Leverage our Modern Dental Network to reach the right person, at the right time, with the right message.

2018 Media Information
In the very late 1990s my office was burglarized. Fortunately, one of my patients owned a small security/alarm company. He had an alarm system in the office. He had owned a small security/alarm company made it impossible for me to resist.

The dental team is important in everything we do at UBM Medica. You’ll see it often in crossover articles from Digital Esthetics and Dental Products Report that are of interest to the lab technician and the dentist. You’ll see it in feature articles in Dental Products Report that speak to the hygienist and/or assistant.

Visit www.ModernDentalNetwork.com to see what’s new and how we’ve evolved. Our editors will generate fresh content weekly to drive engagement and sharing on social media. Currently MDN has a behavioral database of 120,000 dental professionals (including names, email addresses, demographics, practice size, reading habits etc.) that enable us to target content and advertising based on interests and predictive analytics. This is the only database of its kind in the dental industry.

And we’re not resting on our laurels in 2018. We will continue to innovate and evolve to meet the needs of our print and online readers. We will continue to provide fair and balanced editorial that is not “pay for play” in an era where that is all too common among dental publications. It’s a commitment that we take very seriously and it shows in everything we do.
In the very late 1990s my office was burglarized. Fortunately, one of my patients owned a small security/alarm company and he had convinced me to install an alarm system in the office. He had somehow gotten access to some crime statistics for my area and showed me that the incidence of break-ins for small businesses was on a statistical upswing. But it didn't affect my business at all. The good convenience than anything else. It was irritating, very high and the police told me there was a ring of copper thieves in the area. They took the copper pipes were already covered by insurance compared to dealing with some of our lives and our petty cash was less than $50, made it impossible for me to resist. But it didn't affect my business at all. The good convenience than anything else. It was irritating, very high and the police told me there was a ring of copper thieves in the area. They took the copper pipes were already covered by insurance compared to dealing with some of our lives and our petty cash was less than $50, made it impossible for me to resist. The new break-in threat was on a statistical upswing. But it didn't affect my business at all. The good convenience than anything else. It was irritating, very high and the police told me there was a ring of copper thieves in the area. They took the copper pipes were already covered by insurance compared to dealing with some of our lives and our petty cash was less than $50, made it impossible for me to resist. The new break-in threat was on a statistical upswing. But it didn't affect my business at all. The good convenience than anything else. It was irritating, very high and the police told me there was a ring of copper thieves in the area. They took the copper pipes were already covered by insurance compared to dealing with some of our lives and our petty cash was less than $50, made it impossible for me to resist. The new break-in threat was on a statistical upswing. But it didn't affect my business at all. The good convenience than anything else. It was irritating, very high and the police told me there was a ring of copper thieves in the area. They took the copper pipes were already covered by insurance compared to dealing with some of our lives and our petty cash was less than $50, made it impossible for me to resist. The new break-in threat was on a statistical upswing. But it didn't affect my business at all. The good convenience than anything else. It was irritating, very high and the police told me there was a ring of copper thieves in the area. They took the copper pipes were already covered by insurance compared to dealing with some of our lives and our petty cash was less than $50, made it impossible for me to resist. The new break-in threat was on a statistical upswing. But it didn't affect my business at all. The good convenience than anything else. It was irritating, very high and the police told me there was a ring of copper thieves in the area. They took the copper pipes were already covered by insurance compared to dealing with some of our lives and our petty cash was less than $50, made it impossible for me to resist. The new break-in threat was on a statistical upswing. But it didn't affect my business at all. The good convenience than anything else. It was irritating, very high and the police told me there was a ring of copper thieves in the area. They took the copper pipes were already covered by insurance compared to dealing with some of our lives and our petty cash was less than $50, made it impossible for me to resist. The new break-in threat was on a statistical upswing. But it didn't affect my business at all. The good convenience than anything else. It was irritating, very high and the police told me there was a ring of copper thieves in the area. They took the copper pipes were already covered by insurance compared to dealing with some of our lives and our petty cash was less than $50, made it impossible for me to resist. The new break-in threat was on a statistical upswing. But it didn't affect my business at all. The good convenience than anything else. It was irritating, very high and the police told me there was a ring of copper thieves in the area. They took the copper pipes were already covered by insurance compared to dealing with some of our lives and our petty cash was less than $50, made it impossible for me to resist. The new break-in threat was on a statistical upswing. But it didn't affect my business at all. The good convenience than anything else. It was irritation
THE DENTAL GROUP - backed by the power of UBM Medica

Merges two leaders in the industry Advanstar Healthcare & UBM Medica into the NEW UBM Medica

#1 Forms the largest medical publisher as measured by ad revenue

28 brands in 16 market specialties

15 print journals
25 mobile apps
65 newsletters
3 major owned and operated networks with
30 individual websites

752,000 print subscribers

Database of 1,200,000 healthcare professionals

2 million unique visitors each month

5 million page views on average each month and growing

More than 1,000 KOLs on editorial boards

www.ModernDentalNetwork.com
Ideas that Deliver Results

Get ahead of where the industry is going.

www.ModernDentalNetwork.com
RIGHT PERSON

**Premium Audience. Premium Content. Premium Leads.**

**Touch Points:** Become a part of the native user experience

- **Social Media**
  - 73,976

- **eNewsletter Opens**
  - 125,730

- **Print**
  - 116,996

- **Web**
  - 425,426

742,128 touch points per month

TAP INTO THE POWER OF UBM DENTAL MEDIA WITH CROSS CHANNEL PROMOTION

All metrics are publisher’s own data.
134,000 is combine circulation of DPR and DE

www.ModernDentalNetwork.com
RIGHT PLACE & TIME

Marketing Channels and Tactics...

