aspen Dental Management, Inc. (ADMI) is showing that this is a viable career path for dental technicians.

"Patient-centric models such as ours are well-positioned for long-term growth and success," ADMI CEO Bob Fontana says. "For the Aspen Dental brand, the strategy has always been about trying to find different and better ways of doing business, consistent with what consumers—both patients and employees—want."

"We have been able to grow and be successful because we understand the changes that are happening and what consumers want from their health care. The Aspen Dental brand has always been about doing things differently, and ADMI supports dentists and technicians who believe in a patient model that is built to break down barriers and make it easier for patients to be able to get the care they need."

One key to ADMI's success has been a renewed emphasis in recent years on creating alignment around culture and values.

"For any successful organization, culture is the biggest competitive advantage," Fontana says, "and we have made significant investments in ensuring that all team members—whether they be in Aspen Dental practices or at ADMI—are clear about why they come to work every day and the values that we hold dear. Perhaps most importantly, those values serve as a guide for every business decision that is made."

Part of ADMI's culture is making sure that every member of the team has clarity regarding his or her role and how their contributions directly impact the success of the practice. Every member of each office team has access to an individual report card—a set of key measures that include both team metrics and individual metrics. Each day, a laboratory technician can look at that report card to see statistics such as how many patients accepted treatment the previous day, as well as metrics such as their percentage of denture remakes.

"That kind of visibility gives laboratory technicians a real sense for how they are helping their office team achieve success," Fontana says.

A Career Path for Technicians

That team culture starts from a technician's first day at Aspen Dental. ADMI created a laboratory technician training program because they realize the importance of technicians in the delivery of quality services and that there is a growing shortage of skilled technicians in the US.

"Our mission at ADMI is to care for the people who care for the patients, and so we are committed to giving laboratory technicians the support and resources they need to be successful," Fontana says.

The laboratory technician training program takes approximately 48 weeks to complete, but trainees with experience can graduate sooner. There is no cost to participate, and trainees are compensated with a competitive income and health benefits.

"From Day 1, trainees are mentored by a laboratory technician manager and work alongside dentists and team members, from training and interning right through graduation," Fontana says. "Throughout the experience, trainees learn how to fabricate quality dentures, see first-hand how their work impacts patients, receive immediate feedback on their products and progress, and receive an income and benefits. Additionally, they are guaranteed a job at an Aspen Dental practice upon graduation."

Recently, ADMI announced a program to support employees in attaining their Certified Dental Technician (CDT) designation in Complete Dentures. Beginning in December 2016, ADMI will reimburse technicians 120% of the cost associated with the application process and exam fees. Once certified, they will continue to be reimbursed for annual renewal fees.

A Team Environment

A primary benefit of working as a laboratory technician for an Aspen Dental practice is stability, but another is being a core member of a team within the practice.

"They work in a team environment, right in the office, where patients are receiving care," Fontana says. "A real sense of reward comes along with that. It is not about just manufacturing the denture; it is having an opportunity to get to know the patient and see how that denture may change their life."

Working for a thriving, growing company cannot be understated either. "We are unwilling to accept the status quo and are driven by a relentless belief that there is always a better way—a better way to deliver care, a better way to support our employees, and a better way to create team success."

"That shows up when you look at our track record. It's why 10,000 new patients call for an appointment at an Aspen Dental practice every single day. It's why a new Aspen Dental practice opens every 5 days. And it's why hundreds of dentists and laboratory technicians will join Aspen Dental this year alone."

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4 KEY TAKE AWAYS

- The Aspen Dental Management, Inc.** laboratory technician training program includes compensation and benefits for trainees.
- ADMI reimburses 120%** of the cost associated with the CDT application process and exam fees, as well as 100% of annual renewal fees.
- Aspen Dental laboratory technicians** are a key part of the team, working in close proximity to patients.
- 10 000 new patients** call for an appointment at an Aspen Dental practice every day.

IMPORTANT DATES

CLOSING DATE: 4/3/2017

EDITORIAL MATERIALS DUE: 4/17/2017

AD MATERIALS DUE: 6/8/2017

2-Page: \$15,000 NET or \$10,000 (with ad placement in same issue)

1-Page: \$13,000 NET (1 editorial page Includes adjacent ad placement)

Product Showcase Opportunities

5 Reasons to Buy

MONTHLY OFFERING

Inform readers of the top reasons to buy your product with a full-page pictorial showcase placed opposite your full-page advertisement. 5 Reasons to Buy runs in tandem with each issue's Focus On, leveraging category-specific editorial to deliver your messaging in a primed environment.

2017 FOCUS ON TOPICS AND IMPORTANT DATES

CONTENT DEADLINES

MONTH	TOPIC	CONTENT DUE DATE
JAN	Equipment & Office Design	11/21/16
FEB	Composite, Curing Lights & Matrix Bands	12/22/16
MAR	Implants & Regeneration Materials	1/23/17
APR	Orthodontics	2/21/17
MAY	Digital Imaging (Radiography & 2D/3D)	3/21/17
JUN	Prevention & Hygiene	4/24/17
JUL	Lab Services	5/22/17
AUG	Adhesion & Bonding	6/21/17
SEP	Impression Systems & Materials	7/21/17
OCT	Indirect Materials / Prosthodontics	8/21/17
NOV	Lasers & Tissue Management	9/20/17
DEC	Endodontics	10/21/17

