

DENTAL TECHNOLOGY *Today*

MEDIA KIT

THE OFFICIAL PUBLICATION
OF THE DENTAL TECHNICIANS
ASSOCIATION OF BRITISH
COLUMBIA AND THE
ASSOCIATION OF DENTAL
TECHNOLOGISTS OF ONTARIO

DTA OF BC

ADTO

Looking to reach Dental Technicians and Technologists across Canada?

- *Dental Technology Today* has a circulation of 1,500 with a pass-along readership of over 5,500*. It is distributed to all members of the Association of Dental Technologists of Ontario (ADTO) and the Dental Technicians Association of British Columbia (DTABC), as well as labs and key industry leaders across Canada.

*Based on statistical research, on average, specialized business publications have pass-along readership rates of 3-4 people per copy.

EXTRA EXPOSURE ON THE WEB!

Ads booked in *Dental Technology Today* appear online - FREE!

DENTAL TECHNOLOGY Today

THE OFFICIAL PUBLICATION OF THE DENTAL TECHNICIANS ASSOCIATION OF BRITISH COLUMBIA AND THE ASSOCIATION OF DENTAL TECHNOLOGISTS OF ONTARIO



REACH YOUR TARGET MARKET AT KEY TIMES

Dental Technology Today, in its role as the official publication of the ADTO and the DTABC, is committed to providing high quality association information, as well as technical articles of a scientific nature in a timely and entertaining matter.



SPRING 2011:

ADTO Annual General Meeting/
Technorama Issue

BONUS DISTRIBUTION AT THE AGM & TECHNORAMA

Space Closing: Mid-February
Distribution: Late-March



SUMMER 2011:

Space Closing: Late May
Distribution: Late June



FALL 2011:

DTABC Conference Issue*

BONUS DISTRIBUTION AT THE CONFERENCE

Space Closing: Late August
Distribution: Early October



WINTER 2011:

Buyers' Guide Issue

YEAR-ROUND SHELF LIFE

Space Closing: Mid-November
Distribution: Late-December

*Covers subject to change.

* Subject to change

FULL COLOUR ADVERTISING RATES

**Ads booked in the print magazine will APPEAR ONLINE AT NO EXTRA COST!

	1 Time Rate	4 Time Rate	Online Magazine*
OBC	N/A	\$1,800	FREE with print booking!
IFC/IBC	N/A	\$1,700	FREE with print booking!
Full page	\$1,100	\$1,000	FREE with print booking!
1/2 page island	\$850	\$800	FREE with print booking!
1/2 page	\$750	\$700	FREE with print booking!
1/3 page	\$550	\$500	FREE with print booking!
1/4 page	\$350	\$325	FREE with print booking!
1/6 page	\$300	\$275	FREE with print booking!
1/8 page	N/A	\$150	FREE with print booking!

** Black & White rates available on request.

- 10% premium for all guaranteed positions (not including covers).
- Rates for stitched and poly-bagged inserts available upon request.
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to the advertiser.

- The publisher, ADTO, and DTABC reserve the right to reject advertising that is deemed inappropriate.
- The publisher, ADTO, and DTABC cannot be held liable for any material used or claims made in advertising included in this publication.



To reach Dental Technicians/Technologist across Canada through *Dental Technology Today* and its targeted readership, contact Chad at your earliest convenience to discuss your company's promotional plans for 2011.

CHAD MORRISON, Sales Manager

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Phone: 204-985-9788

Fax: 204-985-9795

Toll Free: 866-985-9788

Toll Free Fax: 866-985-9799

Published for
ADTO & DTABC by:



DENTAL TECHNOLOGY

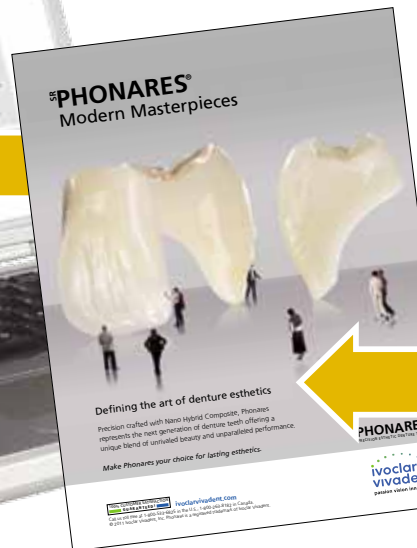
Today

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DTA OF BC  ADTO 

INTERACTIVE EDITION

*Dental Technology Today will
be available online*



With print and electronic communication operating hand-in-hand, you can take advantage of the fact that *Dental Technology Today* will be available online in a highly interactive format.

