

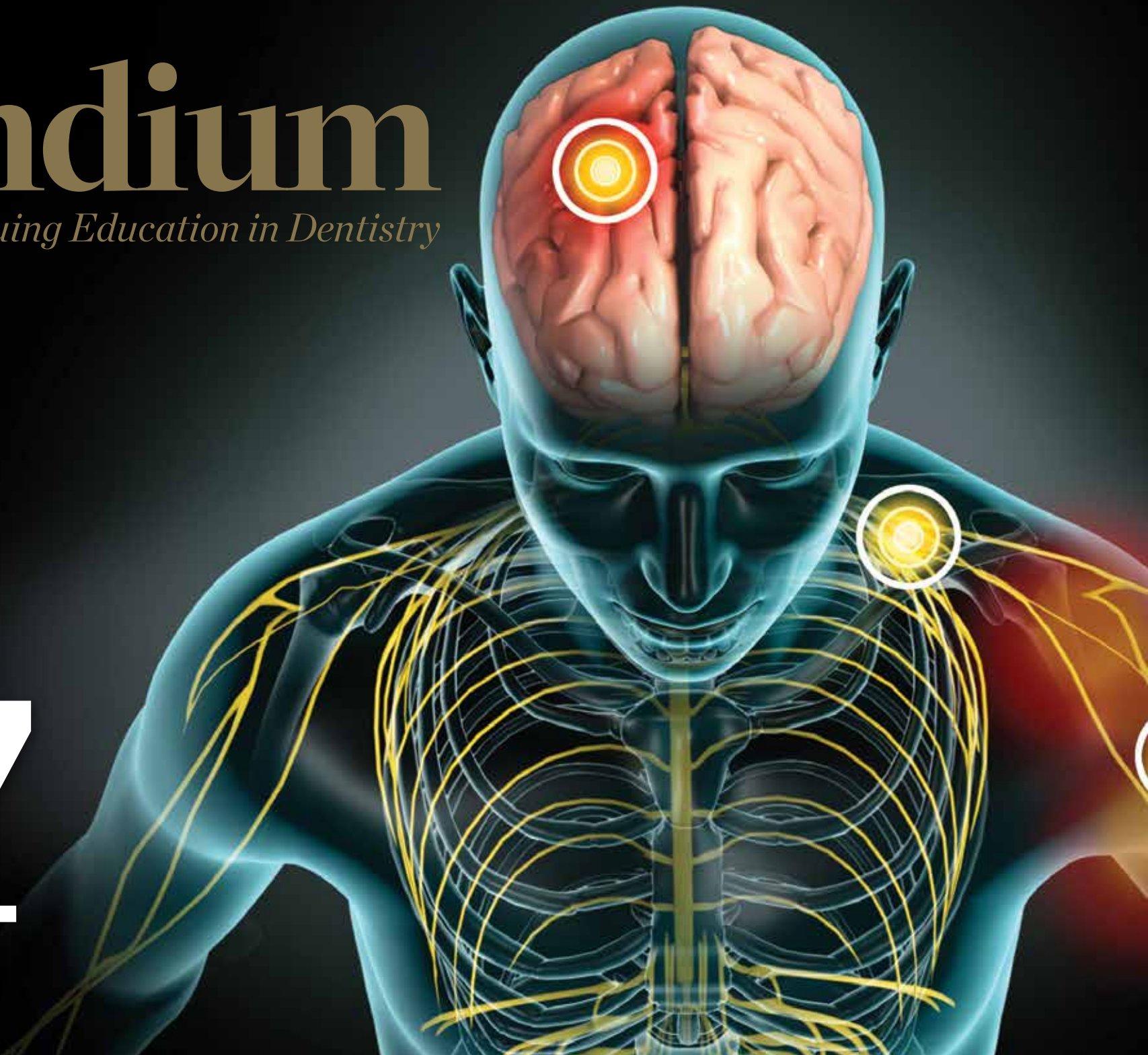
Peer-Reviewed and Indexed

Compendium

of Continuing Education in Dentistry

2017

MEDIA KIT



EDITORIAL MISSION

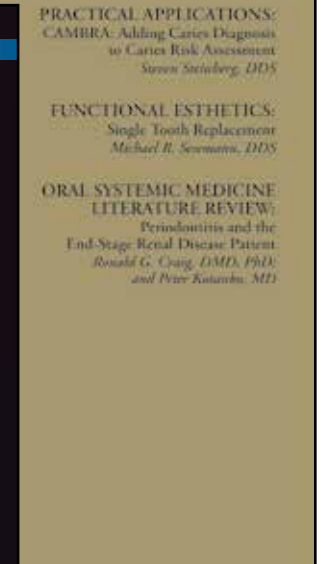
To provide the **highest-quality content for continuing dental education** available to general dentists and specialists worldwide

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Compendium is the pioneer in continuing education, dedicated to the lifelong learning process for general dentists and specialists. *Compendium* is committed to enhancing readers' understanding of clinical practice and reaches more than 90,000 clinicians each month.

- Minimum of 2 continuing education articles from category experts
- Double-blind peer review
- BPA audited
- ADA CERP- and AGD PACE-accredited
- PubMed indexed



Editorial Advisory Board

EDITORS-IN-CHIEF

Two highly distinguished individuals representing multiple disciplines in dentistry.

EDITOR-IN-CHIEF: Louis F. Rose, DDS, MD

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Louis F. Rose, DDS, MD

As a board-certified, practicing periodontist with a degree in medicine, Dr. Rose offers a unique perspective as a leader in dental education. He has been a primary member of the editorial board of *Compendium* since its inception and is the editor-in-chief responsible for soliciting, overseeing, and approving the articles and cases presented within the journal.

