



2017 MEDIA KIT

PARTNERING
FOR SUCCESS

INSIDE DENTAL TECHNOLOGY is the industry's complete information resource, supporting the commitment of laboratory owners and managers to remain competitive and provide optimal patient care through advancing education, artistry, productivity, profitability, and the spirit of team collaboration.



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IDT Expands Editorial Structure

IDT is excited to welcome two new members to its editorial team: **Peter Pizzi, CDT, MDT** and **Daniel Alter, CDT, MDT, MSc**. Our goal is to utilize their extensive technical expertise, experience, and knowledge to further our commitment to keep IDT's editorial content relevant in a rapidly changing business environment and offer readers the information they need to remain competitive in the market and best serve their clients and the patient.



Co-Editor in Chief **Peter Pizzi, CDT, MDT**
Internationally recognized educator and
Owner of Pizzi Dental Studio



Professional Relations and Content
Acquisition **Daniel Alter, MSc, MDT, CDT**
Professor at New York City College of
Technology, consultant/business coach of
restorative dentistry.



Pam Johnson Editor-in-Chief



Jason Mazda Managing Editor

“Peter is an internationally recognized educator whose unique ability to teach and inspire others will enrich our mission to advance the technical knowledge, artistry, and mastery of the dental technology profession. Daniel will enhance and broaden our connections with the dental technology and manufacturing communities to further our mission to be a complete information resource for our readers.”

Targeted reach, targeted media solutions

Engaging your customers
with multi-channel
marketing solutions

- **BPA Audited:** Circulation of *Inside Dental Technology* is 100% qualified
- **Peer Reviewed:** Technical articles, CE modules, and case studies are peer reviewed for content relevancy and accuracy
- **Editorial Advisory Board:** The industry's most respected technologists and clinician key opinion leaders provide direction and voice to the publication
- **In-Print Reader Service:** An effective platform to generate leads and convert marketing into sales
- **Continuing Education (CE):** Interactive audience engagement
- **Integrated Platform:** Content marketing generates additional sales
- **High Reader Engagement:** Research shows cover-to-cover readership
- **Forward Thinking/Relevant Editorial:** Leading the industry to a sustainable future
- **Part of Full Dentistry Platform:** Companion publication to *Inside Dentistry*, *Compendium*, *CDEWorld* & *Dental Learning Systems*. Editors collaborate on industry topics



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IDT reaches **16,429** laboratory owners and managers in print

Inside Dental Technology engages readers through its multimedia platform. From opportunities in print and online to e-Newsletters, Web, e-blasts, and events, *Inside Dental Technology* provides our manufacturing partners with audience-profile and behavioral data that help target marketing budgets for results-oriented programs.

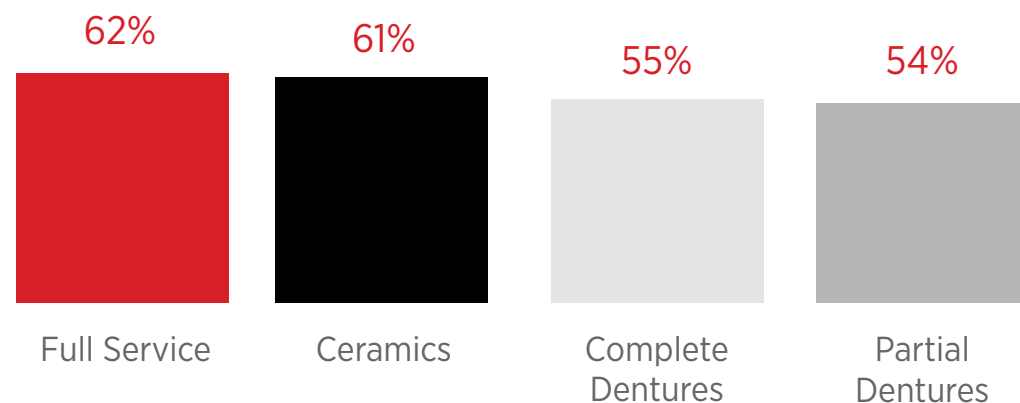


TITLE:

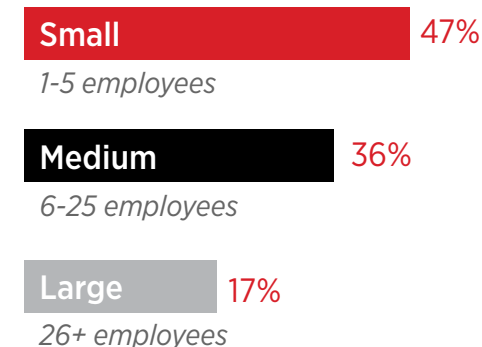
OWNER: 77.6%	STUDENT: 6%
EXECUTIVE MANAGER: 12.6%	OTHER: 2.5%
TECHNICIAN: 6.7%	PROSTHODONTISTS: 1.1%



LABORATORY SERVICES



LABORATORY SIZE



READER AGE (AVG.)

52+ Years

IDT REACHES DENTAL TECHNOLOGY'S DECISION-MAKERS

Rate Card

2017 NET RATES (includes 4-Color)

	1X	3X	6X	12X	24X	36X
Full Page Spread	12,138	11,985	11,832	11,628	11,526	11,424
Full Page	6,452	6,299	6,181	5,942	5,891	5,840
2/3 Vertical	4,988	4,865	4,728	4,508	3,856	3,805
1/2 Horiz/Vert	4,111	4,009	3,896	3,713	3,177	3,137
1/3 Vert/Island	2,652	2,550	2,475	2,400	2,250	2,100
1/4 Square	2,280	2,180	2,100	2,000	1,900	1,800

**ADD 15% PREMIUM CHARGE
FOR COVER 2, 3, & 4, AND**

**10% PREMIUM CHARGE
FOR PAGE 3, 5, & 7
(12X COMMITMENT)**

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	5.125	10	5.625	10.875	5.125	10.125	5.875	11.125
1/2 HORIZ	8.125	4.625	9	5.25	8.5	4.625	9.25	5.5
1/2 VERT	3.75	10	4.25	10.875	3.75	10.125	4.5	11.125
1/3 HORIZ	8	3.25						
1/3 VERT	2.375	10						
1/4 SQUARE	3.75	4.625						

2017 Deadlines

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	INAV	DEC
Ad Closing	2-Dec	9-Jan	3-Feb	3-Mar	3-Apr	5-May	1-Jun	7-Jul	7-Aug	1-Sep	29-Sep	2-Nov
Materials	8-Dec	12-Jan	9-Feb	10-Mar	6-Apr	11-May	13-Jun	10-Jul	11-Aug	8-Sep	9-Oct	7-Nov
Mail Date	29-Dec	3-Feb	1-Mar	29-Mar	2-May	31-May	28-Jun	2-Aug	30-Aug	29-Sep	25-Oct	29-Nov

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.