\$3,500 NET: Must run with an additional ad placement in the same issue



5 Reasons to Buy
includes a 50-word testimonial, a secondary image, or a 50-word expanded product description.

An Integrated Distribution & Promotional Package

- 1-Page 5 Reasons to Buy, Designed by AEGIS, Placed Opposite of Your Full-Page Ad
- Reader Service # Included to Generate Sales Leads
- eMail Distribution on the eNewsletter to 60,000+ Opt-In Professionals
- Included in the Digital Edition with Web Visits of 6,565 / Month Average
- PDF File of Your 2-Page Spread is Provided for Use on Your Website

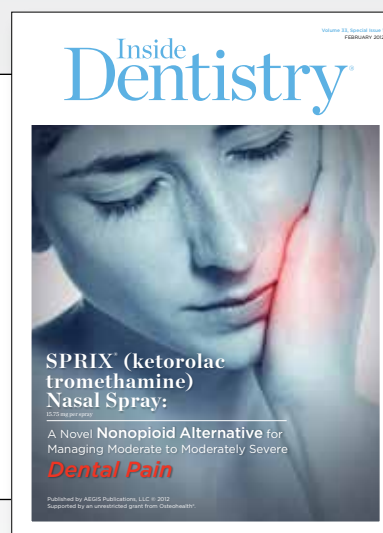
Custom Publishing

8- & 12-Page Custom Monographs

SHOWCASE YOUR PRODUCT OR RESEARCH
UNENCUMBERED BY COMPETITIVE NOISE

Branded Monographs

Branded Monographs leverage the publication's relationship with its readers, creating third-party credibility for your messaging.



Unbranded Monographs

Unbranded Monographs are topic-centric and leverage the carrying publications to expand the audience to include current customers and potential customers.



FEATURES & BENEFITS

- Custom design and layout to reflect your brand elements
- Experienced (AEGIS) project manager, editorial staff, and production team to turnkey the project
- Article acquisition support
- Enduring life cycle with digital edition

PROMOTIONS

- Featured in InsideDentistry.net publication library
- Featured in *Inside Dentistry* Issue Preview eNewsletter
- Featured in InsideDentistry.net monthly eNewsletter
- Broadcast to the AEGIS 60,000+ opted-in eMail list with link to the digital edition

85%

Dentists Who Consider the Peer-Review Process Important When Reading Professional Literature.

NOTE: Ask Media Representative for Pricing

Custom Publishing

From cutting-edge design to creative corporate brand identity-building and education productions, AEGIS has the professional team and the diversity of talent to exceed your expectations.

AD UNITS

- › Inserts
- › Outserts
- › Gatefolds
- › Bellybands
- › Business-Reply Cards



CUSTOM PIECES

- › Monographs/Supplements
- › Digital Editions
- › Product Tutorials
- › Training Modules
- › CE Modules
- › Animated Videos-AV
- › Microsites-AV



AEGIS VISUALIZATION

- › 2D and 3D Animations
- › Illustrations
- › Video
- › iPad Presentations



AEGISMediaLive.com

Custom Publishing

eBooks

EXTEND YOUR REACH AND SECURE QUALIFIED LEADS

Your eBook will deliver an education-based presentation on a clinical concept, technique, or practice solution—while at the same time communicating the features of your product or service. Let the AEGIS Communications team help you through the process of developing and promoting your eBook at a level that far exceeds the competition.



30-Day Marketing Program

Each eBook contracted with AEGIS Communications is provided a comprehensive, month-long, multi-channel promotion schedule.

INSIDE DENTISTRY

140,000+ Print

38,000+ Unique Monthly Website Visitors

50,000+ Issue Preview eNewsletter

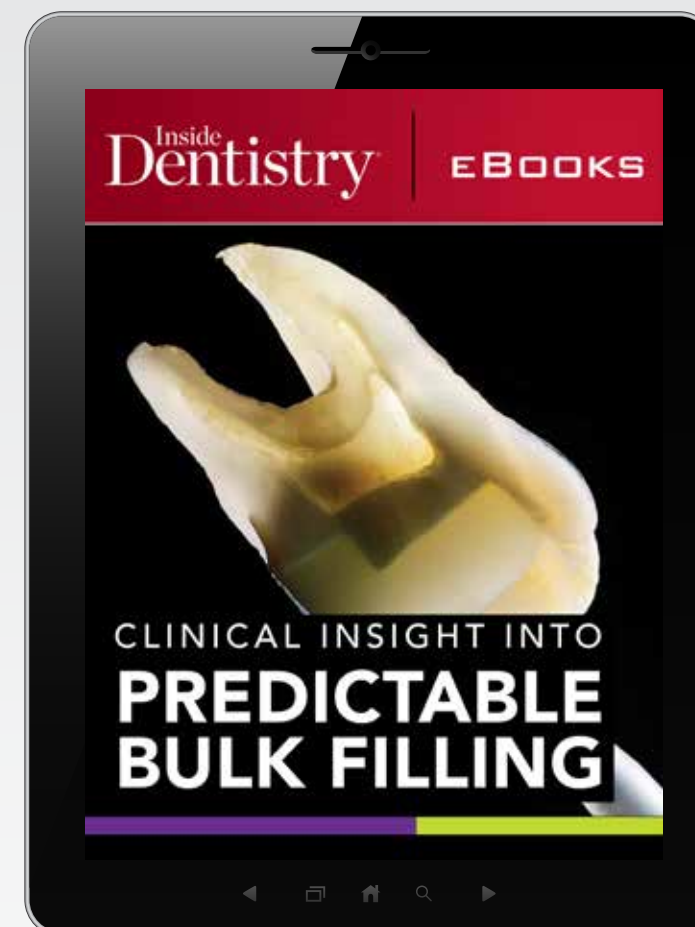
10,000+ Social Media

50,000+ *Inside Dentistry* eBook eNewsletter

*Post-Download Marketing –

Sponsor's Third-Party eMail sent to everyone who downloads the eBook

*See full details on next page



POST-MARKETING CAMPAIGN

- Thank You eBlast to downloaders (features client messaging)
- Custom third-party eBlast sent three days later to downloaders

DOWNLOAD A SAMPLE eBook!