Dr. Rose maintains a private practice limited to periodontics and implants in Philadelphia, PA



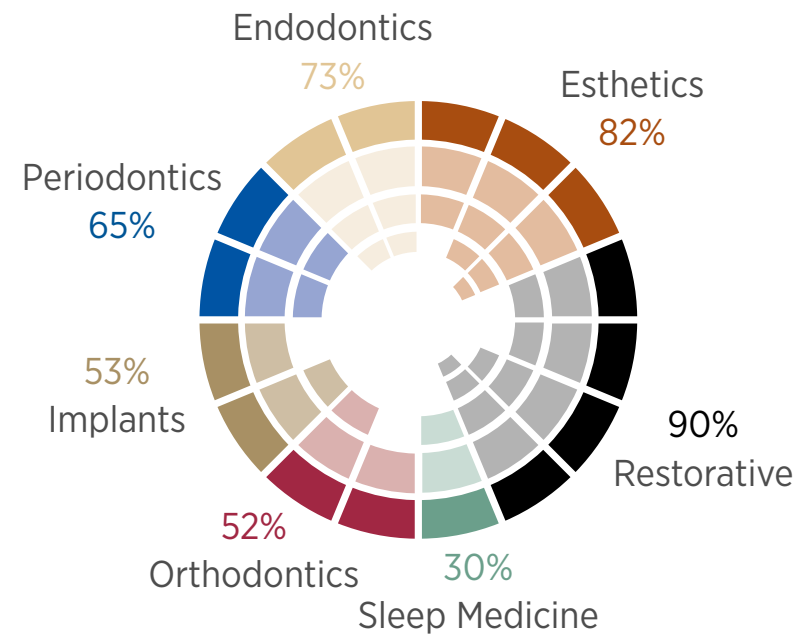
John C. Kois, DMD, MSD

As a recognized leader in dental education and expert in prosthodontics, Dr. Kois holds a highly respected position as co-editor-in-chief of *Compendium*, recommending cases for review and acceptance within the publication. In addition, his featured column provides appropriate treatment decisions by guest authors.

Dr. Kois maintains a private prosthodontic practice and educational center in Seattle, WA.

Audience & Reach

Procedures Performed by *Compendium* Readers



- Typical reader spends an average of 30 minutes reading an issue of *Compendium*
- Peer-reviewed content and ADA CERP-approved CE are the top 2 reasons readers find *Compendium* a credible resource

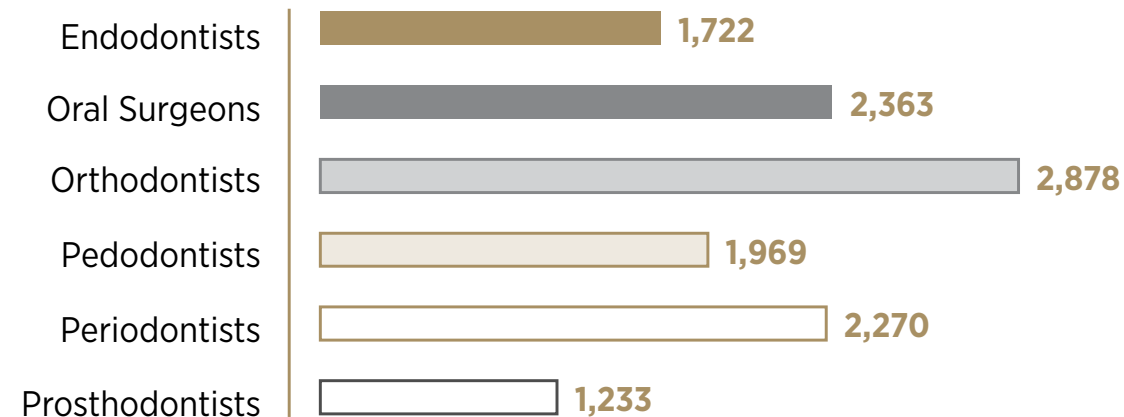
TOTAL DISTRIBUTION: **90,000**



General Dentists | **75,757**

SPECIALISTS

(requestor only)



Reader Gender

Male: 79% Female: 21%

Years in Practice (Avg.)