FTP Info:

WEB BROWSER:

URL Address: office.aegiscomm.com

Username: InsideTech

Password: Inside2010

FETCH:

Host Name: office.aegiscomm.com

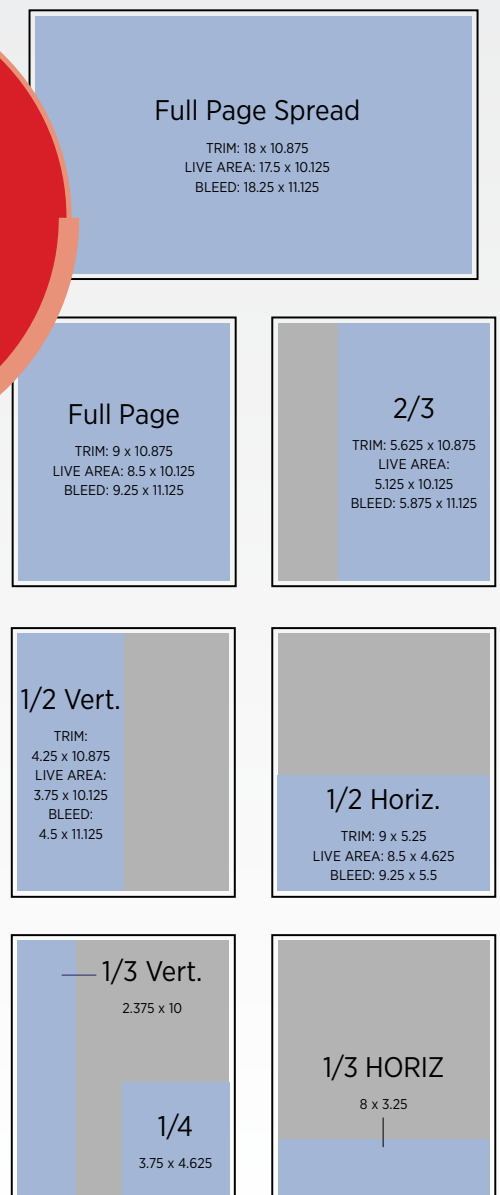
Username: InsideTech

Password: Inside2010

*username and password are case sensitive

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	Tech Edge Showcase	Continuing Education	Sponsored Opportunity	Bonus Distribution
Jan	Mid-Sized Conundrum: Stagnate or Survive?	Porcelain Furnaces	Partial Denture Update	Tech Insider, 5 Reasons to Buy	
Feb	Survey Report: Dentists' Top Challenges	CAD Model Scanners	Implants	Tech Insider, 5 Reasons to Buy	Cal-Lab
Mar	2017 Implant Issue	Additive Manufacturing	All-Ceramic Material Update (Part I)	Tech Insider, 5 Reasons to Buy	SCDL
Apr	Giving Back: Personal Spotlights	CAM Milling Machines	All-Ceramic Material Update (Part II)	Tech Insider, 5 Reasons to Buy	
May	Designing Tomorrow's Laboratory	Millable Materials	The Digital Workflow for a Full-Arch Prosthetic	Tech Insider, 5 Reasons to Buy	FDLA
June	Why Businesses Can't Survive without Social Media	Implant Abutments and Bars	Digital Dentures	Tech Insider, 5 Reasons to Buy	
July	2017 Tech Issue Technology Roundtable & Reader's Choice Technology Awards		Infection Control	Why I Invested	
Aug	2017 Business Review			Winning Strategies	
Sep	TBD	Intraoral Impression Scanners	Implants	Tech Insider, 5 Reasons to Buy	
Oct	New Communication Technology	Digital Dentures	Occlusion	Tech Insider, 5 Reasons to Buy	DLOAC, ECDL
Nov	iNAVIGATOR			Corporate Profile, 5 Reasons to Buy	DLOAC, ECDL, Cal-Lab, SCDL, FDLA
Dec	Trends in Dentistry & Collaborative Cases	Digital Outsource Services	Infection Control	Tech Insider, Collaborative Case, 5 Reasons to Buy	

2017 Special Issues

>40%

Save their IDT Issues
and Pass Along
to Others

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 laboratory owner of choice.



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August Business Review

Covering all aspects of business management. Spotlight your company in a “Winning Strategies” spread.



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November Product iNavigator

Category reviews of all new 2017 products: Technology, Materials, Bench Tools/Equipment, and Resources.



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December Trends in Dentistry

A look at the clinical side of the industry.



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December Supplement Collaborative Cases

A special supplement polybagged with both IDT focusing on team dentistry.



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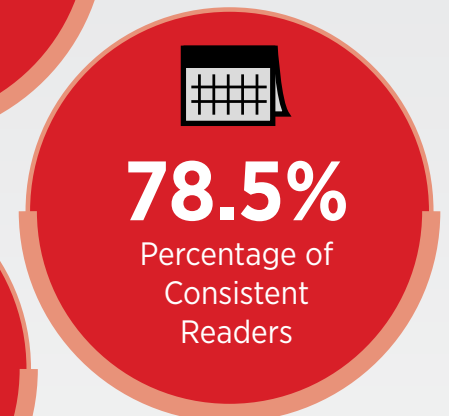
Content Marketing Opportunities

"IDT is one of the only remaining publications that connect the dentist and the technician team to enhance the potential for high level collaboration. No one provides useful laboratory techniques for the dentist and technician quite like IDT. There is not a single issue of IDT that goes unread in my office at UCLA. Pertinent. Influential. Engaging."

—Todd R. Schoenbaum, DDS, FACD, Associate Clinical Professor, UCLA

"IDT's artwork, articles, and new product information keep me current with technology and always offer valuable insight and information."

—Jessica Birrell, CDT, Owner, Capture Dental Arts



Source: IDT readership survey

PRODUCT PROMOTION

IMAGES OF PRODUCTS WITH SHORT DESCRIPTIONS

- Cover/On the Cover
- First Look
- Product Watch
- TechEdge Showcase
- 5 Reasons to Buy



PRODUCTS IN APPLICATION

SHOWING A PRODUCT IN USE

- MasterClass
- InPractice
 - Step-by-Step
 - Peer-to-Peer



ONLY IN JULY 2017

- Why I Invested

COLLABORATIVE CASES

- Special supplement polybagged with December issue

CORPORATE POSITIONING

USER OR CORPORATE PRODUCT MESSAGING

- Tech Insider
- Corporate Insights
- Winning Strategies
- Viewpoint



5 REASONS TO BUY Monthly Offering

Inform readers of the top reasons to buy your product with a full-page advertorial placed within the TechEdge or Products* sections. Also available in the annual *IDT* Product iNavigator.

5 Reasons to Buy include reader service for lead generation. Supplied video demos can be included in the digital edition at no additional cost.

