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

moderndentalnetwork.dentalproductsreport.com
In 2019, ModernMedicine Network’s dental division is proud to continue to strengthen and grow the dental industry’s most complete circle of brands.

No other dental publishing company reaches every member of the dental team, including the dentist, hygienist, assistant, office manager, and laboratory technician. From thriving print titles like Dental Products Report to growing online brands such as, Dental Practice Management, Modern Hygienist and Digital Esthetics, UBM Medica is reaching our readers and giving them the information they need to grow in their careers.

The Modern Dental Network is quite simply the best source of information for any dental professional in the world. With timely articles written specifically for every member of the dental team, the MDN will continue to become the destination for anyone involved in the dental profession to access information and data that simply can’t be beat.

Industry professionals rely on us to deliver the latest information on products, techniques and trends.

The dental team is important in everything we do at ModernMedicine Network. 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 DentalProductsReport.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 2019. 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.
Dental Products Report aims to provide dentists with comprehensive, accurate and unbiased information across the spectrum of specialties. In consultation with forward-looking clinicians and manufacturers, our staff supports dentists as they apply new products and technologies towards their patients. From peer reviews and technique guides, to the latest advances in equipment, materials, supplies and services, we’ve got our readers covered.

Digital Esthetics
If you want to reach dental lab professionals, look no farther than Digital Esthetics. The leading products resource and website in the industry, DE combines the latest in product innovation with cutting-edge techniques and finger-on-the-pulse articles examining new trends and shifts in the dental laboratory. DE works with some of the most well-respected voices and product providers in the industry, providing excellent information and valuable, hard-hitting journalism that delivers the content the dental technician needs.

Modern Hygienist
We’re putting the “modern” in Modern Hygienist as we address these key members of the dental practice with content geared just for them. From the discussion of controversial topics to cutting-edge editorial, hygienists will quickly realize how Modern Hygienist stands out from the crowd and that this isn’t their mother’s hygiene magazine. With weekly digital distribution to some of the most engaged hygienists in the industry, Modern Hygienist will make an impact on readers and your business.

Dental Practice Management
Deliver high-quality content focused on management tips, business help and more for dental professionals who need to be smart businesspeople in the industry. Dental Practice Management will provide engaging content for the entire management team—from the front office, to the dentist-CEO, to the entrepreneurial dentists considering a group practice model.
ModernMedicine Network includes over 30 brands, spanning 17 markets to meet the marketing needs of the healthcare industry.

ModernMedicine Network reaches all sectors of the healthcare industry with tactical brands thru multiple touchpoints. We take pride in our creative approach to targeting qualified audiences, understanding those audiences and delivering relevant, practical content to decision makers. From custom solutions to standard display, our team optimizes the diversity and reach of the ModernMedicine Network to meet your expectations.

ModernMedicine.com

1.25M+ database of HCPs
1.5M unique visitors/month
3.5M average page views/month
780K print subscribers
1000+ KOL’s on Editorial board
Get ahead of where the industry is going.
**Premium Audience. Premium Content. Premium Leads.**

**TOUCH POINTS: BECOME A PART OF THE NATIVE USER EXPERIENCE**

<table>
<thead>
<tr>
<th>Social Media</th>
<th>72,212</th>
</tr>
</thead>
<tbody>
<tr>
<td>eNewsletter Opens</td>
<td>114,798</td>
</tr>
<tr>
<td>Print</td>
<td>117,000</td>
</tr>
<tr>
<td>Web</td>
<td>303,000*</td>
</tr>
</tbody>
</table>

607,010 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 Dental Products Report and Digital Esthetic. *Based on rolling 6 month average.
MARKETING CHANNELS AND TACTICS

Exposure
- Print
- Cover tips/Covers/ROB, Post Its, Inserts
- Web
- Web – Home Page Wraps
- Web – ROS Ads
- Web – Targeted Ads
- Geo | Contextual | Physician-level
- eNewsletters
- eNewsletters – Display Ads
- eNewsletters – Text Ads
- Social
- Social – Twitter, Facebook, LinkedIn, & Instagram
- Web – Hero Box/Native Ads
- Webinars/On-Demand & Live
- Custom Lead Nurturing
- Editorial/Content or Product Programs

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

Demand Generation
- Leads
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.