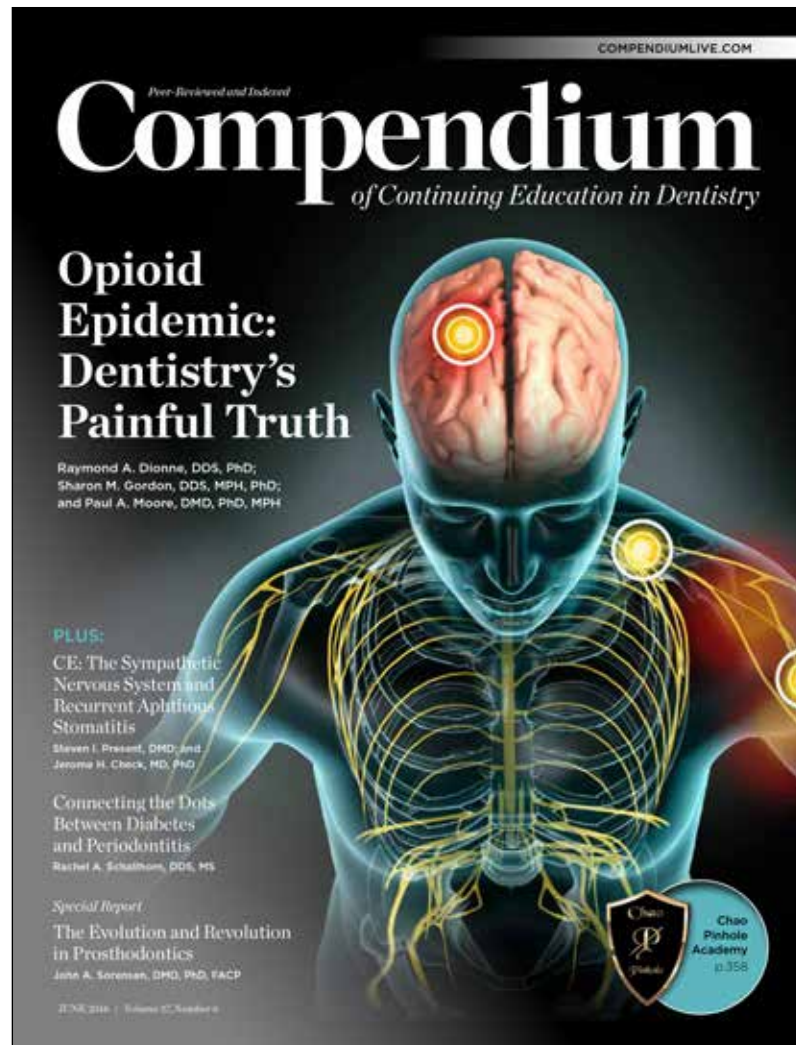
15+ Years

Time Practicing Chairside (Per Week)

20+ Hours

Total Monthly Impact

The real value of *Compendium's* total reach is realized through the extension of its brand channels.



Monthly Reach

Print	90,000
eNewsletter	55,000+
Website	14,775
Digital Edition	3,757
Online Education Portal	3,121
Social Media	3,219

Rate Card

2017 NET RATES (includes 4-Color)

	1X	3X	6X	12X	24X	36X	48X
FULL PAGE SPREAD	14,760	14,679	14,599	14,437	14,351	14,190	14,029
FULL PAGE	8,202	8,154	8,111	8,020	7,971	7,880	7,788
1/2 HORIZ/VERT	4,918	4,891	4,864	4,811	4,784	4,730	4,676
1/4 SQUARE	3,279	3,263	3,247	3,209	3,187	3,155	3,118

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			16.5	10.875	16	10.375	16.75	11.125
FULL PAGE			8.25	10.875	7.75	10.375	8.5	11.125
1/2 HORIZ	7	4.5	8.25	5.25	7.75	4.75	8.5	5.5
1/2 VERT	3.25	9.5	3.875	10.875	3.375	10.375	4.125	11.125
1/4 SQUARE	3.25	4.5						
1/3 VERT TOC	2	9						

2017 DEADLINES

	JAN	FEB	MAR	APR	MAY	JUN	JUL/AUG	SEP	OCT	NOV/DEC
Ad Closing	9-Dec	9-Jan	6-Feb	6-Mar	3-Apr	5-May	16-Jun	7-Aug	5-Sep	16-Oct
Ancillary Materials Due (BRC, False Covers, etc.)	12-Dec	11-Jan	8-Feb	8-Mar	5-Apr	9-May	20-Jun	9-Aug	6-Sep	18-Oct
Ad Materials Due	14-Dec	13-Jan	10-Feb	10-Mar	7-Apr	11-May	22-Jun	11-Aug	8-Sep	20-Oct
Mail Date	10-Jan	9-Feb	9-Mar	6-Apr	4-May	7-Jun	19-Jul	7-Sep	5-Oct	15-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:

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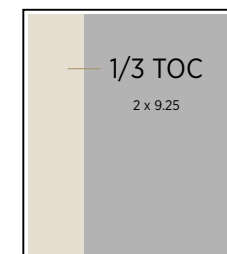
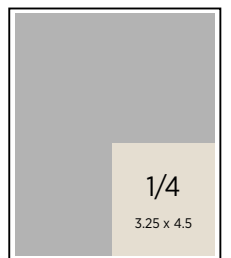
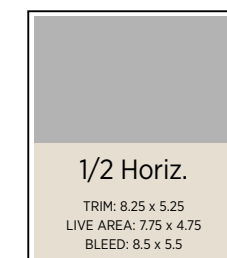
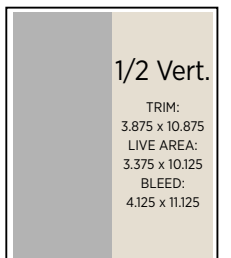
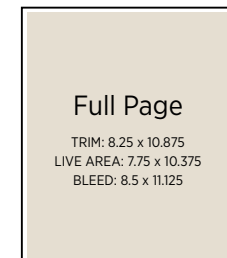
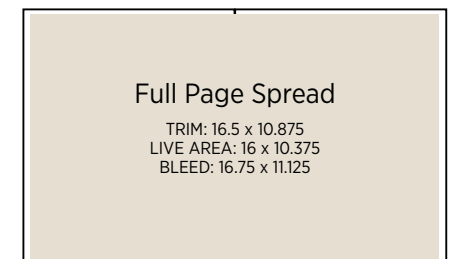
Username: compendium

Password: t00th (0=zero)

*username and password are case sensitive

BLEED AD SIZES

Trim size is 8.25 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).