*Product does not have to be new

DEADLINE INFORMATION:

JANUARY: NOVEMBER 4	JULY: MAY 5
FEBRUARY: DECEMBER 2	SEPTEMBER: JULY 7
MARCH: JANUARY 6	OCTOBER: AUGUST 4
APRIL: FEBRUARY 3	NOVEMBER: SEPTEMBER 1
MAY: MARCH 3	DECEMBER: OCTOBER 6
JUNE: APRIL 7	

\$4,500 NET: with an additional ad placement in the same issue

\$5,300 NET: without an additional ad placement in the same issue

TechEdge **5 REASONS TO BUY**

- 1 Cercon ht zirconia can help you create highly satisfied dentists through proven shade accuracy
- 2 Cercon ht zirconia delivers color confidence for zirconia restorations to match the Vita shade standard
- 3 True color technology based on DENTSPLY's breadth of knowledge in ceramic shading
- 4 Zirconia material has been formulated for optimal milling performance in open machines
- 5 DENTSPLY's 15 years of zirconia development experience

Cercon ht zirconia

The new **Cercon® ht** Shaded Zirconia delivers color confidence to increase success producing zirconia restorations that match the Vita shade standard. DENTSPLY has applied its breadth of experience in ceramic material shading and zirconia material formulation to deliver the new Cercon ht Shaded Zirconia with True Color Technology, formulated for optimal milling performance in many popular open milling machines.

Specifications:
Flexural Strength: Approximately 1200 MPa
CTE: 10.5 µm/m*K (25-500°C)
Cementation: Conventional or bondable

DENTSPLY **cercon ht**
 Shaded Zirconia
 DENTSPLY Prosthetics
 800-243-1942
 prosthetics.dentsply.com
 RSC #52

Special Advertising Section
 insidedentaltech.com

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



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InFocus Monthly Offering

InFocus provides enhanced exposure in *IDT* print, online, and in the monthly reader e-Newsletter. *IDT* features 3 products on the cover with an option for 1 product as a sponsored “new product push.”

SPONSORSHIP INCLUDES

- First product on the Cover of *IDT* (1 of 3 products)
- Enlarged exposure on the internal ‘On the Cover’ page
- Article published online featuring interview with manufacturer on the benefits of the product (optional)
- Product featured in e-Newsletter with link to article and optional video (6,737 distribution)
- Optional furnished video from the manufacturer to be added on the e-Newsletter and website

\$4,000 NET: Scheduled Print Advertisers

\$5,000 NET: Non-Scheduled Print Advertisers



‘ON THE COVER’ inside *IDT*



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TECH INSIDER

Monthly Offering

PRINT COMPONENT

- Sponsor selects laboratory to highlight the use of manufacturing equipment and showcase how it impacts the business
- Laboratory interview and editorial development by AEGIS
- Photography includes picture of laboratory owner with 3-4 action shots of manufacturing equipment
- 2-page editorial with ¼-page sponsor callout — 1 product image, 50 words, contact info

ONLINE COMPONENT

- **Tech Insider Online Listing**, which includes corporate sponsor logos*, interview piece from *IDT*, link to sponsor's website*, optional video*

VIDEO COMPONENT (OPTIONAL)

- **Manufacturer's Video Demo*** — submitted by sponsor/manufacturer for inclusion online

* Content provided by sponsor

PACKAGE PRICE: \$10,000 NET



PRINT EXPOSURE

ONLINE EXPOSURE

DEADLINE INFORMATION:

JANUARY: NOVEMBER 5	JUNE: APRIL 7
FEBRUARY: DECEMBER 2	SEPTEMBER: JULY 7
MARCH: JANUARY 6	OCTOBER: AUGUST 4
APRIL: FEBRUARY 3	NOVEMBER: SEPTEMBER 1
MAY: MARCH 3	DECEMBER: OCTOBER 6



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WHY I INVESTED

July Tech Issue

Why I Invested - One-page advertorial (adjacent to full-page ad) spotlighting a KOL using the sponsoring company's equipment or materials. Personal account from the business owner on how the product has positively impacted his or her business, artistry, profitability, or production process. Laboratory interview handled by AEGIS. Can include an image of the product, key takeaways, and/or data-driven charts. Offered in the Tech Issue, which focuses on forward-thinking, technology-focused articles.

\$5,300 NET: 1-page advertorial
(requires full-page ad to run adjacent)

WHY I INVESTED

I like to keep all of the work in-house, and our CERAMILL Sintron is the only one that I can rely on for consistent, quality work, with no waiting time. But more importantly, it allows me to control the entire process, without even needing to be involved in the production.

CONTROL, CONSISTENCY WITH COBALT CHROME

Perry Carroll, CDT, Owner of Perry's Dental Lab/Giessen Dentallabor USA, on Ceramill Sintron from Amann Girrbach

The Ceramill Sintron 2 is a grinding and polishing unit for predictable and consistent results, with the precision of a lathe.

Any milling of CoCr is as easy as waxing with the Ceramill Sintron 2 (or Ceramill Nano).

The final result is a highly precise framework with a very homogeneous material structure that can be compared with any conventional lathe working precision.

What are the special characteristics of Ceramill Sintron? You can dry mill it with a regular dental mill. It is a wear-resistant material with alloy, but you do not need an expensive mill.

How has it benefited your laboratory? Grinding is fast, and you are at the mercy of no other variables. With the grinding process, the consistency is basically 100%.

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

ceramill sintron®

Dry mill CoCr - as easy as wax!

AMANNGIRRBACH NORTH AMERICA

1.5 million inserted units prove us right.

CoCr-revolution

Hear lab owners worldwide.

For US distribution information call: 1-800-853-3719 (toll-free)

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WINNING STRATEGIES

August Business Review

Winning Strategies - Two-page advertorial spotlighting a business leader from the sponsoring company who offers advice on specific business strategies from ROI, ergonomics, and Lean strategies, to how investing in a specific technology positively impacts a laboratory's bottom line. Interview and photo op. Can include an image of the product, an ROI, Cost/Savings or other data-driven charts. Offered in the 2017 Business Review, a special issue covering all aspects of business management.



IT STARTS AT THE TOP: A RESOURCE YOU CAN TRUST

Chris Bormes and PREAT Corporation provide value as a knowledge resource for the industry.

PREAT BY THE NUMBERS

- 50 Average hours of CE per year for PREAT employees
- 99.3% On-time delivery rate
- 400% Week-to-week increase in technician communication via the PREAT app
- 40% Print Design & Printing Center 2016 growth

4 KEY TAKE AWAYS

- PREAT emphasizes comprehensive education in its leadership lectures and honesty in its customer service and support.
- The new PREAT app for Apple products makes customer service faster and easier, as customers can chat with PREAT technicians, upload pictures, and more.
- PREAT is a family-owned, American business with a proven history and the widest selection of attachments and repair parts at fair prices.
- In its 36th year, PREAT plans to serve laboratories for decades to come, so customers can be confident that the parts they purchase will be supported in the future.

\$10,000 NET: 2-page Winning Strategies Spread

PACKAGE INCLUDES

- Two-page advertorial
- Your advertorial piece featured prominently on InsideDentalTech.com for the month of August (5,600+ average monthly homepage visitors)
- Inclusion in digimag

CLOSING DATE: **JUNE 1, 2017**

EDITORIAL MATERIALS DUE: **JUNE 26, 2017**



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COLLABORATIVE CASES

December Trends in Dentistry

This special supplement included with the December issue will feature articles from our dentist-and-technician teams. Inside Dentistry's December issue will also include Collaborative Cases, with the opportunity for sponsors to have cases run in both publications and reach both clinicians and technicians.