DentalProductsReport.com

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.
PRINT DISPLAY ADVERTISING RATES – FULL-RUN:

<table>
<thead>
<tr>
<th>B&amp;W Rates</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>15x</th>
<th>20x</th>
<th>24x</th>
<th>36x</th>
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<th>55x</th>
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</thead>
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<td>$8,840</td>
<td>$8,770</td>
<td>$8,710</td>
<td>$8,640</td>
<td>$8,560</td>
<td>$8,465</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$6,055</td>
<td>$5,830</td>
<td>$5,785</td>
<td>$5,720</td>
<td>$5,695</td>
<td>$5,675</td>
<td>$5,650</td>
<td>$5,635</td>
<td>$5,580</td>
<td>$5,560</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$4,525</td>
<td>$4,465</td>
<td>$4,420</td>
<td>$4,380</td>
<td>$4,350</td>
<td>$4,310</td>
<td>$4,260</td>
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<td>$3,130</td>
<td>$3,060</td>
<td>$3,055</td>
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<td>$3,025</td>
<td>$3,020</td>
<td>$2,995</td>
<td>$2,945</td>
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<td>$2,930</td>
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<td>1/4 Page</td>
<td>$2,340</td>
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<td>$2,230</td>
<td>$2,220</td>
<td>$2,215</td>
<td>$2,210</td>
<td>$2,195</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$1,810</td>
<td>$1,770</td>
<td>$1,735</td>
<td>$1,720</td>
<td>$1,685</td>
<td>$1,680</td>
<td>$1,670</td>
<td>$1,655</td>
<td>$1,640</td>
<td>$1,620</td>
</tr>
</tbody>
</table>

**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:** Additional costs to black & white space rates:
- Second 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, 1/3 page or less: $1,190
- Metallic ink: Contact your representative

**Regional Advertising:**
Contact your representative for rates.

**Cover & Special Position 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

* Does not apply to color charges. Cover positions must be full page units.

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.

**Publication Trim Size: 10” x 12.5”**

**To submit your ad materials,**
visit [https://ads.ubm.com](https://ads.ubm.com)

**Email Insertion orders and contracts to:** dpr@hcl.com
Product Test Drive
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 his team review and publish their paper online.

» Facebook live demonstration video is embedded within the online article (minimum 2,000 views)

AUDIENCE REACH

» Exclusive Published in DPR (one review per issue in 2019)

» Hosted on DPR website (product review section)

» Promoted in social channels, eNewsletters
<table>
<thead>
<tr>
<th>JANUARY ISSUE</th>
<th>FEBRUARY ISSUE</th>
<th>MARCH ISSUE</th>
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<tbody>
<tr>
<td><strong>Ad close:</strong></td>
<td><strong>Ad close:</strong></td>
<td><strong>Ad close:</strong></td>
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<tr>
<td>November 30</td>
<td>January 2</td>
<td>January 31</td>
</tr>
<tr>
<td>December 6</td>
<td>January 8</td>
<td>February 6</td>
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</table>

**Cover story:** Seeing is Believing: Start the new year with 20-20 vision. Highlight on loupes, intraoral cameras, digital imaging and more...

**Secondary story:** Rethink Resolutions: Don’t waste one moment of the new year on to-do’s you won’t follow through on. Experts weigh in on what you need to do to create lasting change.

**Product Roundup:** Cements/bonding

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<table>
<thead>
<tr>
<th>APRIL ISSUE</th>
<th>MAY ISSUE</th>
<th>JUNE ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ad close:</strong></td>
<td><strong>Ad close:</strong></td>
<td><strong>Ad close:</strong></td>
</tr>
<tr>
<td>March 4</td>
<td>April 3</td>
<td>May 3</td>
</tr>
<tr>
<td>March 8</td>
<td>April 9</td>
<td>May 9</td>
</tr>
</tbody>
</table>

**Cover story:** The Evolution of Oral Surgery: As lines continue to blur between GPs and specialists, get a clear picture of how this critical field is changing.