Exposure
- Print: Impressions, Pageviews, SOV, Cover tips/Covers/ROB, Post Its, Inserts
- eNewsletters: Impressions, Pageviews, SOV, eNewsletters – Display Ads, eNewsletters – Text Ads
- Social: Impressions, Pageviews, SOV, Social – Twitter, Facebook, Linked In, & Instagram
- Custom Lead Nurturing: Leads

Engagement
- Print: Clicks, CTR
- Web: Clicks, CTR
- eNewsletters: Clicks, CTR
- Social: Clicks, CTR
- Custom Lead Nurturing: Clicks, CTR

Demand Generation
- Editorial/Content or Product Programs
- Webinars/On-Demand & Live
Our Mission

Dental Products Report – known for its trusted new product information – delivers a sharp focus on high-tech innovations and how cutting-edge technologies are transforming practices. DPR helps dentists future-proof their practices and position themselves to deliver the best dentistry possible to benefit both their patients and their practices. DPR is committed to asking the right questions and delivering quality editorial content.

Responding to the ever-changing needs of dentists

• On a daily basis, readers comb through a plethora of content, often in “pay for play” journals where information is biased because the company has also purchased advertising. DPR doesn’t operate under this model, and is dedicated to providing unbiased information about the latest developments.

• The latest advances in dental technology, including the digital workflow, makes staying on top of cutting edge advancements in all areas critically important to our readers.

• We are retooling our editorial focus to the presentation of techniques as well as innovative concepts, insights, and discoveries in dental technology.

• We are also revamping our Editorial Advisory Board to reflect this next generation of technology that is and will continue to impact the dental industry.
## 2018 Editorial and Production Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Close</th>
<th>Final Ad Materials Due</th>
<th>Editorial Features*</th>
<th>Bonus Distribution</th>
</tr>
</thead>
</table>
| JANUARY | 12/4 | 12/11 | **Cover Story:** What 2018 means for Insurance coding: What you need to know, what you can ignore, and how to keep from getting into trouble  
**Front cover editorial:** What I’ve learned about insurance codes, the hard way  
**Secondary story (if applicable):** 5 tools to make insurance less of a pain  
**Product Roundup:** Dental handpieces | Bonus Distribution: Yankee Dental |
| FEBRUARY | 1/8 | 1/16 | **Cover Story:** Why cosmetic dentistry matters to every practice  
**Front cover editorial:** Some surprising ways you can get into cosmetic dentistry  
**Secondary story (if applicable):** How cosmetic dentistry opens the doors to new opportunities (partner with Aesthetic channel)  
**Product Roundup:** Whitening systems  
**Dental Practice Management Supplement** | Bonus Distribution: Chicago Midwinter |
| MARCH | 2/5 | 2/12 | **Cover Story:** What a paperless practice really looks like  
**Front cover editorial:** My transition to a paperless practice  
**Secondary story (if applicable):** 5 ways EHRs can save your practice time and money  
**Product Roundup:** Chicago products | Bonus Distribution: Hinman |
| APRIL | 3/6 | 3/13 | **Cover Story:** The hidden technology inside the mouth: The story of modern dental materials  
**Front cover editorial:** What really makes a good composite  
**Secondary story (if applicable):** Direct or indirect: That is the question!  
**Product Roundup:** Composites | Bonus Distribution: CDA South |
| MAY | 4/4 | 4/11 | **Cover Story:** The products that make dental implants work  
**Front cover editorial:** How technology has changed my implant workflow  
**Product Roundup:** Dental implant systems  
**Dental Practice Management Supplement** | |
| JUNE | 5/3 | 5/10 | **Cover Story:** 9 ways your practice is at risk of significant infection  
**Front cover editorial:** How I made my practice bulletproof for infection issues  
**Secondary story (if applicable):** 10 ways to avoid an OSHA visit  
**Product Roundup:** Infection management systems | |

