2019 media kit
A Network Like No Other

We Know Healthcare. We get Results

Partner with MJH Life Sciences™ today for strategic, integrated communication solutions to key decision-makers in the healthcare industry. With over 50 brands, MJH Life Sciences™ is the largest privately held medical media company in the United States. MJH Life Sciences™ delivers direct access and engagement of professional audiences by providing multichannel sources of trusted health care and scientific information that drives informed decisions in the following markets:

- Oncology
- Allied Health
- Dental
- Speciality Care
- Industry Sciences
- Managed Care
- Primary Care
- Animal Health
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.

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.

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.

Deliver high-quality content focused on management tips, business help and more for dental professionals who need to be smart businessmen 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.

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

<table>
<thead>
<tr>
<th>Medium</th>
<th>Touch Points Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>72,212</td>
</tr>
<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

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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

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>
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<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>15x</th>
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<td>$8,465</td>
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<tr>
<td>2/3 Page</td>
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<td>$5,785</td>
<td>$5,720</td>
<td>$5,695</td>
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<td>$5,650</td>
<td>$5,635</td>
<td>$5,580</td>
<td>$5,560</td>
</tr>
<tr>
<td>1/2 Page</td>
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<td>$2,220</td>
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<td>$2,210</td>
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<tr>
<td>1/6 Page</td>
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<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.

### 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: 10.5” x 13.75”

To submit your ad materials, visit 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

Dr. John Flucke
<table>
<thead>
<tr>
<th>JANUARY ISSUE</th>
<th>FEBRUARY ISSUE</th>
<th>MARCH ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cover story</strong>: Seeing is Believing: Start the new year with 20-20 vision. Highlight on loupes, intraoral cameras, digital imaging and more...&lt;br&gt;<strong>Secondary story</strong>: 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.&lt;br&gt;<strong>Product Roundup</strong>: Cements/bonding</td>
<td><strong>Cover story</strong>: Managing the Fear Factor: Products and process that exist to maximize patient comfort.&lt;br&gt;<strong>Secondary story</strong>: What Keeps You Up at Night? Addressing the anxieties that dental professionals face.&lt;br&gt;<strong>Product Roundup</strong>: Impression materials</td>
<td><strong>Cover story</strong>: 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.&lt;br&gt;<strong>Product Roundup</strong>: Chicago Midwinter Products</td>
</tr>
<tr>
<td>» Ad close: November 30&lt;br&gt;» Materials due: December 6</td>
<td>» Ad close: January 2&lt;br&gt;» Materials due: January 8</td>
<td>» Ad close: January 31&lt;br&gt;» Materials due: February 6</td>
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</table>

<table>
<thead>
<tr>
<th>APRIL ISSUE</th>
<th>MAY ISSUE</th>
<th>JUNE ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cover story</strong>: 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.&lt;br&gt;<strong>Secondary story</strong>: The Ethics of Esthetics: When does the ‘customer is always right’ policy go wrong?&lt;br&gt;<strong>Product Roundup</strong>: Surgical guides/treatment planning software</td>
<td><strong>Cover story</strong>: Break out of your restorative rut: New materials are changing everything from inventory to esthetics. Where does the cutting edge meet your clinical expertise?&lt;br&gt;<strong>Secondary story</strong>: Is your practice up to code? The pitfalls of improper insurance coding&lt;br&gt;<strong>Product Roundup</strong>: Restorative materials</td>
<td><strong>Cover story</strong>: 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.&lt;br&gt;<strong>Product Roundup</strong>: CBCT Round-up</td>
</tr>
<tr>
<td>» Ad close: March 4&lt;br&gt;» Materials due: March 8</td>
<td>» Ad close: April 3&lt;br&gt;» Materials due: April 9</td>
<td>» Ad close: May 3&lt;br&gt;» Materials due: May 9</td>
</tr>
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</table>

*Editorial content subject to change. Please contact your sales representative for the most current editorial calendar topics.*
<table>
<thead>
<tr>
<th>JULY ISSUE</th>
<th>AUGUST ISSUE</th>
<th>SEPTEMBER ISSUE</th>
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<tbody>
<tr>
<td>Ad close:</td>
<td>Ad close:</td>
<td>Ad close:</td>
</tr>
<tr>
<td>June 3</td>
<td>July 3</td>
<td>August 2</td>
</tr>
<tr>
<td>Materials due:</td>
<td>Materials due:</td>
<td>Materials due:</td>
</tr>
<tr>
<td>June 7</td>
<td>July 10</td>
<td>August 8</td>
</tr>
</tbody>
</table>

**Cover story:** Optimal Operatories - Then, Now and Next: Exploring digital workflow, ergonomics, design and comfort to expand what's possible chairs.

**Secondary story:** Pros and Cons of the Cloud: When is the right time to kickstart a digital and kick paper?

**Product Roundup:** Practice management software

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**Cover story:** Dreamers and Doers: Dental Companies Worth Reading About

**Secondary story:** Big Data in Small Practices: How strategic collection and analysis of patient information can transform the second half of your year.

**Product Roundup:** Infection control

**Readex Research Ad Performance Study Issue**

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**Cover story:** Software Secrets Revealed: Unlocking efficiencies in your practice management software.