**Secondary story:** The Ethics of Esthetics: When does the ‘customer is always right’ policy go wrong?

**Product Roundup:** Surgical guides/treatment planning software

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**Cover story:** Managing the Fear Factor: Products and process that exist to maximize patient comfort.

**Secondary story:** What Keeps You Up at Night? Addressing the anxieties that dental professionals face.

**Product Roundup:** Impression materials

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**Cover story:** Theme Issue #1: Money --- Special issues can include a wide array of content that connect with the theme: Interviews, product spotlights, research, testimonials, etc. The Money Issue is a great opportunity to make the case for investing in technology, ROI on small equipment, precious pennies saved through inventory innovations, insurance coding tips and tricks and more.

**Product Roundup:** Chicago Midwinter Products

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**Cover story:** Theme Issue #2: Power --- The Power Issue looks at the different power dynamics shaping the practice and profession, from electric handpieces, to managing staff, to web-boosted marketing, effective treatment presentation and more.

**Product Roundup:** CBCT Round-up

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*Editorial content subject to change. Please contact your sales representative for the most current editorial calendar topics.*
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>Cover Story</th>
<th>Secondary Story</th>
<th>Product Roundup</th>
</tr>
</thead>
<tbody>
<tr>
<td>JULY ISSUE</td>
<td><strong>Cover story</strong>: Optimal Operatories - Then, Now and Next: Exploring digital workflow, ergonomics, design and comfort to expand what's possible chairside.</td>
<td><strong>Secondary story</strong>: Pros and Cons of the Cloud: When is the right time to kickstart a digital and kick paper?</td>
<td><strong>Product Roundup</strong>: Practice management software</td>
</tr>
<tr>
<td></td>
<td><strong>Cover story</strong>: Dreamers and Doers: Dental Companies Worth Reading About.</td>
<td><strong>Secondary story</strong>: Big Data in Small Practices: How strategic collection and analysis of patient information can transform the second half of your year.</td>
<td>Readex Research Ad Performance Study Issue</td>
</tr>
<tr>
<td></td>
<td><strong>Product Roundup</strong>: Infection control</td>
<td></td>
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</tr>
<tr>
<td>AUGUST ISSUE</td>
<td><strong>Cover story</strong>: Software Secrets Revealed: Unlocking efficiencies in your practice management software.</td>
<td><strong>Secondary story</strong>: 5 Ways Your Phone is Changing Patient Follow-up: The handiest tool in relationship building fits in the palm of your hand.</td>
<td><strong>Product Roundup</strong>: Handpieces</td>
</tr>
<tr>
<td></td>
<td><strong>Secondary story</strong>: 7 Mistakes Dentists Make Placing Implants: As this critical category continues to grow, be aware of the most likely missteps, how to avoid them.</td>
<td><strong>Secondary story</strong>: Timing is Everything: What products can you ride into the ground and what should be upgraded ASAP?</td>
<td><strong>Product Roundup</strong>: Infection control</td>
</tr>
<tr>
<td></td>
<td><strong>Product Roundup</strong>: Intraoral scanners</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEPTEMBER ISSUE</td>
<td><strong>Cover story</strong>: 2019 in Review: The Newsmakers, Notable and Notorious</td>
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</tr>
<tr>
<td>OCTOBER ISSUE</td>
<td><strong>Cover story</strong>: Theme Issue #3: Design --- The Design Issue is home to the stories about all the ways dentists are thinking about esthetics, from smile design and treatment planning to front-office decor and operatory ergonomics.</td>
<td></td>
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</tr>
<tr>
<td></td>
<td><strong>Product Roundup</strong>: Intraoral scanners</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NOVEMBER ISSUE</td>
<td><strong>Cover story</strong>: 7 Mistakes Dentists Make Placing Implants: As this critical category continues to grow, be aware of the most likely missteps, how to avoid them.</td>
<td><strong>Secondary story</strong>: Timing is Everything: What products can you ride into the ground and what should be upgraded ASAP?</td>
<td><strong>Product Roundup</strong>: Dental implant systems</td>
</tr>
<tr>
<td></td>
<td><strong>Product Roundup</strong>: Intraoral scanners</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DECEMBER ISSUE</td>
<td><strong>Cover story</strong>: 2019 in Review: The Newsmakers, Notable and Notorious</td>
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</tr>
</tbody>
</table>