*Editorial content subject to change
## 2018 Editorial and Production Calendar

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<thead>
<tr>
<th>Issue</th>
<th>Ad Close</th>
<th>Final Ad Materials Due</th>
<th>Editorial Features*</th>
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<tbody>
<tr>
<td>JULY</td>
<td>6/4</td>
<td>6/11</td>
<td><strong>Cover Story:</strong> The true science fiction of future dentistry</td>
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<td><strong>Front cover editorial:</strong> The innovation that’s changed my practice the most</td>
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<td><strong>Secondary story (if applicable):</strong> Innovator Profiles (if supported)</td>
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<td><strong>Product Roundup:</strong> 3D printers</td>
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<tr>
<td>AUGUST</td>
<td>7/3</td>
<td>7/11</td>
<td><strong>Cover Story:</strong> 10 ways to make pediatric dentistry easier</td>
<td>Bonus Distribution: CDA North</td>
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<td><strong>Front cover editorial:</strong> How I made pediatric dentistry work for my practice</td>
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<td><strong>Secondary story (if applicable):</strong> How to manage parent expectations</td>
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<td><strong>Product Roundup:</strong> Oral care solutions (mouth wash/toothpaste/tooth brushes)</td>
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<td><strong>Dental Practice Management Supplement</strong></td>
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<td>SEPTEMBER</td>
<td>8/3</td>
<td>8/10</td>
<td><strong>Cover Story:</strong> The state of dental technology (based on Q1 survey)</td>
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<td><strong>Front cover editorial:</strong> Best of Class</td>
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<td><strong>Secondary story (if applicable):</strong> Best of Class coverage</td>
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<td><strong>Product Roundup:</strong> Bulk fill materials</td>
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<td>OCTOBER</td>
<td>9/4</td>
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<td><strong>Cover Story:</strong> The top new emerging dentists</td>
<td>Bonus Distribution: ADA</td>
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<td><strong>Front cover editorial:</strong> What younger dentists are bringing to dentistry</td>
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<td><strong>Secondary story (if applicable):</strong> 6 things the dental industry needs to address NOW</td>
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<td><strong>Product Roundup:</strong> Dental lasers</td>
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<td>NOVEMBER</td>
<td>10/3</td>
<td>10/11</td>
<td><strong>Cover Story:</strong> Digital impression systems: Ready for their close-up?</td>
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<td><strong>Front cover editorial:</strong> Is it possible to go fully digital for restorative work?</td>
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<td><strong>Product Roundup:</strong> Intraoral scanners</td>
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<td><strong>Dental Practice Management Supplement</strong></td>
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<tr>
<td>DECEMBER</td>
<td>11/2</td>
<td>11/9</td>
<td><strong>Cover Story:</strong> Top 100</td>
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</tbody>
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*Editorial content subject to change
**DENTAL PRODUCTS REPORT BOARD MEMBERS**

**DR. LEAH CAPOZZI**
Dr. Leah Capozzi graduated from the University at Buffalo School of Dental Medicine in 2009. After completing an Advanced Education in General Dentistry at the University of Buffalo, Dr. Capozzi set up private practice in Colorado. Proficient in CEREC dentistry and Invisalign, she teaches CEREC dentistry to dental students with igniteDDS. Dr. Capozzi is a member of the American Academy of Dental Sleep Medicine and currently practices in Buffalo, N.Y.

**DR. TARA GRIFFIN, DMD**
Dr. Tara Griffin is a 1994 graduate of Milliken University in Decatur, Ill., and received her Doctor of Dental Medicine degree from the University of Kentucky College of Dentistry. She maintained a private group practice in Illinois for several years, with a focus on comprehensive restorative dentistry and treatment of TMJ disorders and sleep apnea. In 2012, she refined her focus to management of sleep-breathing disorders with oral appliance therapy. Dr. Griffin currently practices in Florida at Dental Sleep Solutions, with offices in Bradenton, Sarasota and Tampa.

**DR. EMILY HOBART**
Dr. Emily Hobart graduated from Midwestern University in Glendale, Ariz., in 2015. During her time in dental school, she was very involved with the American Student Dental Association (ASDA), serving as the chapter president for two years and District 10 trustee for one year. A native of Ontario, Canada, Dr. Hobart grew up in the Phoenix area. She currently practices in Columbia, S.C.

**DR. JOHN FLUCKE**
Dr. John Flucke was born and raised in Kansas City. He received his Doctor of Dental Surgery degree from the University of Missouri-Kansas City in 1987. He has practiced in Lee’s Summit, Mo., since 1989 and was pleased to open his new state-of-the-art facility in 2007. His passion is technology and he is always looking for the latest development to benefit his patients. His knowledge on technology makes him a frequent lecturer at major dental educational events and an internationally recognized opinion leader.

**DR. KRISTOPHER MENDOZA, DDS**
Dr. Kristopher Mendoza attended undergrad at the University of the Pacific before graduating from the UCLA School of Dentistry in 2015. He is currently completing a dental anesthesiology residency at UCLA. A member of the American Student Dental Association, Dr. Mendoza served as the national president of the organization in 2014-15, and was the official spokesperson of the organization.

**DR. JASON WATTS**
Dr. Jason Watts is a graduate of Florida State University, and received his Doctor of Dental Medicine degree in May 2015 from the Nova Southeastern University College of Dental Medicine. Dr. Watts is a contributing editor to igniteDDS, and the lead author for the Wisdom Tooth Blog (www.MedproDentalBlog.com). He is a dental consultant for Medpro Dental Malpractice and has a private practice in Cape Coral, Fla. He currently serves as an ASDA consultant to the ADA New Dentist Committee, is the ADA Foundation New Dentist Liaison on Give Kids a Smile, and is a member of the American Dental Association and the Academy of General Dentistry.