Editorial Calendar

10 Issues Per Year	Business of Dentistry	Oral Health Insights	Roundtable	Endodontics - CE	Implantology - CE	Infection Control - CE	Oral Surgery - CE	Orthodontics - CE	Pain Management - CE	Pedodontics - CE	Periodontics - CE	Prosthodontics - CE	Restorative - CE	Special Care - CE	Kois Case	Sponsored BONUS CE	Special Reports
Jan	Hygiene	American Academy of Endodontics	Adhesion & Bonding	✓			✓				✓			NEW CASE IN EVERY ISSUE	AVAILABLE IN EVERY ISSUE	Lasers	
Feb	Endodontics	American Prosthodontic Society	Pain Management		✓	✓						✓	✓			Composites/Curing Lights/Matrix Bands	
Mar	Sleep Dentistry	Special Care Dentistry Association	Endodontics					✓	✓	✓						Impression Systems & Materials	
Apr	Sports Appliances	American Academy of Cosmetic Dentistry	Orthodontics			✓					✓	✓				Prevention and Oral Hygiene	
May	Pediatric Dentistry	American Academy of Periodontology	CAD/CAM			✓	✓					✓				Pain Management	
Jun	Orthodontics	OSAP	Implants	✓				✓		✓		✓				Dentures/Prosthodontics	Ad test
Jul/Aug	Pain Management	American Academy of Esthetic Dentistry	Bone Regeneration		✓						✓	✓				Surgical Planning & Digital Imaging	Thematic Issue: Implants
Sep	Geriatric Dentistry	American Academy of Pediatric Dentistry	Restorative Materials	✓			✓			✓						Implants & Regenerative Materials	
Oct	Implants	American Academy of Implant Dentistry	Infection Control			✓	✓	✓								Adhesion/Bonding	Thematic Issue: Saving Teeth in the Aging Population
Nov/Dec	Spa Dentistry	American Dental Society of Anesthesiology	TBD						✓			✓	✓			Indirect Restorations/CAD/CAM	

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

Cover Tip

A *Compendium* False Cover tip offers you immediate impact and exposure to 90,000 dentists. You supply the creative and *Compendium* does the rest!



- 90,000 pieces: printed and mailed
- Client-supplied creative
- Business reply card can be included in the False Cover to generate leads
- Custom third-party eBlast add-on option (55,000 eList)

Important Dates

ISSUE MONTH	AD CLOSE	MATERIALS DUE
JANUARY	12/2/16	12/7/16
FEBRUARY	1/4/17	1/9/17
MARCH	2/2/17	2/7/17
APRIL	3/1/17	3/7/17
MAY	4/3/17	4/7/17
JUNE	5/2/17	5/8/17
JULY/AUGUST	6/15/17	6/22/17
SEPTEMBER	8/1/17	8/7/17
OCTOBER	9/1/17	9/7/17
NOVEMBER/DECEMBER	10/13/17	10/20/17

*\$29,000 net with eBlast option package

Cover Shot

The *Compendium* Cover Shot provides premium positioning on the cover of print issue, online, and in the monthly reader eNewsletter. The Cover Shot is an integrated media package designed to maximize your product's or services' exposure and marketing ROI.

TOTAL
INVESTMENT
\$8,500
NET

SPONSORSHIP INCLUDES:

- Product on the cover of *Compendium*
- One-third page ad on the Table of Contents
- Billboard ad online on *Compendium* home page for one month
- Center text banner ad on *Compendium* premium newsletter

1/3 page ad on
Table of Contents



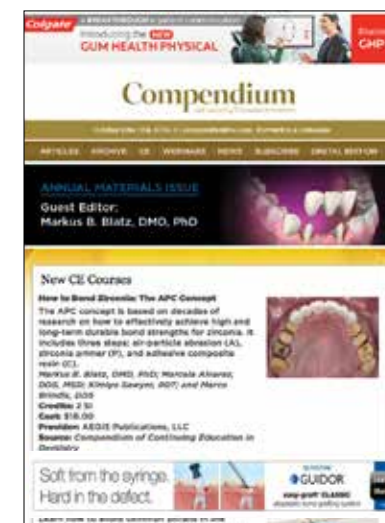
Prominent
cover teaser



Billboard ad on
Compendiumlive.com





Center text banner
on issue preview
eNewsletter



Special Reports

Compendium's Special Report highlights a different product category in each print issue. This two-page report features a clinician educating readers about your product or service, and an advertisement.

TOTAL
INVESTMENT
\$15,000
NET

2017 ISSUES	TOPIC	CLOSING DATE	MATERIALS DUE
JAN	Lasers	10/14/16	10/18/16
FEB	Composites, Curing Lights, and Matrix Bands	11/18/16	12/2/17
MAR	Impression Systems and Materials	12/16/16	1/4/17
APR	Prevention and Oral Hygiene	1/17/17	1/31/17
MAY	 Pain Management	2/14/17	2/28/17
JUN	Dentures & Prosthodontics	3/17/17	3/31/17
JUL/AUG	Surgical Planning and Digital Imaging	4/28/17	5/12/17
SEP	 Implants and Regenerative Materials	6/16/17	6/30/17
OCT	Adhesion/Bonding Agents & Cements	7/14/17	7/28/17
NOV/DEC	Indirect Restorations & CAD/CAM	8/25/17	9/8/17

PRINT



AD SIZE: Trim: 8.25" x 10.875"
Live Area: 7.75" x 10.375"
Final Bleed: 8.5" x 11.125"

REPRINTS



QUANTITY: 1,000

ONLINE



www.compendiumlive.com

VIDEO



Supplements

Showcase your product or research
unencumbered by competitive noise!