Each case will be peer reviewed.

VALUE ADD

- Highlighted in IDT eNewsletter (7,190+ circulation) and Inside Dentistry eNewsletter (50,000+ circulation)
- Social Media promotion through Inside Dental Technology's and Inside Dentistry's Facebook and Twitter channels
- Featured in the applicable online IDT editorial library

CLOSING DATE: **JULY 1, 2017**

CASE SUBMISSION: **AUGUST 1, 2017**

AD MATERIALS DUE: **NOVEMBER 7, 2017**

CONTINUING EDUCATION

New Materials Present New Options for Shade Matching

Optimal esthetics no longer require the same sacrifice in strength

Jedediah J. Archibald, CDT, John F. Christensen, DDS, MS, and Gordon J. Christensen, DDS, MSD, PhD

Learning Objectives

- Discuss the challenges involved with masking color when space is limited.
- Describe the esthetic benefits of new materials.
- List methods for shade matching to imitate natural color.

Abstract

The fabrication of esthetic restorations requires a thorough understanding of the esthetics of natural teeth. When color masking is necessary in a thin veneer, the use of new materials can be helpful in achieving the desired outcome. This article will discuss the advantages of one new material in a case report.

Case Report

A young male patient presented with a request to improve the overall esthetics of his anterior teeth. The patient's posterior tooth color and shape were deemed easy to restore to (Figure 1). No major space changes were required for the anterior arch, so the treatment team decided to proceed with a plan of 4 veneers on teeth Nos. 7 through 10.

The request from the dentist was: "Please fabricate e.max veneers, very esthetic, lengthen 7 and 10, keep thickness to 0.6 mm." When the patient was prepped (Figure 2), heavy discoloration of tooth No. 8 was discovered. Because of the need to color mask the underlying dark color of prepared tooth No. 8 and the need for the veneers to be very thin, the laboratory technician decided that IPS e.max® MT Press (Ivoclar Vivadent, ivoclarvivadent.com) would be a perfect fit.

Because IPS e.max MT is similar to the dentin layer of the tooth, in order to match natural dentition the technician needs only to come up with the difference of the enamel layer. Variables exist in the process, but typically only the last 0.5 mm to 1.0 mm of space is necessary to achieve the desired outcome. The substructure can be made thicker, thereby adding strength while saving time by not creating those sublayers in porcelain. In addition, the dentist can be less aggressive with prepping.

To eliminate the need for guesswork, a helpful practice is to create stump shades that mimic the color that needs to be masked (Figure 3). With the stump shades created, the technician can correctly test the material and thickness until the desired result is achieved.

In this case, the IPS e.max Press cores (0.3 mm) can be seen on the stumps (Figure 4). There was little need for reduction to achieve the necessary esthetics. With slight internal staining on the stumps, the technician was able to correct any minor differences and add some effect at the same time.

While the stain is still wet, it can be helpful to "dust" the crowns with an incisal effect (Figure 5). This method has been employed for years, and it derives more character from the effects, as well as great adhesion from the porcelain bake. In this case, the technician used the Trama Clear from the IPS e.max Ceram porcelain kit (Ivoclar Vivadent). The result was a perfect substructure for the porcelain (Figure 6).

An overall thickness from 0.4 mm to 0.6 mm leaves very little room for porcelain. However, in this case, with IPS e.max MT, the color was masked on tooth No. 8 while remaining very esthetic, so the need for porcelain was far less.

Conclusion

The technician was able to mask an underlying stump color without adding bulk and still offer a natural level of esthetics (Figure 8 and Figure 9).

WHAT DO JED AND JOHN ARCHIBALD REALLY THINK ABOUT ZIRCONIA AND MILLING?

Visit ivoclarvivadent.us/blog or scan this QR code for a G&A with the owners of this laboratory and another case from Christensen Prosthodontics.

ABOUT THE AUTHORS

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Gordon J. Christensen, DDS, PhD
Private practice, Provo, Utah
Founding Clinician, Report

44 Inside Dental Technology // Collaborative Cases 2015

Fig 1. The patient's tooth color and shape. **Fig 2.** The patient is prepped. **Fig 3.** Creating stump shades that mimic the color that needs to be masked. **Fig 4.** The IPS e.max Press cores (0.3 mm) can be seen on the stumps. **Fig 5.** While the stain is still wet, it can be helpful to "dust" the crowns with an incisal effect. **Fig 6.** The substructure for the porcelain. **Fig 7.** The fired crowns feature a minimal (0.6 mm) layer of porcelain. **Fig 8 and Fig 9.** The final result shows how the technician was able to mask an underlying stump color without adding bulk.

The fired crowns featured a minimal (0.3 mm) layer of porcelain (Figure 7).

DISCLOSURE

This article was supplied by Ivoclar Vivadent.

IN THE PAST, TECHNICIANS SOMETIMES NEEDED 1.5 mm TO HIDE WHAT KIND OF FRAMEWORK?

A. zirconia
B. lithium disilicate
C. PFM
D. none of the above

To take the rest of this quiz and earn 1/2 CE credit, go online: insidedentaltech.com/1d1827

SPECIAL SPONSORED SECTION

insidedentaltech.com // Inside Dental Technology 45

2-page case = **\$8,800*** NET (with booked ad in the issue)

3-page case = **\$10,200*** NET (with booked ad in the issue)

2-page case = **\$10,200** NET (with no booked ad)

3-page case = **\$12,200** NET (with no booked ad)

2-Page Case additional exposure in Inside Dentistry: **\$6,000** NET additional

3-Page Case additional exposure in Inside Dentistry: **\$9,000** NET additional

* Scheduled frequency ad rates apply—see rate card



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SELL SHEET**

False Cover Tip

A false cover offers optimum opportunity for your message. Showcase your message with the highest exposure possible. An *IDT* false cover tip offer you the maximum possible exposure to 16,429 dental laboratory key decision-makers. You supply the creative and *IDT* does the rest.

- 16,429 pieces — printed and mailed
- Client-supplied creative
- Response card can be included
- Ad in digimag
- Masthead on digital subscription e-newsletter

IMPORTANT DATES

ISSUE DATE	MATERIAL DUE
JANUARY	12/5/2016
FEBRUARY	1/9/2017
MARCH	2/6/2017
APRIL	3/6/2017
MAY	4/4/2017
JUNE	5/8/2017
JULY	6/5/2017
AUGUST	7/10/2017
SEPTEMBER	8/7/2017
OCTOBER	9/6/2017
NOVEMBER	NA
DECEMBER	11/4/2017



\$12,000 NET: Total Package Investment
Limited availability

8 & 12 PAGE CUSTOM MONOGRAPHS

Showcase your product or research unencumbered by competitive noise

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

Enduring life-cycle with digital edition (optional)

Content marketing

Corporate positioning

PROMOTIONS

- Featured in dentalaegis.com publication library
- Featured in IDT Issue Preview e-Newsletter
- Featured in CDEWorld monthly e-Newsletter
- Broadcast to the AEGIS 6,737 opted-in email list with link to the digital edition

85% ➤ Percentage of Dental Professionals Who Consider the Peer-Review Process Important When Reading Professional Literature.