**DR. TARA GRIFFIN, DMD**
Dr. Tara Griffin is a 1994 graduate of Milliken University in Decatur, Ill., and received her Doctor of Dental Medicine degree from the University of Kentucky College of Dentistry. She maintained a private group practice in Illinois for several years, with a focus on comprehensive restorative dentistry and treatment of TMJ disorders and sleep apnea. In 2012, she refined her focus to management of sleep-breathing disorders with oral appliance therapy. Dr. Griffin currently practices in Florida at Dental Sleep Solutions, with offices in Bradenton, Sarasota and Tampa.

**DR. AMISHA SINGH**
Dr. Amisha Singh is a Denver native and loves living in Colorado. While in dental school, she was the founder of the first diversity oriented, nationally based organization at the school and she currently serves the University of Colorado Department of Diversity and Inclusion as an alumni contributor. She is a member of the ADA, CDA and MSCD and serves on the CDA New Dentist Committee as Social Chair. She is also a blogger/writer, speaker and is the AVID Healthcare Liaison for Denver Public Schools.

**DR. ERINNE KENNEDY**
Dr. Erinne Kennedy completed her undergraduate studies at The Ohio State University before earning her degree from the Nova Southeastern University College of Dental Medicine in 2015. During dental school, she was involved with the American Student Dental Association (ASDA), serving as local vice president and national contributing editor. She is currently a blogger for igniteDDS and an alumnus writer for the ASDA. She is a member of the American Dental Association, the Massachusetts Dental Association and the Academy of General Dentistry.

**DR. KRISTOPHER MENDOZA, DDS**
Dr. Kristopher Mendoza attended undergrad at the University of the Pacific before graduating from the UCLA School of Dentistry in 2015. He is currently completing a dental anesthesiology residency at UCLA. A member of the American Student Dental Association, Dr. Mendoza served as the national president of the organization in 2014-15, and was the official spokesperson of the organization.

**DR. DAVID RICE, DDS**
Dr. David Rice is the founder of igniteDDS, the nation’s largest student and new dentist community. Dr. Rice travels the world speaking, writing and connecting today’s top young dentists with successful dental practices. In addition to igniteDDS, he maintains a restorative and implant practice in East Amherst, NY. Dr. Rice received his DDS degree from the State University of New York at Buffalo in 1994, and completed his residency at the Allegheny General Hospital in Pittsburgh in 1995.

**DR. AMISHA SINGH**
Dr. Amisha Singh is a Denver native and loves living in Colorado. While in dental school, she was the founder of the first diversity oriented, nationally based organization at the school and she currently serves the University of Colorado Department of Diversity and Inclusion as an alumni contributor. She is a member of the ADA, CDA and MSCD and serves on the CDA New Dentist Committee as Social Chair. She is also a blogger/writer, speaker and is the AVID Healthcare Liaison for Denver Public Schools.
# Print Advertising

## Dental Products Report Print Display Advertising Rates

### Full-Run Rates:

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<tr>
<th>B/W Rates</th>
<th>1x</th>
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### Black & White Rates

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

**Color Rates**

Additional costs to black & white space rates:

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

### Regional Advertising

Contact your representative for rates.

- Cover 2: B/W rate + 15% + 4/C rate
- Cover 3: B/W rate + 20% + 4/C rate
- Cover 4: B/W rate + 25% + 4/C rate
- Center spread B/W rate + 15% + 4/C rate per page
- Other preferred or special position—contact your representative

### Digital Ad Requirements

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

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

3. Accepted Method of Delivery: The preferred method of delivering ad files to UBM is via a web based ad uploader, https://ads.ubm.com. Files can also be submitted on CD-R or DVD-R disc format.

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

### Print AdvertisinG

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

| Tab Bleed Spread: | 20.25" x 12.75" |
| Tab Bleed: | 10.25" x 12.75" |
| Tab Non Bleed Spread: | 19" x 12" |

| 2/3 Vertical Page: | 5.625" x 12" |
| 2/3 Vertical Page Bleed: | 6.125" x 12.75" |
| 1/2 Vertical Page: | 4.25" x 12 |
| 1/2 Vertical Page Bleed: | 4.75" x 12.75" |
| 1/3 Vertical Page: | 2.8125" x 12 |
| 1/3 Vertical Page Bleed: | 3.3125" x 12.75" |

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

**1/4 Horizontal Page: 4.25" x 3.5"**
**1/4 Vertical Page: 2.8125" x 5.5"**

**1/6 Horizontal Page: 2.8125" x 3.5"**

**Click for display advertising specifications and to submit your ad materials, or visit https://ads.ubm.com**

**Email Insertion orders and contracts to: dpr@hcl.com**
DPR PRODUCT TEST DRIVE

New in 2018! Exclusive Product Review

Your product is supplied to Dr. John Flucke and his team 8-10 weeks prior to publication for use in his practice.

Dr. Flucke and team publishes the review to appear in spread format within Dental Products Report and published online.

Includes a Facebook Live demonstration video that is embedded within the online article (minimum 2,000 views).

Audience Reach:

- Exclusively Published in Dental Products Report (DPR)
  - Limited to (one review per issue in 2018)
- Hosted on DPR website (product review section)
- Promoted in social channels, eNewsletters

Package Investment: $20,000 net
NEW IN 2018

DENTAL PRACTICE MANAGEMENT SUPPLEMENT PACKAGE

The content will focus on all non-clinical aspects in running a dental practice and issues affecting the business of dentistry.