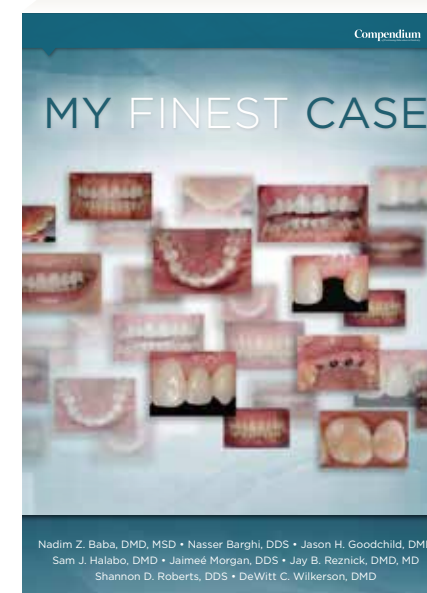
Monograph Options

- Branded
- Unbranded
- CE
- Non-CE

COST

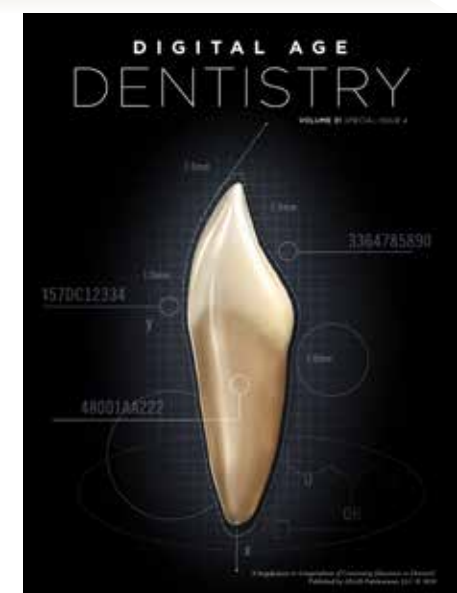
Please contact your media consultant for custom pricing.

Note: All articles are subject to peer review.



BRANDED

7 7/8" X 10 3/4"




UNBRANDED


My Finest Case Supplement

(Polybagged with *Compendium*)

MY FINEST CASE - PROSTHODONTICS



Shannon D. Roberts, DDS
Assistant Clinical Professor,
Department of Comprehensive
Dentistry, University of Texas
Health Science Center at
San Antonio School of Dentistry,
San Antonio, Texas



Nasser Barghi, DDS
Professor, Department of
Comprehensive Dentistry,
University of Texas Health
Science Center at San
Antonio School of Dentistry,
San Antonio, Texas

Enhanced Esthetic Outcome With Zirconia-Based Resin-Bonded Fixed Partial Denture

Preserving the natural appearance of teeth

Congenitally missing laterals pose esthetic challenges. A problem inherent to traditional Maryland bridges is that the retainers do not allow for incisal translucency, and show-through of metal occurs in the interproximal space if retainers are extended. Another restorative challenge for this type of prosthesis is that the wings of the bridge are limited to the cingulum of the abutment teeth and rely solely on the strength of the cement for retention. With advances in high-strength tooth-colored materials and the development of more translucent zirconia, clinicians can anticipate an improved esthetic outcome with this restoration. Furthermore, enhanced primers containing organophosphate enable predictable longevity. Newer color-stable luting resin also contributes to superior esthetic outcomes by allowing the transmission of light, thus preserving the natural esthetics of the teeth without obstructing the natural tooth substructure. This case report describes the use of zirconia-based resin-bonded fixed dental prostheses (FDP), bonded using a series of products from Bisco Inc. (www.bisco.com) to replace failed metal-bonded FDP for teeth Nos. 7 and 10.

KEY TAKEAWAYS

- Historically, replacement of congenitally missing lateral teeth has been done via a cement-retained, metal-based FDP, referred to as a Maryland bridge.
- Improvements in high-strength tooth-colored materials and primers along with the development of translucent zirconia have enabled improved esthetics.
- Color-stable luting resin allows transmission of light to preserve natural-looking restorations.

Dr. Barghi's photo courtesy of Nafi D. Maguiness of the School of Dentistry at The University of Texas Health Science Center at San Antonio.

20

Shannon D. Roberts, DDS • Nasser Barghi, DDS

MY FINEST CASE



FIG 1 - FIG 4. Preoperative frontal and sagittal views. A 27-year-old male fourth-year dental student with frequently failed metal-bonded FDP replacing teeth Nos. 7 and 10 was referred to the outpatient facility of the University of Texas Health Science Center student clinic. Both bridges had been bonded several times but failed to remain bonded. Clinical examination revealed that the amount of tooth preparation was limited to only the cingulum areas of both abutment teeth. Occlusal contacts on both contacts were light in maximum intercuspation (MI), with no excursive contacts on pontics.



FIG 5. Palatal view of tooth preparation performed for metal-based FDP.




FIG 6. The patient requested zirconia-based resin-bonded FDP because the teeth were previously prepared for such restorations. Tooth preparation for retainers was extended incisally, gingivally, and interproximally to include the entire lingual surface of the abutment teeth. The depth of the preparation on the cingulum was kept at 0.75 mm with light gingival and interproximal chamfer. Laboratory instructions included layered zirconia restorations on the pontics, monolithic zirconia for the retainers, and light occlusal contacts in MI with functional occlusal contacts on the canines. As shown here, the patient was provided a Hawley retainer with prosthetic teeth replacing Nos. 7 and 10.



FIG 7. Lingual views of zirconia-based restorations. Intaglio surfaces of restorations were lightly sanded with 50-µm alumina at 5-mm distance from the restorations and at a pressure of 2.8 bars for 20 seconds. Z-Prime™ Plus (Bisco Inc.) was applied to the retainers 5 minutes in advance of clinical try-in. Prostheses were tried in for proper fit and occlusal contact. Try-in was performed with eCement™ (Bisco Inc.) light-cured translucent luting resin. Restorations were cleaned using acetone for 5 minutes removing excess with a gentle flow of air. Preparations were pumiced using fine flour pumice, briefly etched using 37% phosphoric acid gel, and primed using All-Bond Universal® (Bisco Inc.). Excessive primer was removed using a gentle flow of air, and light-curing was done following the manufacturer's instructions.



FIG 8 AND FIG 9. Frontal sagittal views of resin-bonded zirconia-based restorations. Restorations were permanently bonded with light-cured translucent luting resin (eCement, Bisco Inc.). **FIG 10.** Palatal view of resin-bonded zirconia-based restorations.




FIG 11. Postoperative smile.