\$10,000 NET: Total Package Investment

150: Estimated Leads

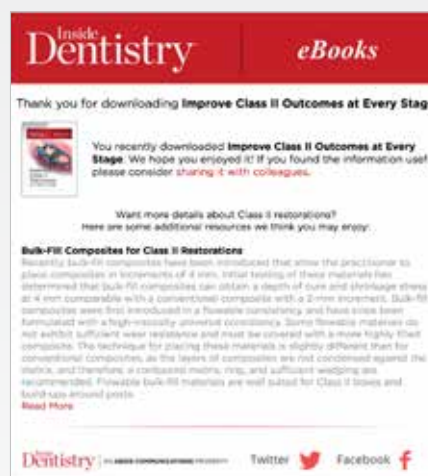
Custom Publishing

eBooks

POST DOWNLOAD MARKETING



eBook Download Page



Thank You Messaging



Custom Email with Sponsor Messaging



Lead Report eMail

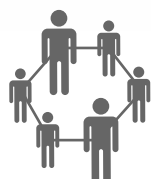


Lead Report

Your eBook will deliver an education-based presentation on a clinical concept, technique, or practice solution—while at the same time communicating the features of your product or service. Let the AEGIS Communications team help you through the process of developing and promoting your eBook at a level that far exceeds the competition.

USES & BENEFITS

QUALIFIED LEADS



Real-time leads provide the NAME, STATE, OCCUPATION, and TIME OF DOWNLOAD of eBook users.

MARKETING PACKAGE



Inside Dentistry leverages its multi-channel marketing for the first month of the eBook's launch, with limitless leads possible for lifetime of the eBook.

ENGAGING MULTIMEDIA



eBooks promote interactivity that connects readers to your multimedia — such as videos, animations, KOL testimonials, and online stores — ALL with just the tap of a finger.

LIFETIME ARCHIVE



eBooks are accessible on the website 24/7 for years to come, and are easily shared, eMailed, posted, and downloaded to laptops or mobile devices.

ASSET HAND-OFF



eBooks are available to sponsor for posting/sharing 30-days following the launch.

Website Ads

ASK ABOUT OUR NATIVE ADVERTISING OPPORTUNITIES.

Desktop Users.....58.23%

Mobile Users.....35%

Tablet Users.....6.7%

A. Masthead

- \$1,000 NET/month
- 1 position/3 rotate
- 728 x 90 px

B. Billboard Slider

- \$600 NET/month
- 1 position/3 rotate
- 600 x 255 px

C. Homepage Buttons

- \$250 NET/month
- 3 positions/0 rotate
- 300 x 120 px

D. Center Banner

- \$350 NET/month
- 2 positions/0 rotate
- 600 x 75 px

E. Featured Product

- \$300 NET/two weeks
- 1 position/0 rotate
- 400 x 400 px

F. Featured Video

- \$300 NET/two weeks
- 1 position/0 rotate
- 293 x 144 px

G. Featured Event

- \$300 NET/two weeks
- 1 position/0 rotate
- 400 x 400 px

Interstitial (Pop-Up)

- \$3,500 NET/month
- 1 position/0 rotate
- custom size

Website Takeover

\$6,000 NET/month

Secure the full month of ad positions to elevate your message. Great for a product launch!