PRINT:
- 4x 2018: February, May, August, November
- Full page ad (or corporate profile) in dedicated DPM Supplement mailed with Dental Products Report (117,000 circulation GP’s)
- Bonus Distribution:
  - Feb 2018: Chicago Mid-Winter + Hinman Meeting
  - May 2018: CDA South
  - August 2018: CDA North + ADA
  - November 2018: Greater New York Dental

DIGITAL:
- 1x e-Blast to DPR opt-in list of 65,000
- 4x e-Newsletter to DPR opt-in 90-day engaged list (300x250 static banner or text ad)
- 50-lead CPL supplied asset campaign
- ROS banners on dedicated Topic Resource Center (TRC) (within Dental Practice Management online)
  - Includes banners on dedicated e-newsletters (3x) driving traffic to TRC

Pricing: $10,000 package per issue (or discounted to $35,000 for full year) that includes all print and digital outreach.
### Banner Ads

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (WxH)</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard; Big Box; Sky scraper; Wide Sky scraper</td>
<td>728x90; 300x250; 120x600; 160x600</td>
<td>$90/CPM (net)</td>
</tr>
<tr>
<td>Double Rec</td>
<td>300x600</td>
<td>$120/CPM (net)</td>
</tr>
<tr>
<td>Pushdown</td>
<td>970x90</td>
<td>$150/CPM (net)</td>
</tr>
<tr>
<td>Mobile Ad Units</td>
<td>300x50, 320x50, 300x250</td>
<td>$135/CPM (net)</td>
</tr>
</tbody>
</table>

*Ad served to visitors of our site through a variety of mobile devices. Formats are expandable (upward)*

### Welcome Ads

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (WxH)</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interstitial/ Welcome Ad</td>
<td>640x480</td>
<td>$250/CPM (net)</td>
</tr>
</tbody>
</table>

### Wallpaper

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (WxH)</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wallpaper</td>
<td>150x1050</td>
<td>$170 CPM (net)</td>
</tr>
</tbody>
</table>

### Floating Footer

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (WxH)</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Floating Footer</td>
<td>728x90; 970x90; 1025x100</td>
<td>$170 (CPM) net</td>
</tr>
<tr>
<td>UBM DPR’s Modern Dental Network</td>
<td>Ad Unit</td>
<td>Rate</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>--------------------------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td></td>
<td>ROS banners (Leaderboard, Big Box/Rectangle)*</td>
<td>$90 CPM</td>
</tr>
<tr>
<td></td>
<td>Geo-targeted</td>
<td>$150 CPM</td>
</tr>
<tr>
<td></td>
<td>Contextual</td>
<td>$150 CPM</td>
</tr>
<tr>
<td></td>
<td>Behavioral targeting</td>
<td>$200 CPM</td>
</tr>
<tr>
<td></td>
<td>Floating Footer</td>
<td>$170 CPM</td>
</tr>
<tr>
<td></td>
<td>Homepage Takeover (DPR)</td>
<td>$6,500 / month</td>
</tr>
<tr>
<td></td>
<td>Homepage Takeover (DE, DPM, MH)</td>
<td>$4,000 / month</td>
</tr>
<tr>
<td></td>
<td>Interstitial/Welcome Ad</td>
<td>$250 CPM</td>
</tr>
<tr>
<td></td>
<td>Pushdown Leaderboard</td>
<td>$135 CPM</td>
</tr>
<tr>
<td></td>
<td>Wallpaper</td>
<td>$170 CPM</td>
</tr>
<tr>
<td></td>
<td>Mobile Units</td>
<td>$135 CPM</td>
</tr>
</tbody>
</table>

*Creative rotates between Leaderboard, Big Box/Rectangle ad units.

All clients should provide both creative sizes (Leaderboard and Big Box/Rectangle)
Ideas that Deliver Results

eMEDIA - eNEWSLETTERS

Pricing:
- eNewsletter banner/text ad: $1,500 net
- eBlast: $6,000 net
- co-branded custom send (supplied HTML file: 3x per week)

<table>
<thead>
<tr>
<th>eNewsletter</th>
<th>Editorial/Content</th>
<th>Audience</th>
<th>Frequency</th>
</tr>
</thead>
</table>
| DPR                      | Premier dental magazine provides insightful analysis of current dental trends, and a positive voice for every dental practice. | Dentists of every specialty, but particularly general practitioners.       | 3x/week
|                           |                                                                                  |                                                                          | - Monday            |
|                           |                                                                                  |                                                                          | - Wednesday         |
|                           |                                                                                  |                                                                          | - Saturday          |
| digital esthetics         | Looks at how technology is shifting dental workflows. Focuses on techniques and how digital tools/materials are used in dental work. | Dental labs who are technologically minded and committed to esthetics; dentists who run in-office labs | 1x/week
|                           |                                                                                  |                                                                          | - Tuesday           |
| modern hygienist.com      | News, analysis, relatable articles about current trends and fun, viral articles about life as a hygienist. | The dental hygienist, along with any dentist who wants to know pain points on her/his team. | 1x/week
|                           |                                                                                  |                                                                          | - Thursday          |
| PRACTICE                  | Management tips, business help and more for dental professionals who need to be smart businesspeople in the industry. | Front office managers; general practitioners; dental practice CEOs; dental entrepreneurs looking to expand into the DSO market | 1x/week
| MANAGEMENT                |                                                                                  |                                                                          | - Friday            |