Source: Compendium readership survey

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.



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.

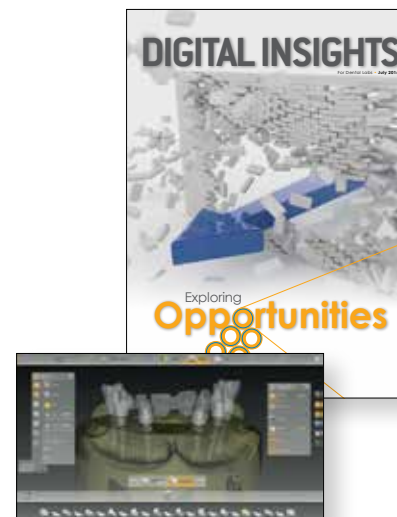
AD UNITS

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



CUSTOM PIECES

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



AEGIS VISUALIZATION

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



AEGISMediaLive.com

eBooks

Extend Your Reach and secure qualified leads

Your eBook will deliver an education-based presentation on a 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.

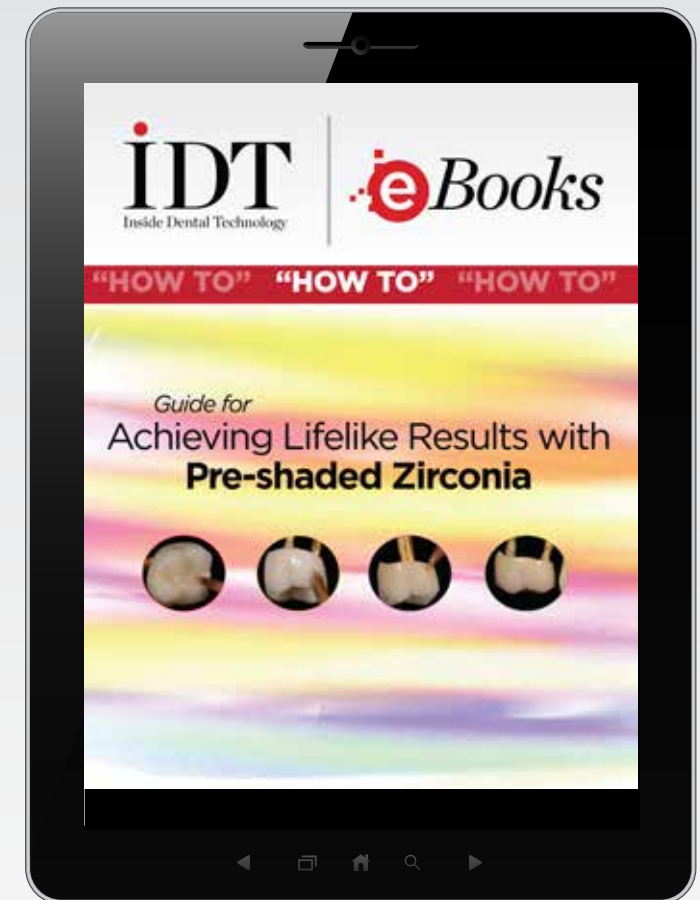
INSIDE DENTAL TECHNOLOGY

16,429 Print	5,937 Unique Monthly Visitors
6,737 Issue Preview E-Newsletter	6,860 Social Media
6,800 IDT eBook E-Newsletter		

*Post Download Marketing –

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

*See full details on next page



DOWNLOAD A SAMPLE eBook!

\$6,000 NET: Total Package Investment
75-150: Estimated Leads



**DOWNLOAD
SELL SHEET**

eBooks

POST DOWNLOAD MARKETING



eBook Download Page



Thank You Messaging



Custom Email with Sponsor Messaging



Lead Report Email

eBook Download Report									
Report ID	Report Name	Report Date	Report Time	Report User	Report Status	Report Type	Report Category	Report Sub-category	Report Detail
123456789	How to Guide for Achieving Lifelike Results with Pre-shaded Zirconia	10/15/2015	10:15:00 AM	John Doe	Success	Download	Marketing	Product	10/15/2015 10:15:00 AM
123456790	How to Guide for Achieving Lifelike Results with Pre-shaded Zirconia	10/15/2015	10:15:00 AM	John Doe	Success	Download	Marketing	Product	10/15/2015 10:15:00 AM

Lead Report

DOWNLOAD A SAMPLE eBook!

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 Dental Technology 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



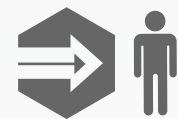
eBooks promote interactivity that connects readers to your multimedia — such as videos, animations, KOL testimonials, and online stores — ALL with just the tap of a finger.

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.