*Editorial content subject to change. Please contact your sales representative for the most current editorial calendar topics.*
Topic Resource Centers

Keep your brand top-of-mind with an on-site section exploring topics relevant to your customers.

- **Exclusive sponsorship** of a dedicated, on-site section and email
- **Content including**, news, perspectives, resources, articles, videos and slideshows
- **No Medical Legal Regulatory review**
- **Pricing options** by audience and impression volume

**Details:**

- 100% SOV on topical section on site
- Traffic Drivers include eNewsletters with Client’s brand ad for additional branding/engagement.
- Pricing varies by audience/impression volume
Conference Coverage

Align your brand message with DPR objective news and commentary before, during and after major industry events.

TOTAL CONFERENCE PACKAGE

» Banners rotated on DentalProductsReport.com for 2 months (60,000 impressions)
» eNewsletters banner or text ad placement in 4 of our eNewsletters to our most engaged subscribers
» eBlast Supplied HTML content, dedicated send to 65,000 opt-in subscribers
» Lead Generation Guaranteed 100 leads from a gated, supplied asset on DentalProductsReport.com.

CONFERENCE REPORTER

Sponsor coverage with a package that includes:

» Banners and sponsored content links within show coverage area for 3 months
» Banners on daily eNewsletters during show to our most engaged subscribers
» Dedicated 1x eBlast to 65,000 opt-in subscribers
### BANNER ADS

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (WxH)</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard†; Medium Rectangle†; Skyscraper†; Wide Skyscraper†</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 expands to 970x415</td>
<td>$150/CPM (net)</td>
</tr>
</tbody>
</table>

†See expanded dimensions, where applicable in format guidelines.
*Expanding pushdown ad units push page content down rather than expanding over page content.

### WALLPAPER ADS

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

### FLOATING FOOTER

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (WxH)</th>
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</thead>
<tbody>
<tr>
<td>Floating Footer</td>
<td>728x90; 970x90; 1025x100</td>
<td>$170 CPM (net)</td>
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</table>
### BANNER DISPLAY AD RATES

<table>
<thead>
<tr>
<th>UBM DPR's Modern Dental Network</th>
<th>Ad Unit</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ROS banners (Leaderboard, Big Box/Rectangle)*</td>
<td>$90 CPM</td>
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<tr>
<td></td>
<td>Geo-targeted</td>
<td>$150 CPM</td>
</tr>
<tr>
<td></td>
<td>Contextual</td>
<td>$150 CPM</td>
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<tr>
<td></td>
<td>Behavioral targeting</td>
<td>$200 CPM</td>
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<tr>
<td></td>
<td>Floating Footer</td>
<td>$170 CPM</td>
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<tr>
<td></td>
<td>Homepage Takeover (DPR)</td>
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<td></td>
<td>Homepage Takeover (DE, DPM, MH)</td>
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<tr>
<td></td>
<td>Pushdown Leaderboard</td>
<td>$135 CPM</td>
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<tr>
<td></td>
<td>Wallpaper</td>
<td>$170 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)
## ENEWSLETTER RATES

- **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 |
| DENTAL PRACTICE MANAGEMENT | 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  
  - Friday |
## 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.  
                                • 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 findings to client.                                                                                                                                                  | $10,500               |
| **Event Opportunity:**       | 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)                                                                                                           |
| Conference Coverage Reporter |                                                                                                                                                                                                              |                        |
| **Event Opportunity:**       | 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                                                                                                                                                            |                        |
| 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                |
| 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                |
**SOCIAL MEDIA**

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

For any of the below 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.