www.ModernDentalNetwork.com

Rev. 11/20/2017
### INBOUND/CONTENT MARKETING

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Pricing (NET)</th>
</tr>
</thead>
</table>
| Partner Perspectives            | • Native advertising program guarantees vendor content featured as regular editorial process.  
|                                 | • Guaranteed promotion includes e-newsletter and social media.                                                                                                                                               | $3,500 (1x)        |
|                                 |                                                                                                                                                                                                            | $8,925 (3x)        |
| Topic Resource Center           | • Exclusive sponsorship on dedicated topic of choice  
|                                 | • Website ad impressions on Resource Center page and articles  
|                                 | • Dedicated monthly promotional newsletter to target list with ad                                                                                                                                              | $7,500/month       |
|                                 | (3-month minimum)                                                                                                                                                                                            |                    |
| Webinars                        | • Full turnkey solution, hosting of webinar (up to 3 months)  
|                                 | • Registration and lead delivery of at least 75 webinar registrants  
|                                 | • Topic to be mutually agreed upon with consultation from editorial  
|                                 | • Client to provide presentation deck and speaker (content creation available for additional fee)                                                                                                             | $12,500            |
| e-Books                         | • Guaranteed leads from the e-book (150 lead guarantee)  
|                                 | • Flippable e-book; full licensing rights; 2/3 DPR’s existing content, 1/3 client submitted content; client can submit up to 2 full page ads                                                                             | $15,000            |
| Whitepaper/Case Study           | • Up to 4 pages, content written by UBM editors with full licensing rights  
|                                 | • 150 lead guarantee included                                                                                                                                                                               | $15,000            |
| Checklist                       | • Logo and branding placement in the checklist (mini e-book sized to a PowerPoint presentation)  
|                                 | • 2/3 UBM existing content; 1/3 your content; or written by editorial on relevant topic  
|                                 | • All leads from the checklist (min. 75 lead guarantee)                                                                                                                                                      | $10,000            |
| Custom Quizzes                  | • 100% Share-of-Voice site ad impressions on quiz page  
|                                 | • 100% Share-of-Voice ads on month exclusive quiz e-Newsletter (sent to a segment of our engaged audience relevant to the topic)                                                                             | $7,500/month       |
|                                 | (3-month minimum)                                                                                                                                                                                            |                    |
| Lead Generation/CPL (cost-per-lead) | • Client-supplied assets  
|                                 | • Lead generation with full reporting                                                                                                                                                                       | Starts @ $65 CPL   |
| Custom Research: Pulse Poll     | • Online survey to gather data/knowledge  
|                                 | • Accommodates up to 10 client-supplied questions (9 closed-ended, 1 open-ended) and up to 5 demographic questions to gather information about the respondents (e.g., gender, practice type, location), UBM provided.         | $10,500            |
| Event Opportunity: Conference Coverage Reporter | UBM Medica editors and writers cover key trade events (IDS, CMW, CDA, ADA, GNY):  
|                                 | • Daily articles on breaking conference news  
|                                 | • Banners on daily E-News and Conference TRC                                                                                                                                                               | $25,000 exclusive or |
|                                 |                                                                                                                                                                                                            | $7,500 multi-      |
|                                 |                                                                                                                                                                                                            | sponsored; 4       |
|                                 |                                                                                                                                                                                                            | vendors max       |
| Event Opportunity: Facebook Live (video) | • Short 2-3 minute segment e.g. KOL testimonial, product demonstration, product launch presentation  
|                                 | • Live segment broadcast on FB DPR and share across DE/DPM/MH FB; total audience reach 39,000                                                                                                                 | $5,000             |
| Event Opportunity: Instagram Add-On (video) | • Additional extension of Facebook video to be promoted on Instagram page & story  
|                                 | • Segment broadcast on DPR Instagram (6,700 followers)                                                                                                                                                      | $2,500             |
get social with our 40,000+ followers

Our audience is your audience take advantage of our engaged social media audience with our social post packages.

For any of the packages, you submit your posts and we’ll distribute them across our channels – it’s that easy. And, a full metrics report breaking down reach, impressions and engagement will be delivered to you one week after the final posting.

**Starter Social Package**
- Up to 8 Tweets and 2 Facebook posts per month (10 posts total!)
- Combination is flexible, but no more than 6 Facebook posts per month
- Metrics reporting
- Net Cost: $3,750

**Pro Social Package**
- Up to 12 Tweets and 8 Facebook posts per month (18 posts total!)
- Combination is flexible, but no more than 8 Facebook posts per month
- Metrics reporting
- Net Cost: $6,300

**Corporate Social Package**
- Up to 16 Tweets and 8 Facebook posts per month (24 posts total!)
- Combination is flexible, but no more than 6 Facebook posts per month
- Metrics reporting
- Net Cost: $8,450

**Show Coverage Social Package (6 days)**
- 6 Days of Coverage
  - 2 Tweets per day
  - 1 Facebook post per day
- 24 posts total during the Show
- Metrics reporting
- Net Cost: $10,000