**DOWNLOAD
SELL SHEET**

IDT Home Page Ad Positions

A. Masthead

- \$700 NET/month
- 1 position/2 rotate
- 728 x 90 px

C. Button

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

E. Featured Product

- \$200 NET/two weeks
- 1 positions/1 rotate
- 400 x 400 px

G. Featured Technique

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

B. Billboard Slider

- \$500 NET/month
- 1 position/3 rotate
- 600 x 255 px

D. Center Banner

- \$500 NET/month
- 2 positions/0 rotate
- 600 x 70 px

F. Featured Video

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

H. Featured Event

- \$200 NET/two weeks
- 1 positions/1 rotate
- 400 x 400 px

8,000+

Average Monthly
Visits

13,900+

Average Monthly
Page Visits

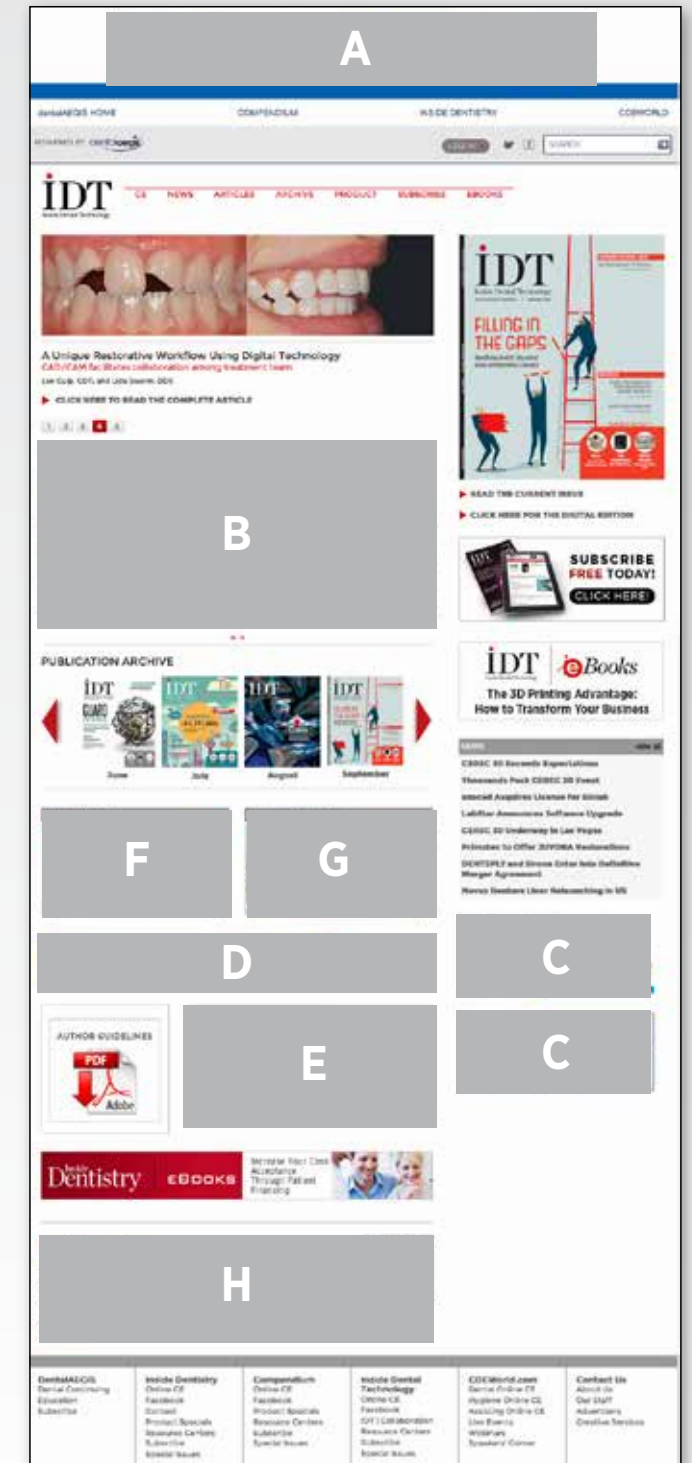
5,600+

Average unique
Monthly
Visitors

Website Takeover

\$6,000 NET/month

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



IDT HOME PAGE

Exclusive Digital Sponsorship Package

FEATURES & BENEFITS

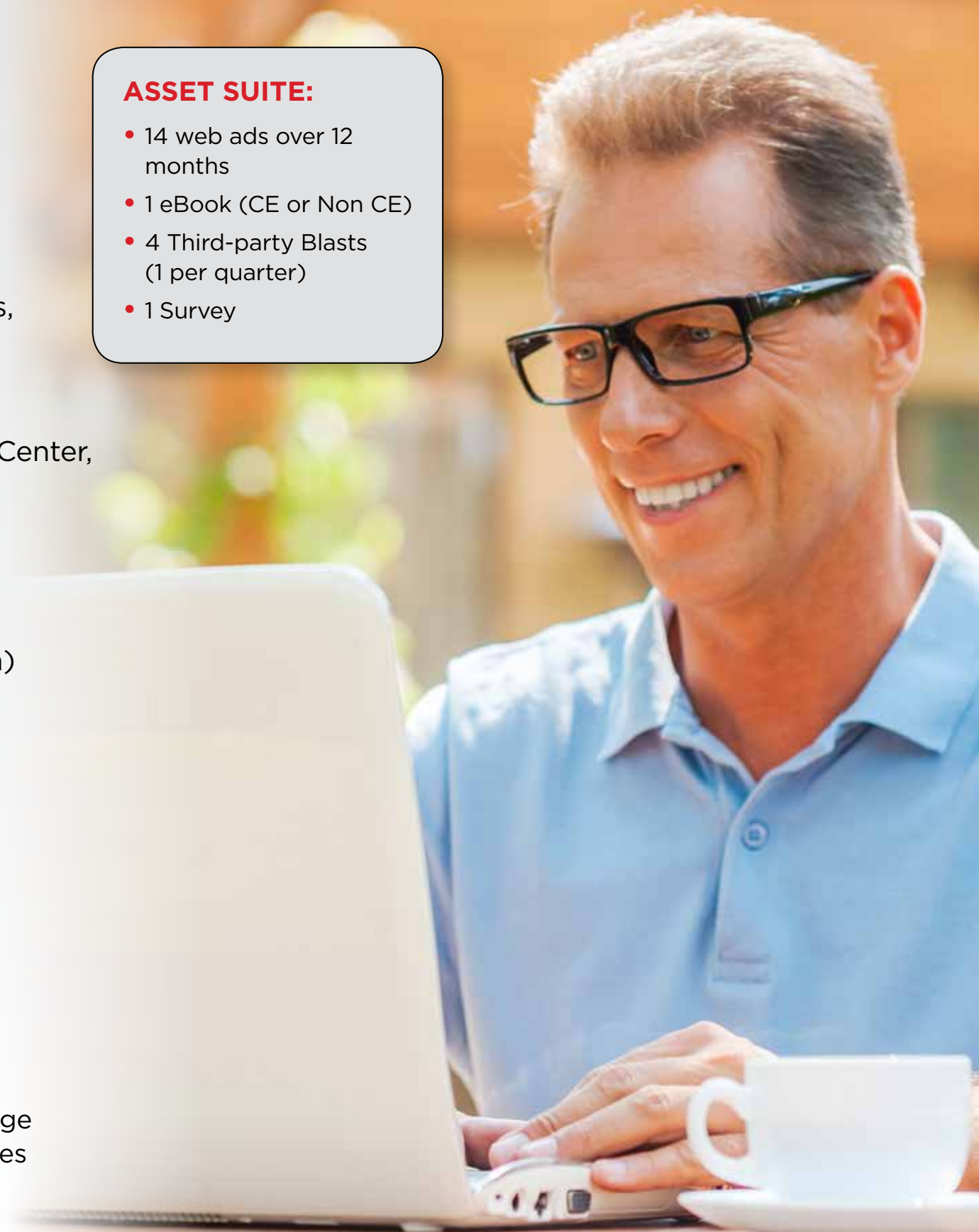
- › **Only 1 Product Package Sponsorship** available per category
- › **Dominates the product category**, placing your featured product/brand to of mind in category
- › **Fosters category engagement** creating multiple touchpoints, producing brand awareness and engagement
- › **Provides 12 months of website advertising**
 - 14 Unique postions within the Product Listing, Resource Center, and Article Library
 - 3 unique postions on Product Listing page (exclusive)
 - 4 custom pages (more info, videos, request demo, request sample)
 - 3 unique postions on Product Resource page (in rotation)
 - Additional promotional spots at editor's discretion
 - 8 unique positions within applicable article library (2 in rotation, unique postions)
- › **ROI** – category impressions, engagements, lead generation, lead ranking, unbeatable cost per lead
- › **Monthly reports** providing robust analytics to track your package's performance

ASSET SUITE:

- 14 web ads over 12 months
- 1 eBook (CE or Non CE)
- 4 Third-party Blasts (1 per quarter)
- 1 Survey

AVAILABLE CATEGORIES

- | | | |
|-------------------------------|---------------|--------------------|
| • 3D Printing/Laser Sintering | • Materials | • Crown & Bridge |
| • Implant Systems | • CAM Milling | • Digital Services |
| • Scanners | • Removables | |



Exclusive Digital Sponsorship Package

PACKAGE
TOTAL:
\$15,000
NET

14 UNIQUE AD POSITIONS



Product Listing Page

Masthead
(670 x 80px)
(exclusive)

Skyscraper
(220 x 365 px)
(exclusive)



Resource Center Page (Ads Rotate between applicable sponsors of product categories)

Masthead (670 x 80px)

Skyscraper
(left sidebar)
(220 x 365 px)

Skyscraper
(right sidebar)
(175 x 580 px)



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

Thematic Newsletters

Inside Dental Technology branded newsletters are thematic in nature and released in rotation on Thursdays, under the recognized dental laboratory specialty headings. They include original content and extend the reach of previously published subject-specific content. The thematic newsletter sponsorship is an annual sponsorship that includes four unique, evenly spaced sends throughout the year, providing consistency in messaging and category exclusivity for the sponsor.