21 22

FULL-PAGE AD

PG 1

PG 2

PG 3

PG 4

July/August 2017

Showcase your KOL's highest-quality restorations in this custom photospread

- 3-page case layout
- Full-page ad
- Print distribution to 55,000+
- Digital distribution to 55,000+ via a suite of online promotions

TOTAL
INVESTMENT
\$15,000
NET*

IMPORTANT DATES:

COMMITMENT DATE: 4/7/17

(signed orders, including author/ KOL contact info and product focus from client)

CASE REPORT DUE: 5/5/17

(all materials are due in house)

FINAL SIGN OFF AND AD MATERIALS DUE: 6/26/17

*Cover 2 and Cover 4 single-ad positions available: Cover 2 is \$4,500, and Cover 4 is \$5,000

“Is Your Advertising Investment Paying Off?”

What you really need are answers from readers who have a buying/specifying influence—people who can affect the purchase of your product or service. AdQ® presents the data so you can easily analyze advertising exposure and readership among *Compendium* readers with purchasing influence. AdQ Studies will identify trends and provide insight for making critical marketing communications decisions.

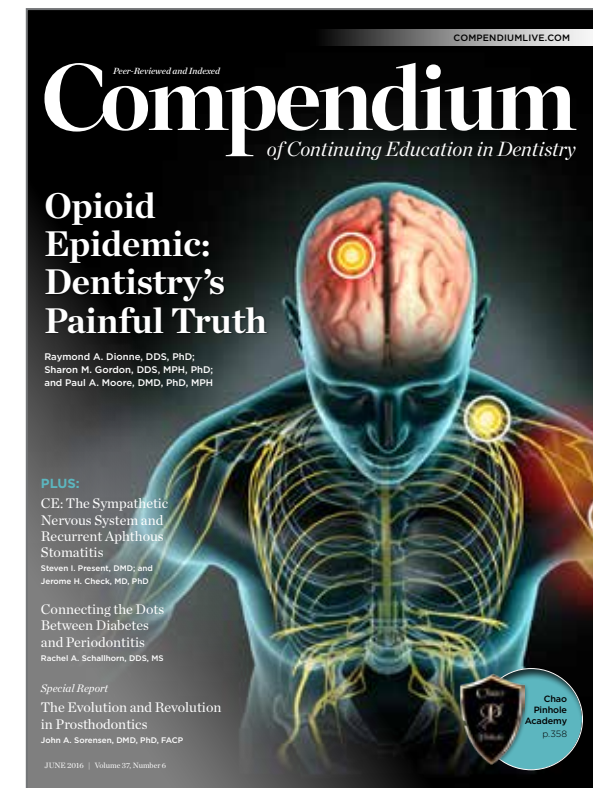
ADQ® PROVIDES:

- Documentation of the performance of your ad
- Independent proof of who is reading your ad
- A numerical measure of your ad’s performance
- A comparison of your ad with others in your current campaign, in previous campaigns, or against a competitor’s ad

IMPORTANT DATES:

AD CLOSING:
MAY 2, 2017

MATERIALS DUE:
MAY 9, 2017



Conducted by an independent group
- Harvey Research



June issue 2017

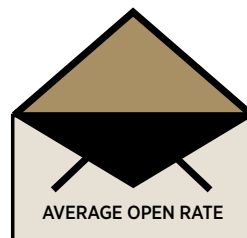
Added value opportunity
for all advertisers

A monthly preview of the upcoming issue of *Compendium* allows you to deliver your message directly to your target audience and drive traffic to your website, product details, or lead-generation campaign.

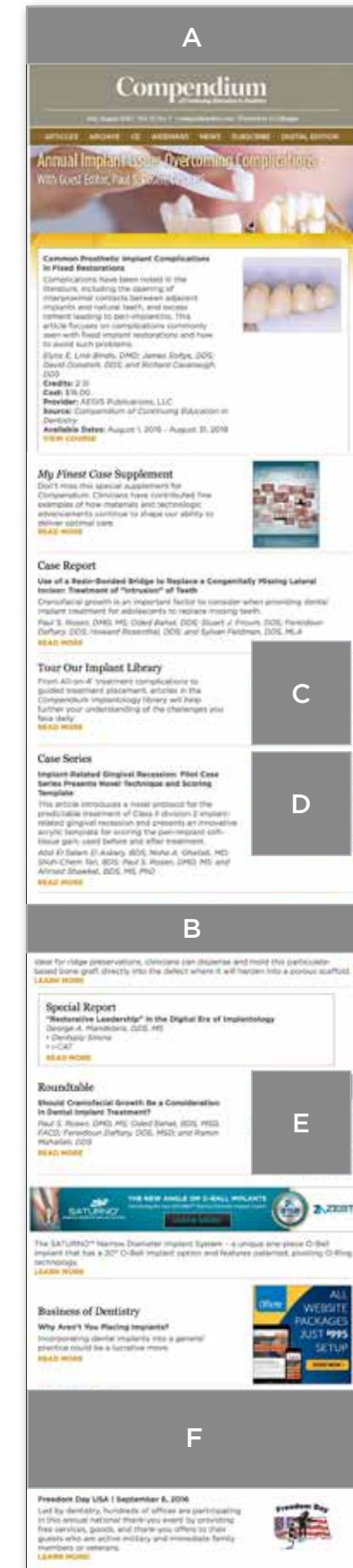
	COST	DIMENSIONS
A MASTHEAD BANNER	\$1,500	600 X 80
B CENTER BANNER	\$500	600 X 80
C BUTTON	\$250	180 X 180
D BUTTON	\$250	180 X 180
E BUTTON	\$250	180 X 180
F FEATURED EVENT, VIDEO, OR PRODUCT	\$250	NA
TAKEOVER PRICE	\$2,500	



➔ 50,000



15%



Thematic eNewsletters

The Thematic eNewsletter sponsorship places your messaging in context with *Compendium's* category-specific content offerings.