**Social Sharing Package (3 month commitment)**
- Up to 8 Tweets and 5 Facebook posts per month (13 posts total!)
- Metrics reporting
- Net Cost: $3,300 per month

**Instagram Package (3 month commitment)**
- Post 3 Instagram posts per month (9 posts total!)
- Metrics reporting
- Net Cost: $3,300 per month

**Facebook Live!**
Facebook Live! Streaming Video
Leverage Social Media at Industry Trade Shows in 2018!
- Live segment from the trade show floor and available on-demand
- Perfect for product updates, announcements, interviews or demonstrations
- Leverage influence of Key Opinion Leaders (KOL) and other industry thought leaders
- Leverage influence of the Dental Products Report brand and audience of GP’s
- Guaranteed promotion to drive audience
  - 2x postings on DPR Facebook page
  - 2x postings within DPR E-newsletter
- Enduring content asset that can be used in other marketing efforts

Introductory Pricing: $3,500
$4,000 with our Chief Dental Editor Dr. John Flucke
FEATURED RESOURCES

New in 2018!

Partner Perspectives - Join the Conversations and Share Your Point of View

Partner Perspectives is a native advertising program that gives you the opportunity to inject thought leadership and insight within the context of our trusted, editorial communities through contributed content. Engage dental decision makers with articles and content pieces by your subject experts while igniting discussions with the practice management community through full commenting and social sharing tools.

Partner Perspectives Provides the Same User Experience as an Editorial Article

- Your article and video blogs are featured on our homepage blog roll
- Your content is hosted on a dedicated landing page that also features your logo, company overview, and bloggers
- An integrated promotional program across our community site provides you with significant exposure to our audience

Program Benefits

- **Your voice:** Articles, press releases, blogs, videos, etc. are embedded within the context of a leading online community; number of posts based on program level
- **Homepage promotion:** Your posts appear in Recent Content stream on home page of community. Your content will be featured among regularly posted content from our editorial team.
- **Dedicated pages with roadblock:** Branded landing page with advertising roadblock (leaderboard, rectangle and Native Content Distribution units)
- **Our platform:** Ongoing promotions; leverage our SEO-driven sites; eNewsletter promotions and Social Media (Twitter, LinkedIn, Etc) promotions (1x a week)
- **Engagement:** Full commenting and social sharing tools

| Pricing – (program within 3-month period) |
|------------------|------------------|------------------|
| **Bronze**       | **Silver**       | **Gold**        |
| 1 post           | 3 posts (quarterly) | 6 posts (quarterly) |
| $3,500           | $8,925           | $15,750         |

New in 2018!
CUSTOM RESEARCH

Pulse Polls
If you need insights into the minds, attitudes and desires of your audiences – whether creating new products, validating your research, investigating market opportunities or other qualitative needs, we can provide custom research at an affordable price.

Gather Insights and Allows You to Understand Behavior
• Gain statistically relevant, projectable insight about audience perceptions and behavior
• Are your marketing messages connecting?
• Why do practitioners use a particular therapy or procedure?

Let us deliver the insights you need from dentists and other dental professionals, when you need them.

Basic program: $10,500 – Single Audience
$2,500 – Each Additional List/Audience

• Online survey to gather data/knowledge
• Accommodates up to 10 client-supplied questions (9 closed-ended, 1 open-ended) and up to 5 demographic questions to gather information about the respondents (e.g., gender, practice type, location), UBM provided
• UBM to field the web based survey to a sufficient demographic sample to allow for subsequent calculation of the responses: goal of 100 minimum responses per audience group
• UBM to provide raw survey data of finding to client