A USER-FRIENDLY, INTERACTIVE MEDIA RICH PDF FORMAT THAT INCLUDES:

1. Active hyper-links to all websites and e-mails contained in the publication
2. Active links to the specific stories from the front cover and contents page
3. Active links to advertiser websites from their ads



FREE to print advertisers

Visit us online, www.adto.org
www.dentaltechniciansofbc.com

Why Print Continues to Make An Impression



Getting Attention

There are fewer magazines and print newsletters in the mail, so more attention is paid to each piece.



What's Old is New Again

As social media progresses, online content and iPad applications may be overwhelming. More and more people are attempting to disconnect themselves from digital media, feeling overwhelmed by the sheer volume. Many marketers are continuing to leverage print as something of value in their marketing mix.



Print Still Excites People

The printed word is still perceived as more credible to many people than anything on the web.



No Audience Development Costs

Distributed directly to membership or subscriber lists that are continually updated, print magazines enable advertisers to effectively reach a current and accurate target audience. There are no mailing list development, maintenance or retention costs for advertisers in these printed publications.





REASONS

Why Advertisers Use Magazines

- 10 ▶ **Magazines and magazine ads capture focused attention:** The focused process of magazine reading leads to less media multi-tasking, ensuring single-minded attention to advertising.
- 9 ▶ **Magazine advertising is targeted:** Magazines engage readers in very personal ways. There is a magazine for every profession, industry and personal interest. Use magazines to reach your target audience in a meaningful way.
- 8 ▶ **Magazine advertising is relevant and welcomed:** Consumers value magazine advertising, reading it almost as much as the editorial itself. The ads are accepted as an essential part of the magazine mix.
- 7 ▶ **Magazines are credible:** Consumers trust magazines so much that they are the leading sources of information that readers recommend by word-of-mouth to others.
- 6 ▶ **Magazines offer a lasting message:** Ads keep working 24/7. They provide a lasting, durable message with time to study a brand's benefits.
- 5 ▶ **Magazines deliver brand relevant imagery:** Magazine editorial imbues ads with brand relevant imagery, associations and a frame of reference that delivers greater reader receptivity to brand ads.
- 4 ▶ **Magazine advertising drives web searches and visits:** Magazines are where consumers go for ideas and inspiration. That is why magazine ads are leading influencers, driving readers to advertiser websites and to start a search.
- 3 ▶ **Magazines drive the purchase funnel:** Magazines are effective across all stages of the purchase funnel, especially brand favorability and purchase consideration - the most sought after metrics that are the hardest to sway.
- 2 ▶ **Magazine advertising enhances ROI:** Allocating more ad dollars to magazines in the marketing mix improves marketing and advertising return on investment (ROI).
- 1 ▶ **Magazines sell:** Study after study prove that magazines help drive sales objectives, as a stand alone medium or in combination with others. Over half of readers act on exposure to magazine ads.



OUR CONCERN FOR **THE ENVIRONMENT** IS MORE THAN JUST TALK

As we deliver valuable information through the pages of *Dental Technology Today*, in a printed format that is appealing, reader-friendly and not lost in the proliferation of electronic messages that are bombarding our senses, we are also well aware of the need to be respectful of our environment. That is why we are committed to publishing the magazine in the most environmentally-friendly process possible. Here is what we mean:

- We use lighter publication stock that consists of recycled paper provided by an FSC Certified supplier. This Forest Stewardship Council (FSC) standard ensures that our paper comes from efficiently managed forests with proper replanting programs that make this a RENEWABLE and SUSTAINABLE resource.
- Our computer-to-plate technology reduces the amount of chemistry required to create plates for the printing process. The resulting chemistry is neutralized to the extent that it can be safely discharged to the drain.
- We use vegetable oil-based inks to print the magazine. This means that we are not using resource-depleting petroleum-based ink products and that the subsequent recycling of the paper in this magazine is much more environment friendly.
- During the printing process, we use a solvent recycling system that separates the water from the recovered solvents and leaves only about 5% residue. This results in reduced solvent usage, handling and hazardous hauling.
- We ensure that an efficient recycling program is used for all printing plates and all waste paper.
- Within the pages of each issue, we actively encourage our readers to REUSE and RECYCLE.
- In order to reduce our carbon footprint on the planet, we utilize a carbon offset program in conjunction with any air travel we undertake related to our publishing responsibilities for the magazine.