27%

Returning
Visitors

55,000+

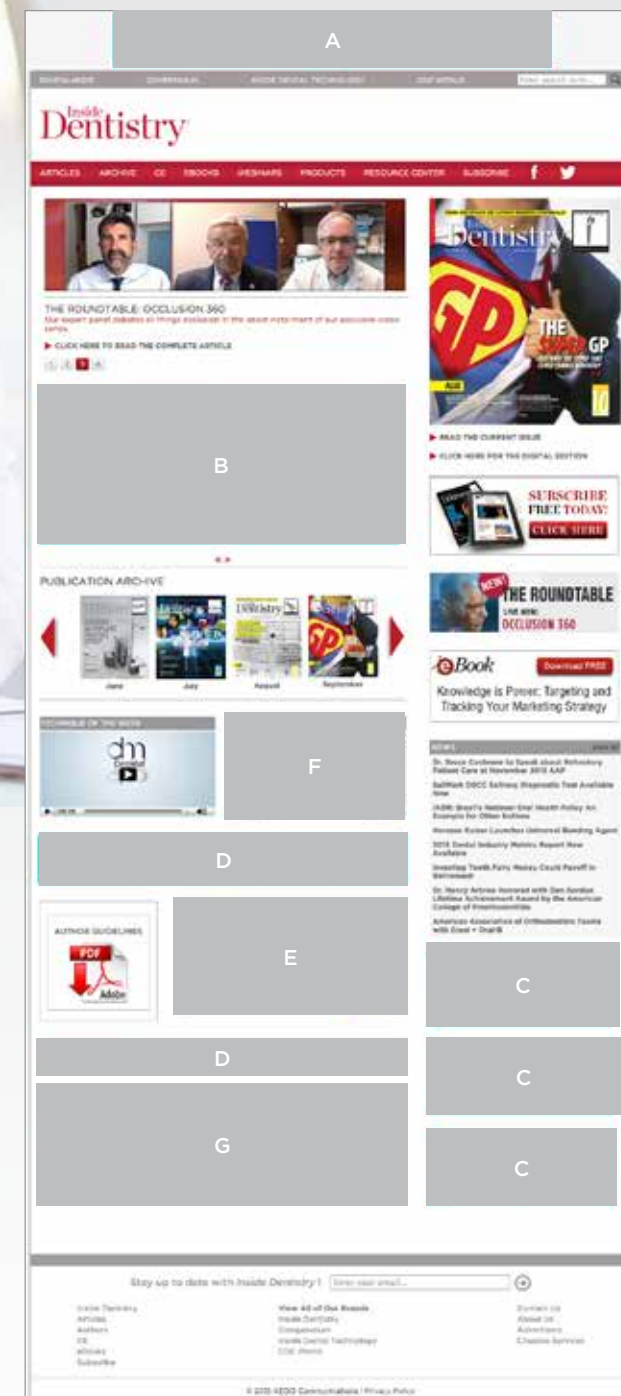
Average Monthly
Site Visits

45,000+

Unique Monthly
Visitors

2,400+

Spend 3 to 30
Minutes
Monthly



INSIDE DENTISTRY HOME PAGE

Integrated Editorial Sponsorship

Editorial Sponsorship Package



Harness *Inside Dentistry's* Peer-Reviewed Editorial Library

ASSET SUITE:

- 1 Webinar
- 2 eBooks (1 Non-CE and 1 CE)
- 6 Full-Page Print Ads
- 1 Clinical Brief Article
- 1 Custom Survey
- 2 Third-Party eBlasts (30,000 each)
- 8 Unique Online Ad Positions Monthly

EDITORIAL CATEGORIES

- | | | | |
|----------------------------------|---------------------|-----------------------|------------------------|
| • CAD/CAM | • Implantology | • Orthodontics | • Prevention |
| • Diagnosis & Treatment Planning | • Infection Control | • Pain Management | • Prosthodontics |
| • Digital Imaging | • Materials | • Pediatric Dentistry | • Restorative-Direct |
| • Endodontics | • Occlusion | • Periodontics | • Restorative-Indirect |
| | • Oral Medicine | • Practice Management | |

FEATURES & BENEFITS

- **Leverages** *Insides Dentistry's* editorial library (only 1 opportunity available per category)
- **Harnesses** *Insides Dentistry's* specific clinical category site traffic
- **Includes** a suite of proven lead-generation content assets
- **Turnkey** extension of the lifecycle of the content suite
- **Foster category engagement** via *Insides Dentistry*, creating multiple touch points
- **Capitalize** on third-party credibility of subject-matter experts, creating immediate buy-in
- **Dominate** the clinical category, making your brand/product synonymous with the category
- **Address audience behavior** and preference by integrating print, web, and electronic messaging to create impact
- **Provides 12 months of lead generation**
 - 8 unique positions within the editorial library of your subject matter
 - 5 unique messaging opportunities
- **Post-marketing messaging** (drip campaign) included with each "actionable" initiative (webinar, eBook, survey, promotional messages with embedded forms)
- **ROI** - subject-matter impressions, engagements, lead generation, lead ranking, unbeatable cost-per-lead
- **Monthly reports** provide robust analytics to track and adjust your package's performance
- **Cost-effective** suite of marketing collateral

TOTAL SPONSOR
INVESTMENT

\$85,000 NET

Due to exclusive nature there is no cancellation on annual sponsorship.

Integrated Editorial Sponsorship

Editorial Sponsorship Package

AEGIS Communications will be your strategic partner in developing a suite of content marketing assets that will educate and inform your target audience while promoting awareness and engagement of your brand, product, or initiative. Generate targeted leads and invaluable brand impressions with our dynamic, proven content-marketing pieces, which will be leveraged via web ad placements and strategic calls-to-action across the *Inside Dentistry* website.



Harness *Inside Dentistry's* Peer-Reviewed Editorial

ASSET SUITE:

- 1 Webinar
- 2 eBooks (1 Non-CE and 1 CE)
- 6 Full-Page Print Ads
- 1 Clinical Brief Article
- 1 Custom Survey
- 2 Third-Party eBlasts (30,000 each)
- 8 Total Online Ad Positions Monthly

8 TOTAL AD POSITIONS WITH 4 UNIQUE MESSAGING OPPORTUNITIES (A-D)



Table of Contents

Masthead
(670 x 80 px)
(rotates among all categories)

Skyscraper
(220 x 365 px)
(rotates among all categories)



Category Library Page

Masthead
(670 x 80 px)
Skyscraper
(220 x 365 px)



Article Pages

Masthead
(670 x 80 px)
Showcase
(365 x 185 px)

Text Ad
(embedded within article content)

UNIQUE OPPORTUNITIES
Masthead
Showcase
Skyscraper
Text Ad

Due to exclusive nature there is no cancellation on annual sponsorship.