Custom pricing and study details available for Pulse Poll surveys that exceeds the scope of the Basic program
<table>
<thead>
<tr>
<th>Creative Unit Name</th>
<th>Initial Dimensions (WxH in pixels)</th>
<th>Maximum Expanded Dimensions (WxH in pixels)</th>
<th>File Format</th>
<th>Max Initial File Load Size (See note 2 below)</th>
<th>Host-initiated Subload (See note 3 below)</th>
<th>Animation/Video Guidelines (See video notes below)</th>
<th>Z-index Range (See General Ad Requirements below)</th>
<th>Unit-Specific Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>600x250</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See &quot;In-Banner Video&quot; &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>skyscraper / Wide Skyscraper</td>
<td>120x600, 160x600</td>
<td>600x600</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See &quot;In-Banner Video&quot; &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>728x315</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See &quot;In-Banner Video&quot; &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600</td>
<td>600x600</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See &quot;In-Banner Video&quot; &amp; Rich Media units below</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
</tr>
<tr>
<td>Pushdown</td>
<td>970x90</td>
<td>970x415</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video</td>
<td>0 - 4,999</td>
<td>Expanding Pushdown ad units &quot;push&quot; page content down rather than expanding over page content. Please see style guide for details on labeling and required controls.</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>150x1050</td>
<td>Expansion not allowed for this unit</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>Not allowed for this unit</td>
<td>Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>In-Banner Video</td>
<td>300x250, 160x600, 728x90, 300x600</td>
<td>Expansion not allowed for these units</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>100 KB</td>
<td>Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>Between-the-Page  (aka &quot;Interstitial&quot;)</td>
<td>Variable</td>
<td>Expansion not applicable for this unit</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>Minimum 24 fps for video / 15 sec max length (unlimited user-initiated) / 1.1 MB additional file size allowed for host-initiated video / Unlimited file size for user-initiated video</td>
<td>N/A Unless the ad covers content on the target page, then use range for overlays: 6,000,000+</td>
<td>Label = &quot;Advertisement&quot; Font = 8pt (11px) by 16pt (21px) / &quot;Close&quot; control provided by browser window if ad displays in its own browser window. If overlaid on target page, include &quot;Close X&quot; button. Font = 8pt (11px) by 16pt (21px)</td>
</tr>
<tr>
<td>Mobile Static Banner</td>
<td>300x50</td>
<td>Expansion not allowed for this unit</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>50 KB</td>
<td>Not allowed for this unit</td>
<td>15 sec max animation length / Video not allowed for this unit</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>Mobile Wide Static Banner</td>
<td>320x50</td>
<td>Expansion not allowed for this unit</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>50 KB</td>
<td>Not allowed for this unit</td>
<td>15 sec max animation length / Video not allowed for this unit</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>Mobile Rectangle</td>
<td>300x250</td>
<td>Expansion not allowed for this unit</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>Not allowed for this unit</td>
<td>15 sec max animation length / Video not allowed for this unit</td>
<td>0 - 4,999</td>
<td></td>
</tr>
<tr>
<td>Floating Footer</td>
<td>728x90, 970x90, 1025x100</td>
<td>Expansion not allowed for this unit</td>
<td>Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit</td>
<td>0 - 4,999</td>
<td></td>
</tr>
</tbody>
</table>

Abbreviations: px = pixel; sec = seconds; fps = frames per second
General Ad Requirements (Apply to all ads):

- **Interest-Based Advertising (IBA):** Include IBA self-regulation controls for ads using behavioral targeting (5 KB max file size)
- **Audio:** Must be user-initiated. To allow for audio initiation in videos without player controls, a control may be included for user to initiate audio.
- **Hotspot:** Not to exceed 1/4 size of ad. Initiated when cursor rests on hotspot for at least 1 sec. Must NOT initiate audio.
- **Defining ad space:** Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).
- **Max CPU:** Ad not to exceed 30% CPU usage during host-initiated execution.
- **Submission lead time:** Minimum lead time for ad file submission is 6 days before campaign start.
- **Max number of host-initiated file requests:** Ad not to exceed 15 file requests during initial file load and host-initiated subload. Unlimited file requests allowed after user-interaction.

File weight calculation: All files for the ad (.html, .js, .css, images, etc.) must be included as part of the maximum file weight calculation for all file load limits. Shared libraries are also included as part of the file weight calculation unless otherwise exempted. File weights are calculated after files have been compressed into gzip format. You can use this site to check if your creative is within our specs guidelines http://html5.iabtechlab.com/needauth?redir.

Initial file load: Includes all assets and files necessary for completing first visual display of the Ad.

Initial file load:

1. **Initial file load:** Includes all assets and files necessary for completing first visual display of the Ad.
2. **Host-initiated subload:** Where allowed, additional files may load one second after the browser domContentLoadedEventEnd event. The ad should be able to “listen” for the browser domContentLoadedEventEnd event before subsequent files beyond the initial max file size may be loaded.
3. **User-initiated file size:** Ads that allow additional file size for host-initiated subload also allow for unlimited file load after user-initiated interaction. User initiation is the willful act of a user to engage with an ad. Users may interact by clicking or tapping the ad, and/or rolling over an ad (or a portion of an ad).

HTML5 Note:

HTML5 provides / introduces new options for developing ads. The IAB has developed “HTML5 for Digital Advertising” (http://www.iab.com/html5) to help ad designers provide ads in HTML5 unit that will perform more successfully across the display advertising ecosystem. Please review this document and adopt its recommendations to help improve HTML5 ad performance in the industry.
**WE KNOW HEALTHCARE. WE GET RESULTS.**
We partner with our clients to deliver strategic, integrated communications solutions to key decision-makers through the proven strength of our brands, when and where our clients need it.

**Sales**

**Eric Temple-Morris** VP Medical & Dental Solutions
- Office: (415) 947-6231
- Mobile: (971) 645-6805
- eric.temple-morris@ubm.com

**Derek Hamilton** Associate Publisher
- Office: (610) 449-1056
- Mobile: (818) 624-0224
- derek.hamilton@ubm.com

**Keith Easty** Sales Manager, Midwest
- Office: (218) 740-6511
- Mobile: (847) 772-7897
- keith.easty@ubm.com

**Rocky Pedden** Sales Manager, West
- Office: (503) 203-1062
- Mobile: (503) 997-2537
- rocky.pedden@ubm.com

**Renée Schuster** Account Executive
- Office: (440) 891-2613
- renee.schuster@ubm.com

**Editorial**

**Laura Dorr** Executive Editor
- Office: (440) 891-2609
- laura.dorr@ubm.com

**Kristen Mott** Associate Editor
- Office: (440) 891-2649
- kristen.mott@ubm.com

**Thais Carter** Editor-At-Large