BENEFITS

- Dominate the technical topic that is aligned with your product or brand as the sole sponsor for your category—no competitive noise!
- Touch our audience with four sends throughout the year.

OUTPUTS

- Individual reports for each campaign
- Automated secondary email send to all clicks
- Leads on all clicks (name, email, and profession)

DISTRIBUTION: 6,000+

AVERAGE OPEN RATE: 21.20%

AVERAGE CLICK RATE: 3.64%

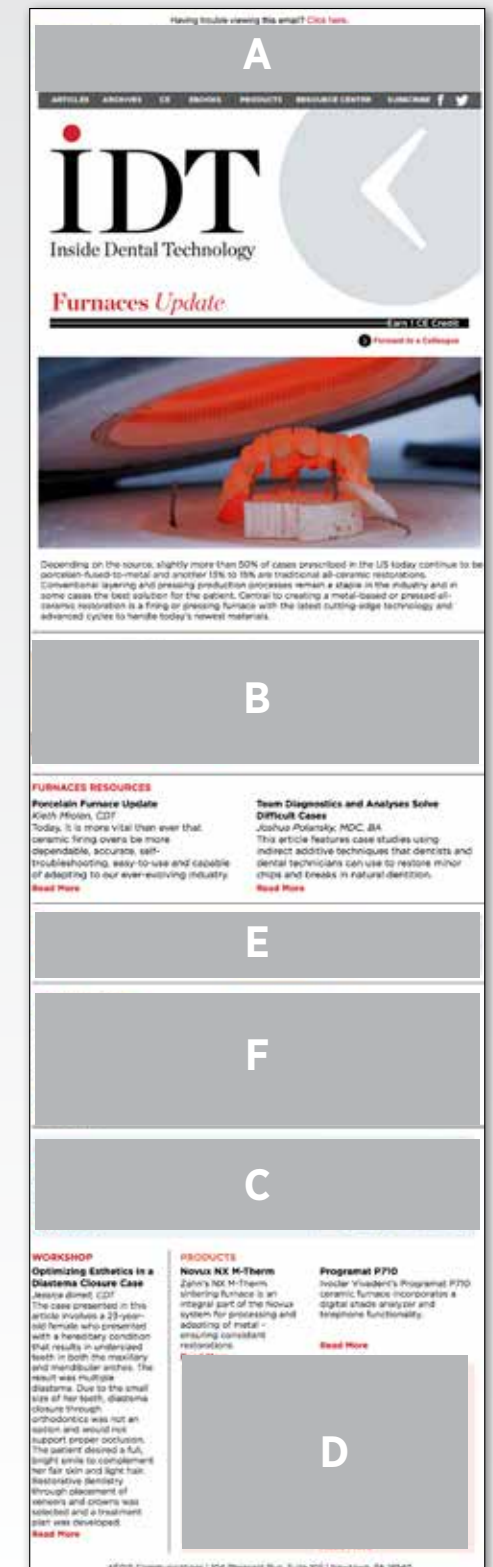
SPONSOR MESSAGING PLACEMENTS:

A. Masthead Banner	600x80 px
B. Technical Article	Sponsor Content
C. Featured Video	Sponsor Content
D. Featured Product	Sponsor Content
E. Center Banner	600x80 px
F. Featured Event	Sponsor Content

7 TOPICS AVAILABLE FOR SPONSORSHIP— ONLY ONE SPONSOR PER CATEGORY!

- | | |
|---------------------|------------------|
| • Implants | • 3D Printing |
| • Materials | • Business |
| • Digital Dentistry | • Crown & Bridge |
| • Removables | |

**SPONSOR INVESTMENT: \$12,000 NET
(INCLUDES 4 SEPARATE SENDS)**



A monthly preview of the upcoming issue of *Inside Dental Technology* allows you to deliver your message directly to your target audience. It will drive traffic to your website and/or detailed product information.

	COST	DIMENSIONS
A. Masthead Banner	\$600 NET	600x80 px
B. Center Banner	\$500 NET	600x80 px
C. Button (2 Available)	\$250 NET	150x80 px
D. Featured Video	\$300 NET	



e-Newsletter Takeover
\$1,600 NET/month

Dominate the current issue's content and engagement with your messaging!



AVERAGE MONTHLY SEND

6,737



AVERAGE OPEN RATE

22.12%



Emails yield valuable LeadGEN data

Expand your customer engagement and marketing efforts with a customized e-Blast to your targeted audience.

BENEFITS

- Customized messaging to fit your needs
- Can be part of a lead generation campaign
- Reach an engaged audience with established purchasing power

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-pixel 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 and products)
- Alt text for all images
- Provide all source images