Integrated Product Sponsorship

Product Sponsorship Package

DOMINATE YOUR PRODUCT CATEGORY

We will be your strategic partner in developing a suite of content marketing assets that will educate and inform your target audience.

ASSET SUITE:

- 1 Webinar
- 1 eBook (Non-CE)
- 6 Full-Page Print Ads

- 2 *Inside Dentistry* Articles (Tech Profile & Peer-to-Peer)
- 2 Third-Party eBlasts (30,000 each)
- 12 Unique Messaging Opportunities

PRODUCT CATEGORIES

- | | | | |
|----------------------|------------------------------|------------------------|---------------------------|
| • Adhesive & Bonding | • Cements | • Handpieces | • Practice Management |
| • Anesthesia | • Composites | • Hygiene & Prevention | • Retraction & Hemostasis |
| • Bite Registration | • Cone Beam 3D Imaging | • Implants | • Ultrasonic Equipment & |
| • Bone Grafting | • Digital Imaging | • Infection Control | • Accessories |
| • Burs & Diamonds | • Digital Impression Devices | • Intraoral Sensors | • Whitening |
| • CAD/CAM | • Endodontics | • Orthodontics | |

FEATURES & BENEFITS

- **Only 1 Product Package Sponsorship** available per category
- **Dominates the product category**, making your brand/product synonymous with the category
- **Fosters category engagement** via *Inside Dentistry's* marketing outputs
- **Includes a suite** of proven lead-generation content assets
- **Addresses audience behavior** and preference by integrating print, web, and electronic messaging to create impact
- **Turnkey promotional programming** to extend the lifecycle of the content suite
- **Provides 12 months of website advertising**
 - 12 unique messaging opportunities
 - 7 unique unique ad positions
- **Post-marketing messaging** (drip campaign) included with each “actionable” initiative (webinar, eBook, promotional messages with embedded forms)
- **ROI** – category impressions, engagements, lead generation, lead ranking, unbeatable cost-per-lead
- **In-house programming experts** to make data transfer as seamless/automated as possible
- **Reprints**

TOTAL SPONSOR
INVESTMENT

\$73,000 NET

Due to exclusive nature there is no cancellation on annual sponsorship.

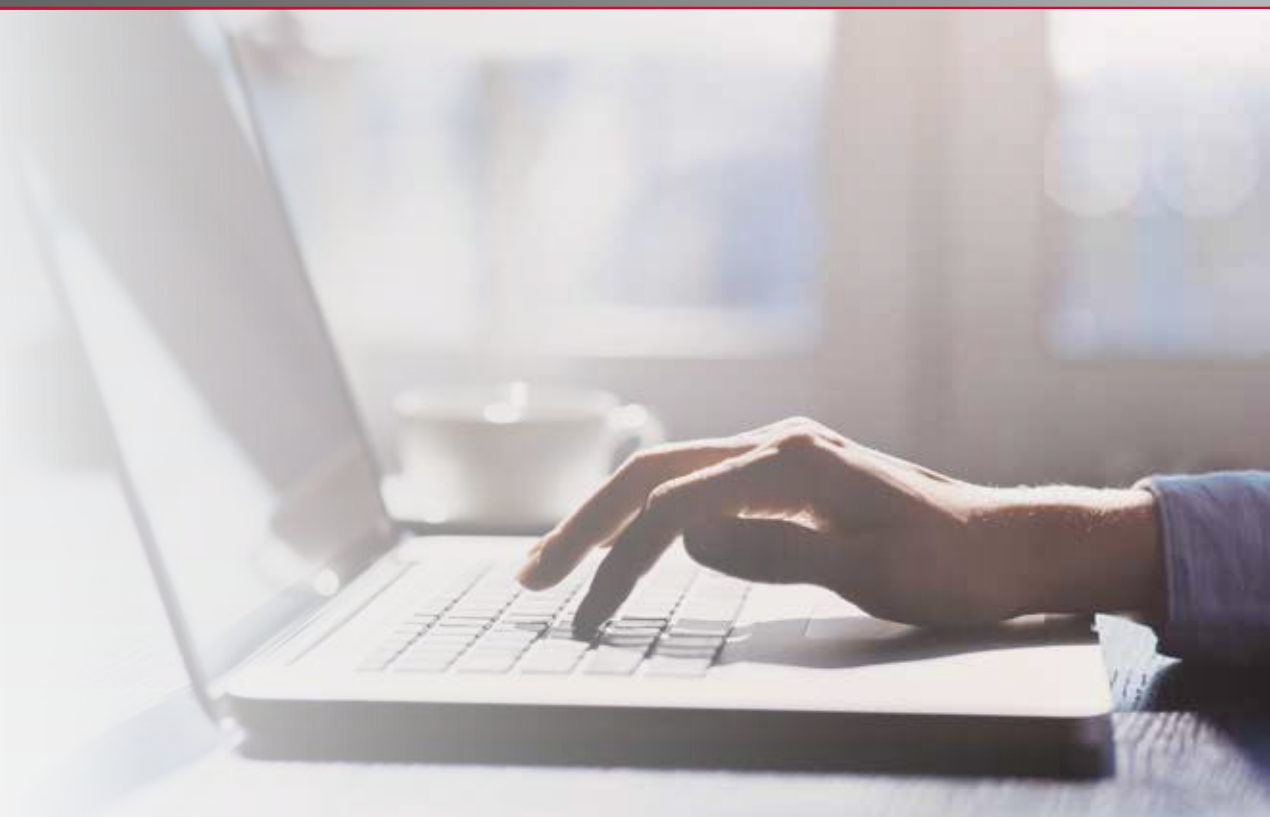
Integrated Product Sponsorship

Product Sponsorship Package

This sponsorship package includes category exclusivity and leverages the full depth of the *Inside Dentistry* platform. Each content asset is designed to stand alone and generate valuable brand impressions and leads. However, the real value of the program is realized when the individual components are used in concert to facilitate an ongoing dialogue that fosters familiarity and influences purchasing habits.