<table>
<thead>
<tr>
<th>Package</th>
<th>Posts Per Month</th>
<th>Combination</th>
<th>Metrics Reporting</th>
<th>Net Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Starter Social Package</strong></td>
<td>8 Tweets, 2 Facebook posts</td>
<td>flexible, up to 6 Facebook posts</td>
<td>yes</td>
<td><strong>$3,750</strong></td>
</tr>
<tr>
<td><strong>Pro Social Package</strong></td>
<td>12 Tweets, 6 Facebook posts</td>
<td>flexible, up to 8 Facebook posts</td>
<td>yes</td>
<td><strong>$6,300</strong></td>
</tr>
<tr>
<td><strong>Corporate Social Package</strong></td>
<td>18 Tweets, 8 Facebook posts</td>
<td>flexible, up to 6 Facebook posts</td>
<td>yes</td>
<td><strong>$8,450</strong></td>
</tr>
<tr>
<td><strong>Show Coverage Social Package</strong></td>
<td>12 Tweets, 6 Facebook posts</td>
<td>flexible, up to 8 Facebook posts</td>
<td>yes</td>
<td><strong>$10,000</strong></td>
</tr>
<tr>
<td><strong>Social Sharing Package</strong></td>
<td>8 Tweets, 5 Facebook posts</td>
<td>flexible, up to 6 Facebook posts</td>
<td>yes</td>
<td><strong>$3,300</strong> per month</td>
</tr>
<tr>
<td><strong>Instagram Package</strong></td>
<td>3 Instagram posts</td>
<td>flexible, up to 6 Facebook posts</td>
<td>yes</td>
<td><strong>$3,300</strong> per month</td>
</tr>
<tr>
<td><strong>Facebook Live! Streaming Video</strong></td>
<td>6 Days of Coverage</td>
<td>flexible, up to 8 Facebook posts</td>
<td>yes</td>
<td><strong>$3,000</strong></td>
</tr>
</tbody>
</table>

**Net Cost:**

**Net Cost:**

**Net Cost:**

**Net Cost:**

Mean help developing content? Our expert content marketing team can work with you to develop engaging content that resonates with your target audience for an incremental cost.

**Facebook Live! Streaming Video**

Leverage Social Media at Industry Trade Shows!

- 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 eNewsletter
- Enduring content asset that can be used in other marketing efforts

**Introductory Pricing:** **$3,500**

With our Chief Dental Editor Dr. John Flucke: **$4,000**
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 imaging 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)

<table>
<thead>
<tr>
<th></th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posts</td>
<td>1 post</td>
<td>3 posts (quarterly)</td>
<td>6 posts (quarterly)</td>
</tr>
<tr>
<td>Price</td>
<td>$3,500</td>
<td>$8,925</td>
<td>$15,750</td>
</tr>
</tbody>
</table>
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
# Advertising Creative Format Guidelines

<table>
<thead>
<tr>
<th>Creative Unit Name</th>
<th>Initial Dimensions (WxH in pixels)</th>
<th>Maximum Expanded Dimensions (WxH in pixels)</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</th>
<th>Unit-Specific Notes (See General Ad Requirements below)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>600x250</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>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>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>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>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>&quot;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>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>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>Mobile Static Banner</td>
<td>300x50</td>
<td>Expansion not allowed for this unit</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>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>Floating Footer</td>
<td>728x90, 970x90, 1025x100</td>
<td>Expansion not allowed for this unit</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):

- **File Format:** Jpg, gif, png, HTML5 (must be 3rd party hosted), 3rd party hosted
- **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 SPECIFICATION**

- **File type:** .mp4
- **Max file size:** 20mb
- **Ratio:** 16:9
- **Dimensions:** 1280x720 (responsive to the page level)
- **Video length:** 15/30 sec
- **FPS:** 24
- **Tags Accepted:** 1x1, VAST, VPAID JS (html), all tags must be SSL only

**HTML5 DESIGN INDUSTRY STANDARDS INFO:**
http://www.iab.com/html5
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.

Dentistry
ubmmedica.com/markets-products/dentistry