19.77%

Average
Open Rate

COST PER BLAST

Advertiser

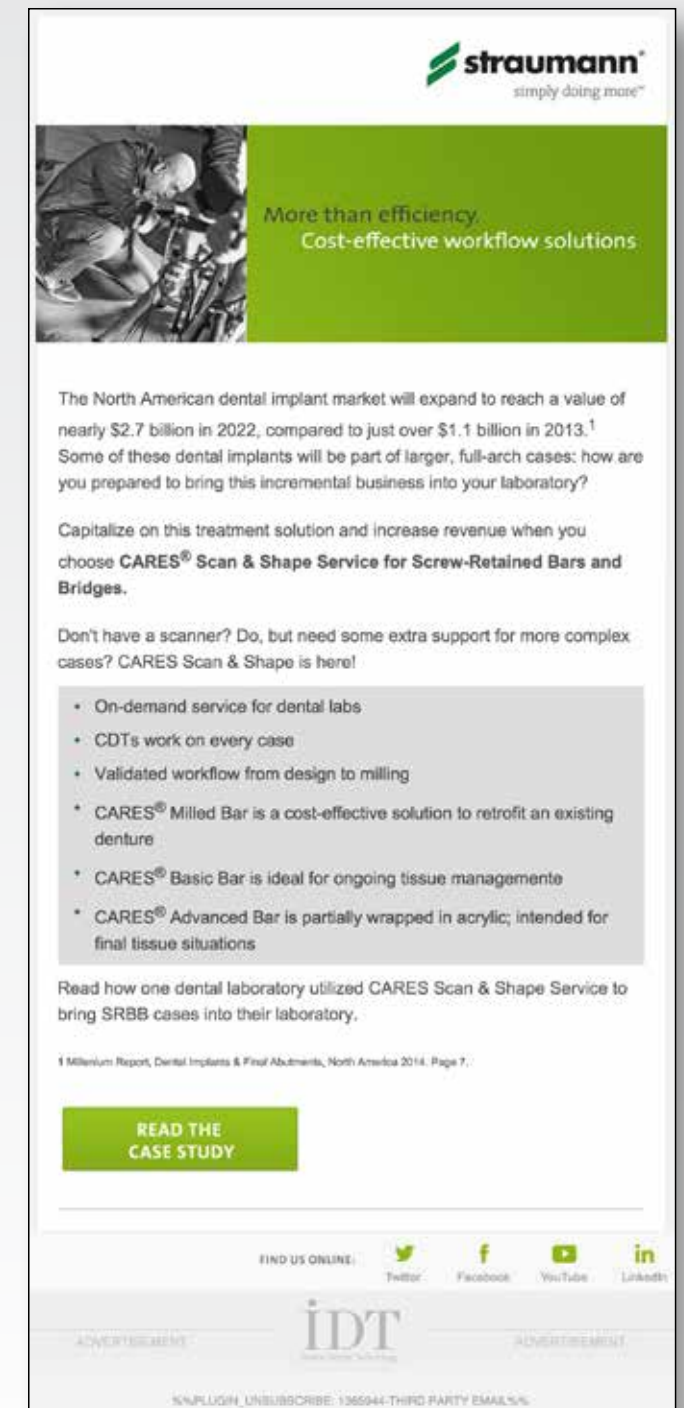
\$1,200 NET

Non-advertiser

\$1,600 NET

IDT List Size: 6,000+

*Open rates increase when the message is customized to a targeted subset



**DOWNLOAD
SELL SHEET**

Broadcast Your Message

Broadcast your message in a **cost-effective** way by utilizing the latest advances in technology to create a **live interactive experience**.



A COMPREHENSIVE PROGRAM

- Turnkey programming
- Key Opinion Leader support
- Proven, cost-effective, state-of-the-art e-learning technology
- Live tech support
- NBC-accredited programming
- Audience recruitment
- On-demand programming for 36 months
- Custom post-marketing campaign for lead nurturing
- Comprehensive monthly reports

AUDIENCE RECRUITMENT

- Direct from your website (Custom banner supplied by AEGIS Digital)
- Featured on dentalaegis.com and CDEWorld.com
- Custom e-blast to proprietary list (6,737 names)
- Facebook and Twitter
- 1/4-Page Print Ad in Inside Dental Technology
- Promotion in Inside Dental Technology and CDEWorld Lab Technician newsletters

POST-MARKETING CAMPAIGN

- Thank You eblast to attendees (features client messaging)
- Custom third-party e-blast sent three days later to attendees that open the Thank You e-mail



ATTENDEE THANK YOU E-MAIL



CUSTOM 3RD PARTY E-MAIL



WEB PLACEMENTS



REGISTRATION E-MAIL



PRINT ADVERTISEMENTS



SOCIAL MEDIA

Basic Program (Audio/Slides)

\$5,000 NET (not including honoraria for speaker)

Enhanced Program (Video/Slides)

\$10,000 NET (includes \$1,000 honorarium for speaker)

***IDT* Is a Must-Follow on Social Media!**

With breaking news, live coverage of events, and interesting articles from around the dental industry, *IDT*'s social media pages are gaining followers every day.

Twitter



- 1000+ followers, gaining an average of 2 per day
- Average of 11,355 impressions per month

Facebook



- 5,806 likes through July, gaining an average of 4 per day
- Averaging 3.6 posts per week that reach more than 500 people.
- One post from *IDT* reached 222,848 people
- Average monthly reach of 31,453
- Average monthly engagement of 1,449

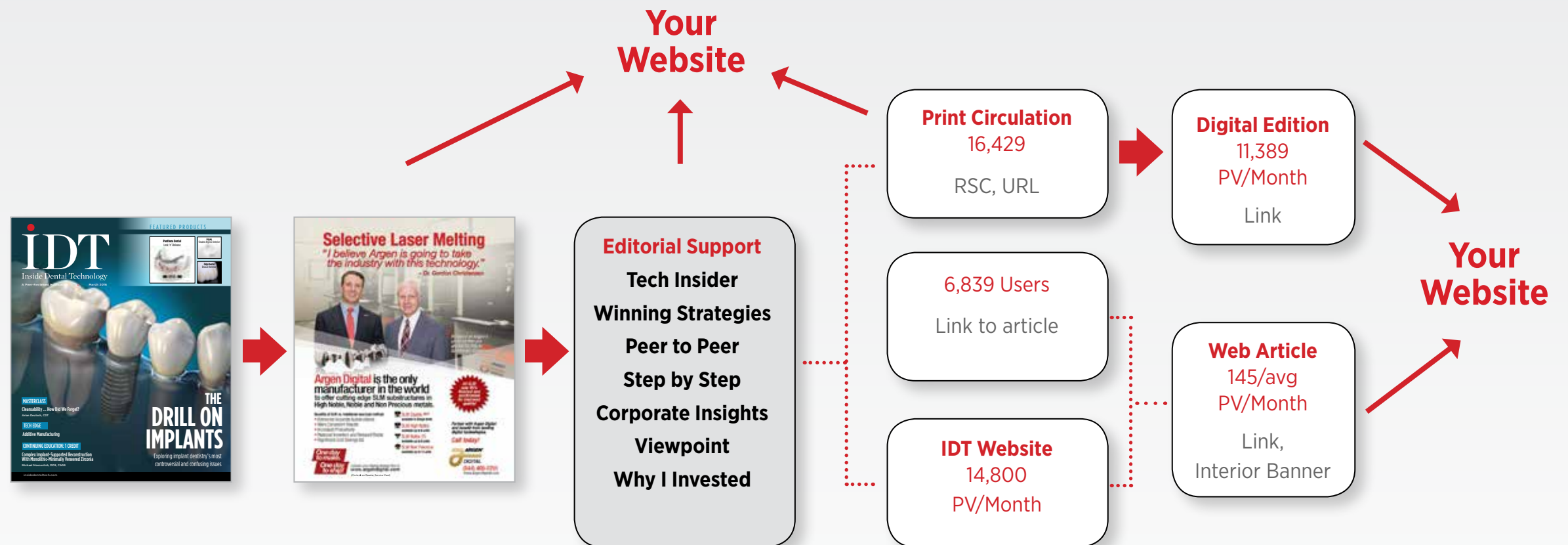
Live coverage of events across the country!



Additional product support for your social media. “As featured in *IDT*.”

Your Content + Our Environment + Multiple Channels = MORE SALES

IDT consolidates demographic and behavioral audience data generated from content and ad exposures to help you populate the profiles of your customers and potential customers



**How can Content Marketing with
IDT work specifically for you?**

Contact Us

Inside Dental Technology Staff

P 215-504-1275 F 215-504-1502

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