ASSET SUITE:

- 1 Webinar
- 1 eBook (Non-CE)
- 6 Full-Page Print Ads
- 2 *Inside Dentistry* Articles (Tech Profile & Peer-to-Peer)
- 2 Third-Party eBlasts (30,000 each)
- 12 Unique Messaging Opportunities



12 UNIQUE MESSAGING OPPORTUNITIES WITH 7 UNIQUE AD POSITIONS



Product Listing Page

Masthead (670 x 80 px)
(exclusive)

Skyscraper (220 x 365 px)
(exclusive)



Four additional calls-to-action for your Product: More Info, Watch Video, Request Demo, Request Sample



Resource Center Page

(Ads Rotate between applicable sponsors of product categories)

Masthead (670 x 80 px)

Skyscraper (left sidebar)
(220 x 365 px)

Skyscraper (right sidebar)
(175 x 580 px)

UNIQUE OPPORTUNITIES

Featured Product
More Info
Request Demo
Request Sample
Video

Due to exclusive nature there is no cancellation on annual sponsorship.

Thematic eNewsletters

Post-Marketing Drip Campaign

Extend the lifecycle of your messaging with a custom lead nurturing campaign. Sponsor receives one additional post-marketing send to all users who clicked on a sponsor component. Leads on all clicks (name, eMail, profession, and lead source) are delivered to sponsor.

BENEFITS

- Dominate the clinical topic that is aligned with your product or brand as the sole sponsor for your category no competitive noise!
- Engage our audience with 4 sends throughout the year.
- Present your content with that of *Inside Dentistry* with a featured, event, featured video, featured product and clinical article.
- Position your brand as leader in the clinical category.
- Highly qualified leads.

OUTPUTS

- Individual reports for each campaign.
- Automated drip campaign with secondary eMail send to all clicks on sponsor assets
- Leads delivered for clicks on sponsor assets (name, eMail, and profession).
- Distribution: 50,000+

TOTAL SPONSOR
INVESTMENT

\$18,000 NET

SPONSOR MESSAGING PLACEMENTS:

A	MASTHEAD BANNER	600 X 80 px
B	CLINICAL ARTICLE	SPONSOR CONTENT
C	CENTER BANNER	600 X 80 px
D	FEATURED VIDEO	SPONSOR CONTENT
E	FEATURED EVENT	SPONSOR CONTENT
F	FEATURED PRODUCT	SPONSOR CONTENT

2017 SEND DATES

Direct Restorative

- January 11, 2017
- April 12, 2017
- July 19, 2017
- October 11, 2017

Endodontics

- January 25, 2017
- April 19, 2017
- July 26, 2017
- October 25, 2017

Implantology

- February 15, 2017
- May 10, 2017
- August 16, 2017
- November 15, 2017

Indirect Restorative

- February 22, 2017
- May 17, 2017
- August 23, 2017
- December 17, 2017

Practice Management

- March 15, 2017
- June 14, 2017
- September 20, 2017
- November 29, 2017

Periodontics

- March 22, 2017
- June 21, 2017
- September 13, 2017
- December 20, 2017



Third-Party Custom eMails

eMails yield valuable LeadGEN data

Expand your customer engagement and marketing efforts with a customized eMail to your target audience.

10%

Average Third-Party Open Rate

Dentists

60,000+

Full List

\$6,000 NET

60,000+

1/2 List

\$3,300 NET

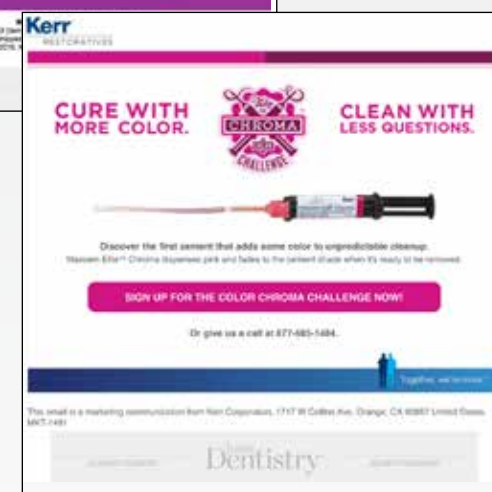
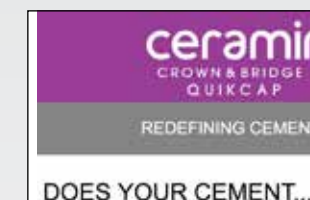
30,000

REQUIREMENTS

- 1 HTML file with all images linked
- Text-only file
- Subject line
- Any seed names from the company