**Secondary story:** 5 Ways Your Phone is Changing Patient Follow-up: The handiest tool in relationship building fits in the palm of your hand.

**Product Roundup:** Handpieces

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**OCTOBER ISSUE**

<table>
<thead>
<tr>
<th>OCTOBER ISSUE</th>
<th>NOVEMBER ISSUE</th>
<th>DECEMBER ISSUE</th>
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<tbody>
<tr>
<td>Ad close:</td>
<td>Ad close:</td>
<td>Ad close:</td>
</tr>
<tr>
<td>September 3</td>
<td>October 3</td>
<td>October 31</td>
</tr>
<tr>
<td>Materials due:</td>
<td>Materials due:</td>
<td>Materials due:</td>
</tr>
<tr>
<td>September 9</td>
<td>October 9</td>
<td>November 6</td>
</tr>
</tbody>
</table>

**Cover story:** Theme Issue #3: Design --- The Design Issue is home to the stories about all the ways dentists are thinking about aesthetics, from smile design and treatment planning to front-office decor and operatory ergonomics

**Product Roundup:** Intraoral scanners

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**Cover story:** 7 Mistakes Dentists Make Placing Implants: As this critical category continues to grow, be aware of the most likely missteps, how to avoid them.

**Secondary story:** Timing is Everything: What products can you ride into the ground and what should be upgraded ASAP?

**Product Roundup:** Dental implant systems

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**Cover story:** 2019 in Review: The Newsmakers, Notable and Notorious

*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>
<th>Dimensions (WxH)</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>
<th>Pricing</th>
</tr>
</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>
</tr>
<tr>
<td></td>
<td>Geo-targeted</td>
<td>$150 CPM</td>
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<tr>
<td></td>
<td>Contextual</td>
<td>$150 CPM</td>
</tr>
<tr>
<td></td>
<td>Behavioral targeting</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>
<td>$6,500 / month</td>
</tr>
<tr>
<td></td>
<td>Homepage Takeover (DE, DPM, MH)</td>
<td>$4,000 / month</td>
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<tr>
<td></td>
<td>Pushdown Leaderboard</td>
<td>$135 CPM</td>
</tr>
<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)

### Editorial/Content & Audience

<table>
<thead>
<tr>
<th>eNewsletter</th>
<th>Editorial/Content</th>
<th>Audience</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premier dental magazine provides insightful analysis of current dental trends, and a positive voice for every dental practice.</td>
<td>Dentists of every specialty, but particularly general practitioners.</td>
<td>3x/week</td>
<td></td>
</tr>
</tbody>
</table>
| | | - Monday  
| | | - Wednesday  
| | | - Saturday |
| 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 |
| 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 |
| 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 |
| Conference Coverage Reporter  |                                                                                                                                                                                                            | $7,500 multi-sponsored; |
|                               |                                                                                                                                                                                                            | (4 vendors max)       |
| Event Opportunity:            | UBM Medica editors and writers cover key trade events (IDS, CMW, CDA, ADA, GNY):  
                                 | • 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               |
| Facebook Live (video)         |                                                                                                                                                                                                            |                       |
| Event Opportunity:            | UBM Medica editors and writers cover key trade events (IDS, CMW, CDA, ADA, GNY):  
                                 | • Additional extension of Facebook video to be promoted on Instagram page & story  
                                 | • Segment broadcast on DPR Instagram (6,700 followers)                                                                                                                            | $2,500               |
| Instagram Add-On (video)      |                                                                                                                                                                                                            |                       |
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.

**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 6 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 18 Tweets and 8 Facebook posts per month (26 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
  - 1 Instagram post per day

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

**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

**Instagram Package (3 month commitment)**
- Post 3 Instagram posts per month (9 posts total!)
- Metrics reporting

Net Cost: $3,000 per month

Need 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.
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</td>
<td>6 posts</td>
</tr>
<tr>
<td>Cost</td>
<td>$3,500</td>
<td>$8,925</td>
<td>$15,750</td>
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</table>

FEATURED RESOURCES

**Dental Products Report**

Last revised: 08/21/2019

DentalProductsReport.com
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>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 “In-Banner Video” &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 “In-Banner Video” &amp; Rich Media units below.</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
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<tr>
<td>leaderboard</td>
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<td>728x315</td>
<td>200 KB</td>
<td>300 KB</td>
<td>15 sec max animation length / Video not allowed for this unit. See “In-Banner Video” &amp; Rich Media units below.</td>
<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
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<tr>
<td>Half Page</td>
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<td>0 - 4,999</td>
<td>Expansion must be user-initiated</td>
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<tr>
<td>Pushdown</td>
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<td>970x415</td>
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<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 “push” page content down rather than expanding over page content. Please see style guide for details on labeling and required controls.</td>
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<tr>
<td>Wallpaper</td>
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<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>
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<tr>
<td>In-Banner Video</td>
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<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>
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<tr>
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<td>0 - 4,999</td>
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<td>Mobile Wide Static Banner</td>
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<td>300 KB</td>
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<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.

VIDEO REQUIREMENTS:

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

GENERAL NOTES:

- **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.
- **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.
- **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 NOTES:

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.

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.

Contact our sales team to create your custom solution at:
ubmmedica.com/markets-products/dentistry