



MEDIA GUIDE 2011

First For Dental Sales Professionals ●
Impressions

Providing an
informational
and educational
link between
manufacturers and
the distribution
channel



The focus of *First Impressions* is clear: to provide an informational and educational link between manufacturers and the distribution channel responsible for selling their products to the profession. Our goal is to enable sales reps to get better at what they do by serving coverage and content on market analysis, emerging trends in the industry, new products and a real-world “how-to” approach to selling.

First Impressions is published bi-monthly (February, April, June, August, October and December) and is provided free of charge to distribution sales reps, customer service reps, managers, and executives from national companies such as Patterson Dental, Henry Schein Dental; regional companies such as Benco, Atlanta Dental and Burkhart; as well as the independent dealers who are members of ADC and UDD.

With a circulation of 5,880 readers, your brand and message is being delivered to the people who are calling on and selling to the 150,000+ dentists in the United States. Our subscription list is growing as dealers view *First Impressions* as a valuable tool to increase their business, and manufacturers appreciate the ability to reach and teach the distributors who sell their products to the profession.

Circulation: 5,880

- Includes:**
- Patterson Dental
 - Benco Dental
 - ADC Members
 - Independents
 - Henry Schein
 - Burkhart
 - Atlanta Dental
 - UDD Members

Advertising in *First Impressions* is a wise investment!

- It builds a relationship with the people who sell your products
- It opens the doors for your field reps with distributor management
- It shows your company’s commitment to distribution
- It strengthens your brand
- It positions your company as a market leader
- It increases mindshare, which grows marketshare
- It provides a venue to “tell your story” to distributor salespeople

What Your Customers Say About *First Impressions*

“I still have every copy of First Impressions in my ‘library.’ There is always a topic or article that I refer to. Thanks for giving me this resource!”

– Joe Osborne, Henry Schein

“We at Benco very much enjoy your magazine – keep up the good work!”

– Chuck Cohen, Benco Dental

“I am a big fan of First Impressions! I found that it helps me target my approach with reps and office staff alike. The articles educate me from a viewpoint of someone else, which allows me to be a better consultant.”

– Jessica Wilson, KERR TotalCare

“Your articles help distributor reps learn what dentists are looking for from them and how to conduct themselves in their practice. I’m hooked and look forward to every issue because I know it’s written with the distributor rep in mind and how they can bring value to their accounts...”

– Rick Cacciatore, Iowa Dental Supply

First Impressions Regular Features

- Distributor Profiles
- Ask the Expert (sales and dental practice)
- DTA Column
- Industry News and New Products
- First Person perspectives on the industry
- Infection Control
- Rep Corner profiles

First Impressions Digital Issues

Follow the latest trends in the dental industry with FI’s 2011 digital issues. Available every other month as a supplement to the printed magazine, FI digital issues will include distribution news, sales features and interviews with the industry’s thought leaders.

Editorial Topics

- **Quarter 1:** Impact of the economy on dental practices...and the reps who call on them.
- **Quarter 2:** Exploring new markets.
- **Quarter 3:** The successful sales rep: What it takes to make it in 2011 and beyond.
- **Quarter 4:** Equipment selling: Identifying the opportunities, avoiding the pitfalls.

Issue	Tech Talk
January	Composite
February	Cements
March	Instruments
April	Dental Dam and accessories (isolation)
May	Endo files
June	Post and Core
July	Sterilization
August	Ultrasonic scaling – Magnostriuctive and Piezo technology
September	CAD-CAM
October	Digital Imaging
November	Dental Chairs
December	Lighting

2011 Package Opportunities: Print

Gold Package:

- Six full page ads (Inside front cover, inside back cover)
- An additional full page in issue of choice
- New product showcase and news priority

Total investment of \$25,000
(Premium position value of \$416)

Silver Package:

- Six full page print ads
- An additional full page ad in issue of choice
- New product showcase and news priority

Total investment of \$22,500

Intro Package:

- Three full page ads
- One half page vertical ad
- New product showcase and news priority

Total investment of \$13,500

Print and Digital

Gold Print and Digital Package:

- Six full page ads (Inside front cover, inside back cover) in both print and digital
- An additional full page in issue of choice
- An additional digital ad in issue of choice
- New product showcase and news priority

Total investment of \$29,500

Silver Print and Digital Package:

- Six full page print ads
- Six full page digital ads
- An additional print and digital full page ad **FREE!**

Total investment of \$27,500

Intro Print and Digital Package:

- Three full page ads
- One half page vertical print ad
- Three full page digital ads

Total investment of \$16,500

Print Ad Due Dates:

	Feb	April	June	Aug	Oct	Dec
Ad Materials Due	1-10	3-3	5-3	7-1	9-1	11-1
Mail Date	2-1	4-1	6-1	8-1	10-3	12-1