BEST PRACTICES

- Should not exceed 600 px width
- Balanced text/image ratio
- No Flash, CSS Positioning, or Javascript
- Divide images in a grid fashion
(do not split critical image areas such as faces, products, etc.)
- Alt text for all images
- Provide all source images



SEND A TARGETED eMAIL

- 25 cents/name
- \$1,500 NET minimum

Webinars

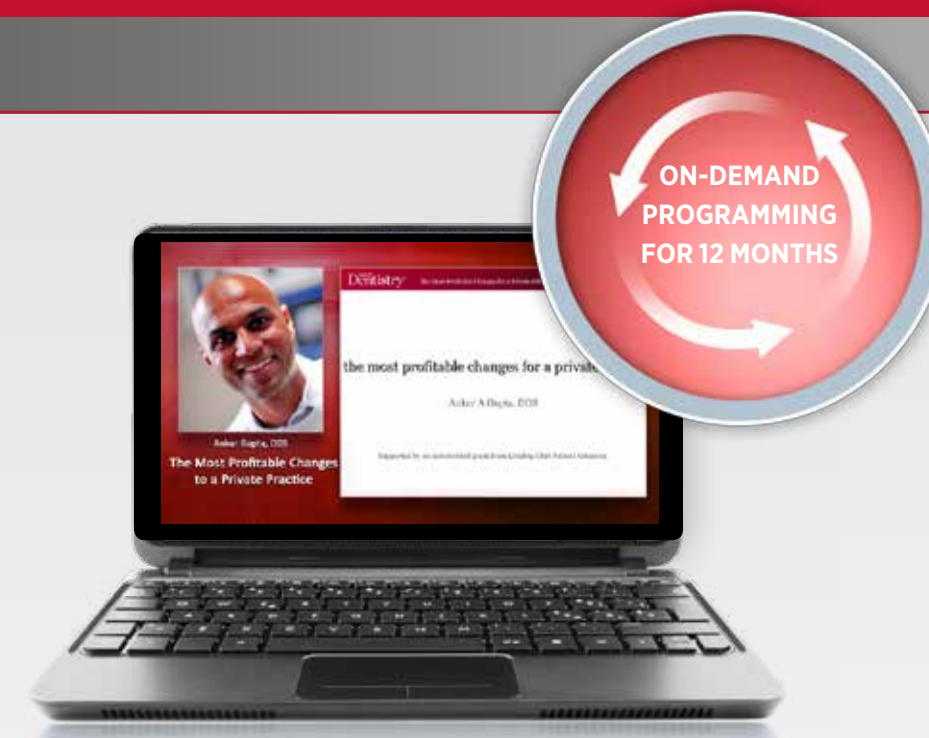
Broadcast your message in a cost-effective way to create a live interactive experience that delivers highly qualified leads.

FEATURES & BENEFITS

- Turnkey programming
- Key Opinion Leader support
- Live tech support
- On-Demand programming for 12 months
- Custom post-marketing campaign for lead nurturing
- Comprehensive monthly reports

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

- First & Last Name
- Full Address (includes: Street, City, State, Zip & Country)
- Phone Number
- eMail Address



Inside Dentistry Audience Recruitment



eMAILS



PRINT ADVERTISEMENTS



BANNERS/BUTTONS



SOCIAL MEDIA

Average Leads Per 2015 Webinar*

Average Registration.....**330** Average Attendees.....**119**

Slides/Audio Package

\$9,000 NET

Slides/Live Video Package

\$14,000 NET

(includes \$1,000 honorarium for speaker)

POST-MARKETING CAMPAIGN

- Thank You eBlast to attendees (features client messaging)
- Custom third-party eBlast three days later to attendees

*Through 8/14

Social Media

Find us on Social Media!

Stay up-to-date with breaking news, live event coverage, the latest eBooks, and the hottest topics in dental industry news. Inside Dentistry's social media sites gain followers every day.

Twitter

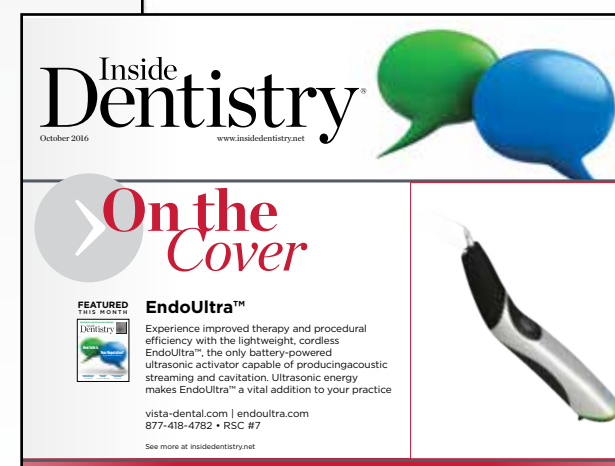


- @InsideDentistry
- 1,075 followers through July, gaining an average of 12 per week
- Average of 37,200 impressions per month

Facebook



- www.facebook.com/InsideDentistry/
- 2,900 likes through July, gaining an average 19 per week
- Average of 4.0 posts per week that reach more than 400 people
- Average monthly reach of 21,973
- Average monthly engagement of 971



Trade Show Video & Promotion Package

Video & Animation Services

During a trade show you have a limited window to present your message. Let our Visual Solutions Division expand your reach beyond the show floor by creating a custom video to increase awareness and bolster your brand.