- Sponsor exclusivity—no competitive noise!
- Multiple sends spaced through the year
- Multiple sponsor placements in each eNewsletter
- Leads on all clicks
- Post-marketing campaign to all clicks
- 4 unique sends per category

TOTAL
INVESTMENT
\$18,000
NET
4 send categories

SPONSOR MESSAGING PLACEMENTS:

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

AVERAGE OPEN RATE: 15%

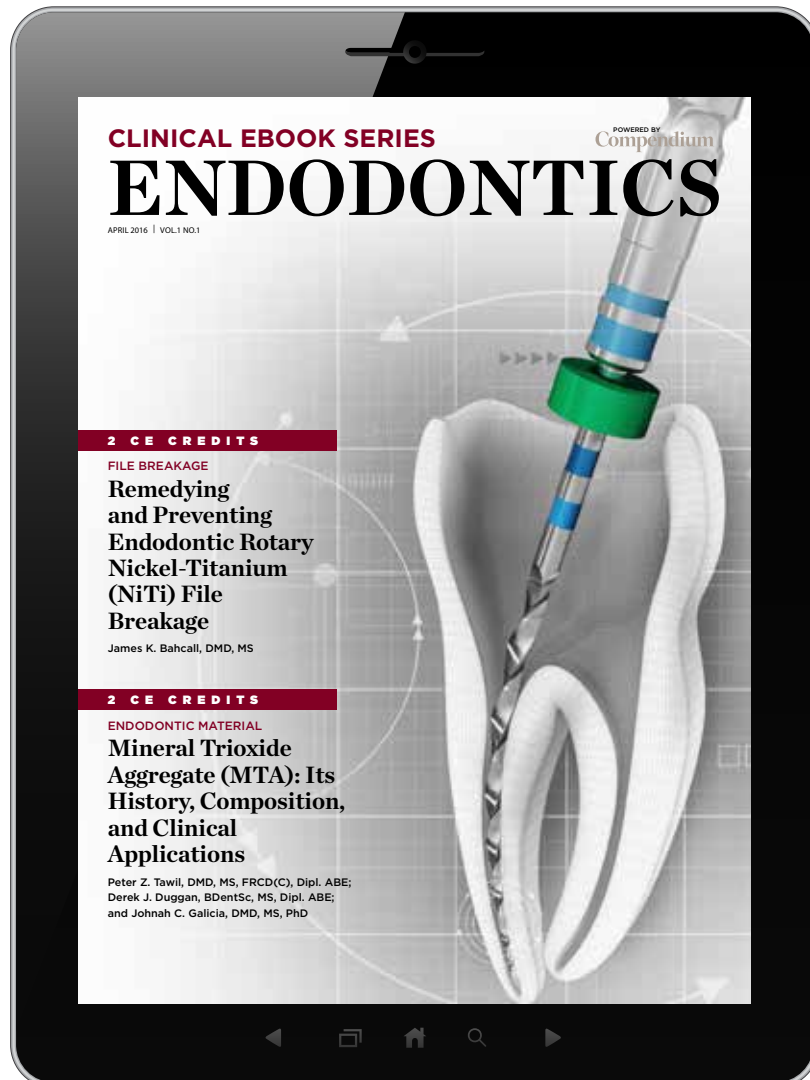
AVERAGE LEADS: 152

9 CATEGORIES Available for SPONSORSHIP — ONLY ONE Sponsor Per Category!

- | | | |
|---------------------|-------------------|------------------|
| • Endodontics | • Orthodontics | • Periodontics |
| • Implantology | • Pain Management | • Prosthodontics |
| • Infection Control | • Pedodontics | • Restorative |



Thematic eBooks



CASE STUDY

Compendium Endodontics Thematic eBook

Launched: April 21, 2016

Leads Accrued: 450*

*as of November 9, 2016

Leverage the *Compendium* brand name and peer-reviewed CE content in an on-demand learning environment that fosters credibility and an immediate buy-in of sponsor messaging.

- Category exclusivity
- Includes 2 CE articles with complimentary CE credits for eBook downloaders
- Includes 1 clinical article and full-page ad per sponsor
- Lead generation from downloads
- 2-touch post-marketing campaign



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

- Turnkey programming
- Full recruitment through AEGIS platform
- Key Opinion Leader support
- Proven, cost-effective, state-of-the-art eLearning technology
- ADA CERP- and AGD PACE-accredited programming
- Comprehensive lead reports
- On-demand programming for 36 months
- Automated post-marketing campaign to all on-demand CE testers



PACKAGE PRICES

Basic Program (Audio) NET COST: \$9,000
(not including honorarium for speaker)

Enhanced Program (Video) NET COST: \$14,000
(includes \$1,000 honorarium for speaker)

*36-month aggregate

Web Advertising

Connect with *Compendium's* dedicated online audience to increase your brand awareness and engagement.

HOMEPAGE ADS	COST	DIMENSIONS
A MASTHEAD 1 POSITION • 3 ROTATE • DISPLAYS ACROSS SITE	\$1,000 NET/month	728 X 90
B BILLBOARD 1 POSITION • 3 ROTATE • DISPLAYS ON HOME PAGE	\$500 NET/month	600 X 255
C HOMEPAGE BUTTONS 3 POSITIONS • 0 ROTATE • DISPLAYS ON HOME PAGE	\$200 NET/month	300 X 120
D FEATURED VIDEO 1 POSITION • 0 ROTATE • DISPLAYS ON HOME PAGE	\$200 NET/2 weeks	293 X 144
E CENTER BANNER 2 POSITION • 0 ROTATE • DISPLAYS ON HOME PAGE	\$250 NET/month	600 X 7
F FEATURED PRODUCT 1 POSITION • 0 ROTATE • DISPLAYS ON HOME PAGE	\$200 NET/2 weeks	400 X 400
G FEATURED EVENT 1 POSITION • 0 ROTATE • DISPLAYS ON HOME PAGE	\$200 NET/2 weeks	400 X 400
INTERSTITIAL 1 POSITION • 0 ROTATE • DISPLAYS ON HOME PAGE	\$3,500 NET/month	CUSTOM