Digital Ad Due Dates:

	Jan	March	May	July	Sept	Nov
Ad Materials Due	12-28	2-23	4-25	6-22	8-23	10-24
Online	1-11	3-7	5-6	7-7	9-7	11-7

Full Page Print Ad Rates 1x = \$4,350 2x = \$4,150 3x = \$3,950 4x = \$3,850 5x = \$3,750

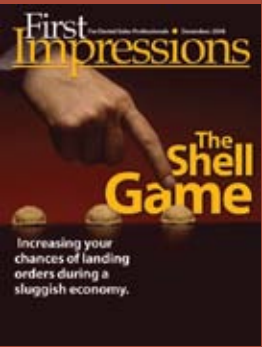
Additional Advertising Opportunities

- **Company/Customized inserts** (6 available): Call for pricing
- **Company Profiles** (15 available): Call for pricing
- **Banner ads in the Weekly Drill:** Call for pricing (e-newsletter)
- **Classified Ad:** \$500
- **Bellybands:** Call for pricing
- **Advertising on DentalSalesPro.com:** See insert

Manufacturer Subscriptions

- **Advertisers** – no charge
- **Non-advertisers** – \$30/year/person

For more information call: Bill Neumann 215-816-2866 or E-mail: wneumann@mdsi.org



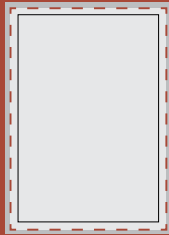
DISPLAY ADVERTISING SPECIFICATIONS:

First Impressions is printed in four-color process in Macintosh format using Adobe Indesign CS3.

All colors and artwork must be saved as CMYK. All ads produced on a PC must be submitted in pdf and have all fonts in outline form.

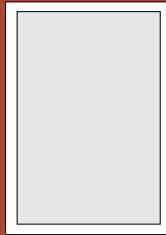
Full-Page:

Trim Size:
8" W x 10.5" H
Bleed Size:
8.25" W x 10.75" H
Live Area:
7.5" x 10"



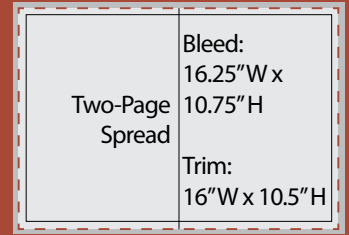
Bleeds:

Ads which bleed must extend no less than 1/8" beyond trim. Trim Size is 8" x 10.5". Please do not extend live area past 1/2" trim size.



Non-Bleed:

The non-bleed sizes allow for a 1/2" float space between ad and trim, as indicated. Non-Bleed Size: 7" W x 9.75" H



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Submitting Ads:

- CMYK is the only accepted mode for color advertisements. Convert all artwork from RGB mode to CMYK. Do not use Pantone (PMS) colors in your layout, unless saved as CMYK process separations.
- The publication is produced in Macintosh platform using Adobe Indesign CS3. Ads produced on PCs must be submitted as a pdf or with all fonts in outline form.
- Advertisements must be built to size. Bleeds must extend at least 1/8-inch beyond the trim area. Please keep vital matter at least 1/2-inch within trim area.
- Include ALL screen and printer fonts with your layout. (Include those used by embedded graphics in illustration programs, unless converted to outlines.)
- To ensure proper film-output, a color proof must be supplied with your advertisement.
- Please put the advertiser's name in the title of your file.
- Ads may also be delivered via File Transfer Protocol (ftp). To obtain server address and passwords, please contact Art Director Brent Cashman at bcashman@mdsi.org
- Mail ad materials to: MDSI, 1735 Brown Rd. Suite 140, Lawrenceville, GA 30043 Attn: Graham Garrison.

TERMS AND CONDITIONS:

1. Publisher reserves the right to position sales messages in each issue according to design space.
2. All messages are subject to the publisher's approval. Publisher reserves the right to reject messages or advertisements not in keeping with publication's standards.
3. The publisher assumes no liability for errors or omissions in reader service numbers.
4. Publisher will not be bound by any conditions, printed or otherwise, appearing on any order form, insertion order or contract when they conflict with the terms and conditions herein or any amendment hereto.
5. Requests for specific position are not guaranteed unless premium position is paid.
6. Prices are subject to change.
7. Color proof must be supplied with advertising materials. Failure to do so will result in \$75 charge to generate matchprint.
8. The publisher's liability for any error will not exceed the charge for the advertising in question.
9. Payment terms are net 15 days. Overdue accounts may be charged a 1.5 percent per month finance charge or the maximum legal rate of interest allowed by law for all past-due invoices.
10. Recognized advertising agencies providing complete preferred print materials are allowed a commission on gross billing space, color and position, only if the account is paid within 30 days.
11. Verbal agreements are not recognized.
12. No cancellations will be accepted after the Ad Due Date.