TOTAL INVESTMENT
\$6,500 NET

Key Opinion Leader Videos



Trade Show Booth Video



Trade Show Product Video (45-75 Seconds)

- Custom video capture of KOL/spokesperson at your booth
- Post-production enhancements, including 1 revision round
- Includes *Inside Dentistry* Platform exposure/distribution package to maximize reach/exposures/ROI
- Unrestricted global copyright release for the video

PROMOTION PACKAGE

DIGITAL

- Featured in quarterly *Inside Dentistry* New Product eBlast

WEB

- Featured Video (1 week exposure on each brand's website)
 - dentalaegis.com Home Page
 - InsideDentistry.net Home Page

PRINT

- Included in New Product or Product Essentials section of *Inside Dentistry* (first available issue)

SOCIAL MEDIA

- Tweeted from @InsideDentistry
- Social media promotional assets supplied to client

Event Coverage and PR Distribution-AEGIS Communications

2-Day Program-3¹

Let AEGIS Communications capture your next live event with full video coverage and a fully-integrated social media push. *Inside Dentistry* will expand your reach by providing a turnkey solution to increase awareness and bolster your brand.

TOTAL INVESTMENT
\$32,000 NET²

Live Event Coverage



Social Media Promotion Package



FEATURES & BENEFITS

- 1 Meeting Highlight Reel
- 1 Product Features and Benefits Reel
- 8 Branded Interview Outputs
- Daily Social Media pushes across AEGIS Platform (over 25,000 followers)
- 2 Daily Video release of B-Roll across AEGIS Platform

DISTRIBUTION CHANNELS

DIGITAL

- Highlight Video included in AEGIS Communications Newsletters as applicable
 - *Inside Dentistry* eNewsletter

WEB

- Featured Video outlets (as applicable)
- Dentalaegis.com home page
 - InsideDentistry.net home page billboard slider
 - InsideDentistry.net applicable product resource center
- News story on dentalaegis

SOCIAL MEDIA

- Highlighted across AEGIS Communication Social Media Channel (as applicable)
 - Twitter & Facebook
 - AEGIS Channels:
 - Inside Dentistry
 - Compendium
 - CDEWorld
 - Dentalaegis

PRINT

- News Story in *Inside Dentistry*

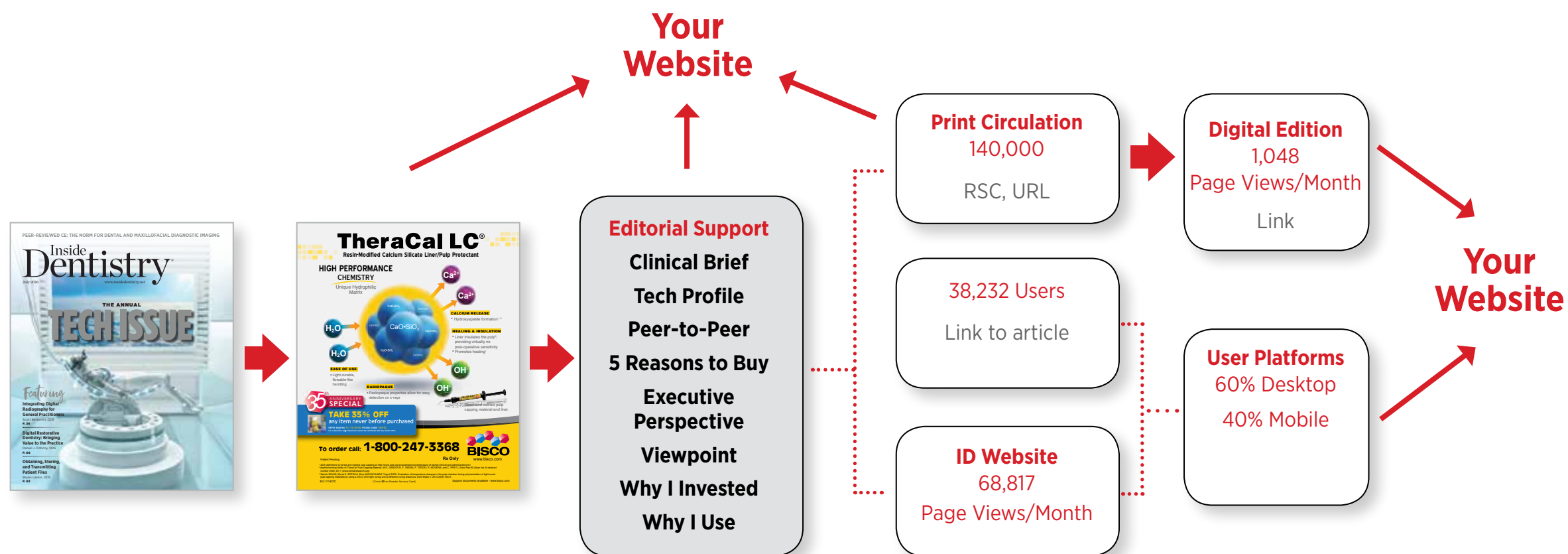
¹72 hours of coverage.

²Please note: this package can be scaled down or enhanced based on your event needs.

Integrated Channel Marketing

Your Content + Our Environment + Multiple Channels = MORE SALES

Inside Dentistry consolidates demographic and behavioral audience data generated from content and ad exposures to help you increase your share of voice.



**Ask Your Sales Consultant How Can Content Marketing
with *Inside Dentistry* Work Specifically for You?**

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