9,418

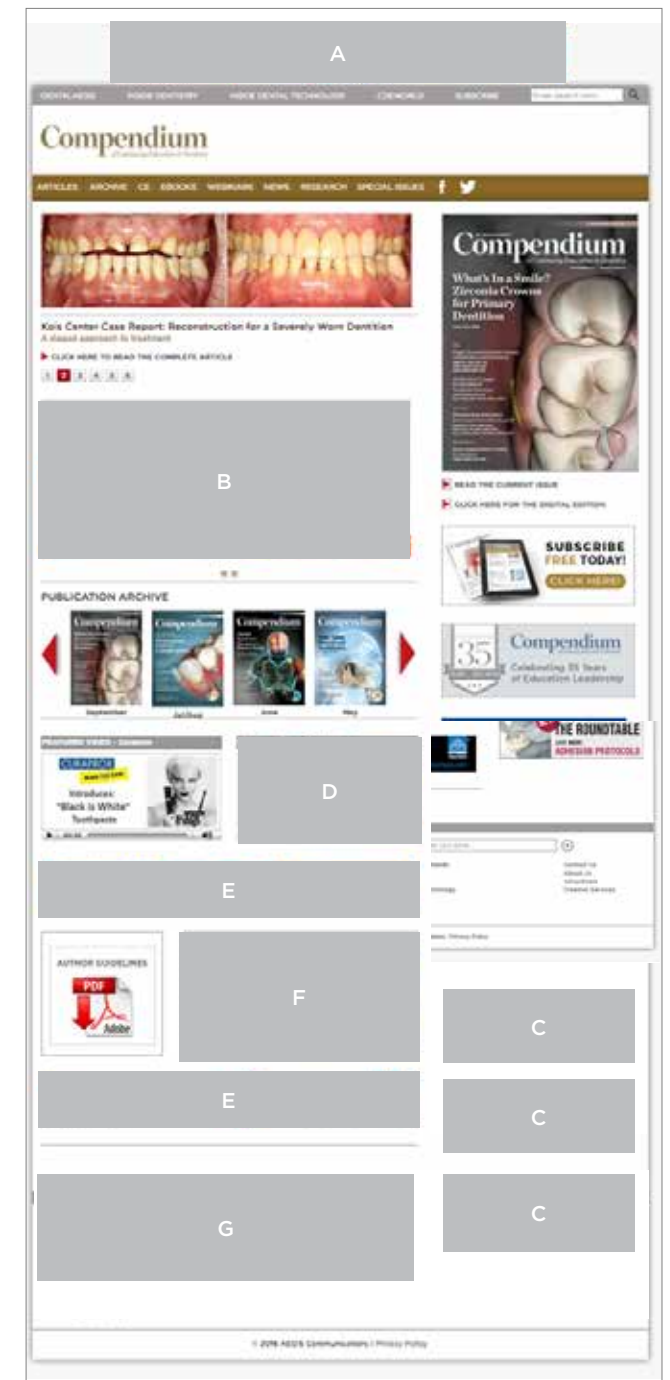
Monthly
Homepage
Traffic

25,092

Average Monthly
Page Visits

14,775

Unique Monthly
Visitors



Advertise on Individual Articles!

\$300/year • 1 position/0 rotate • 525 x 100 px

Editorial Sponsorships

Compendium 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 product, brand, or initiative. Your package will generate leads by leveraging strategic promotions across the *Compendium* platform.

TOTAL
INVESTMENT
\$74,000
NET

EDITORIAL CATEGORIES

- Endodontics
- Implantology
- Infection Control
- Orthodontics
- Pain Management
- Pedodontics
- Periodontics
- Prosthodontics
- Restorative

Harness *Compendium's* Peer-Reviewed Editorial Library

ASSET SUITE:

- **1 CE Webinar:** A proven, interactive platform for your message collects valuable demographic information from a targeted segment of oral healthcare professionals

- **2 CE eBooks:** Deliver accredited content, inspiring your target audience to engage
- **12 months of online ads** (see p. 21 for details)

- **5 Full-Page Print Ads**
- **1 Sponsored CE in *Compendium*:** Leverage our brand to boost your visibility

- **2 eMail Blasts:** 2 unique, custom third-party eMails to the entire *Compendium* eList (50,000+ names)

Editorial Sponsorships (Cont.)

Highly Targeted Engagements = Highly Qualified Leads

- 12 months of lead generation
- Post-marketing messaging with eBooks and webinar
- Monthly lead reports
- Sponsor exclusivity (1 sponsor per category)

TOTAL
INVESTMENT
\$74,000
NET



7 UNIQUE AD POSITIONS WITH 5 UNIQUE MESSAGING OPPORTUNITIES (A-E)



Table of Contents

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

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



Category Library Page

Masthead
(670 x 80px)

Skyscraper
(220 x 365 px)



Article Pages

Masthead
(670 x 80px)

Showcase
(365 x 185px)

Text Ad
(embedded within
article content)

Third-Party Custom eMail

AEGIS eList

71,780

Dentists

10 cents/name

64,135

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, products, etc.)
- Provide alt text for all images
- Provide all source images



COST:

AEGIS ADVERTISERS\$6,000 NET

AEGIS NON-ADVERTISERS\$6,800 NET

 2ND SEND OPTION\$750 NET

REGIONALLY OR SPECIALTY BREAKOUT20 cents/name for list under 30,000
(Consult your media representative for details.)

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