*So enjoy Dental Technology Today...and **KEEP THINKING GREEN.***

Production Requirements

- Adobe InDesign CS5
- Adobe Photoshop CS5
- Adobe Illustrator CS5

(earlier versions of the above programs are also acceptable.)

- We accept tifs, jpegs, eps and pdf files at a resolution of at **least 300 dpi**
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- **ALL FONTS** used must be included
- **ALL LINKS / IMAGES** used must be included
- All pantone/spot colours **MUST** be converted to **CMYK**
- Include a hard copy (colour or black proof) or e-mail a pdf for proofing purposes

- We support **CDs** and **DVDs**
- All above requirements for sending electronic files apply to sending by e-mail
- Use **STUFFIT** or **WINZIP** to compress large files
- Attach all related files (fonts, links, graphics)
- **DO NOT** embed files in your e-mail or Word document
- Contact us for **ftp site information** for files that are too large to e-mail
- Include a pdf for proofing purposes, or fax a hard copy to 866-985-9799
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to advertiser. Minimum charge \$25.00

Please submit ad material to:

LAUREN CAMPBELL
Ph: 866-985-9790
Fax: 866-985-9799
E-mail: lauren@kelman.ca



Craig Kelman & Associates
3rd Floor - 2020 Portage Ave.
Winnipeg, Manitoba R3J 0K4
www.kelman.ca

AD DIMENSIONS:

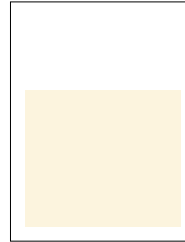
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
2/3 horizontal	7"	6.125"
2/3 vertical	4.625"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

Ad Size	Width	Depth
1/3 square	4.625"	4.625"
1/3 vertical	2.125"	9.5"
1/3 banner	7"	3.25"
1/4 horizontal	4.625"	3.375"
1/4 vertical	3.375"	4.625"
1/4 banner	7"	2.5"
1/6 horizontal	4.625"	2.125"
1/6 vertical	2.125"	4.625"
1/6 banner	7"	1.625"
1/8 horizontal	3.375"	2.125"
1/8 vertical	2.125"	3.375"

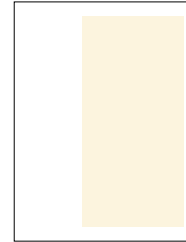
Full page



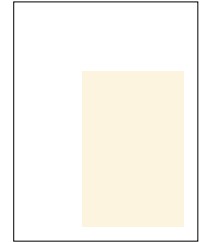
2/3 Horizontal



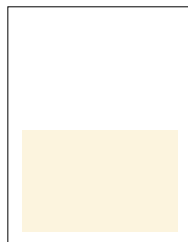
2/3 Vertical



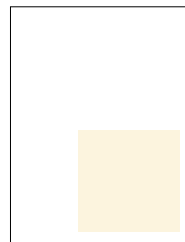
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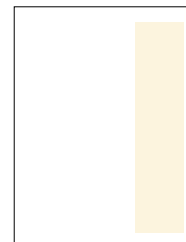
1/2 Horizontal



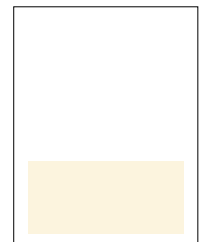
1/3 Square



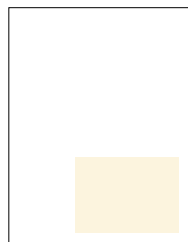
1/3 Vertical



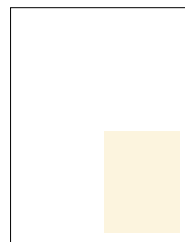
1/3 Banner



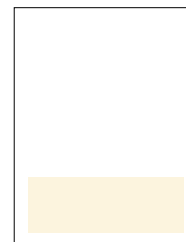
1/4 Horizontal



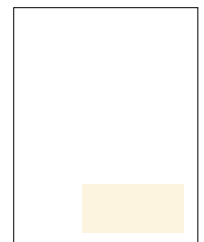
1/4 Vertical



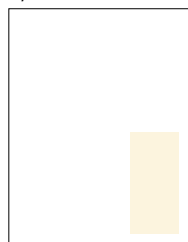
1/4 Banner



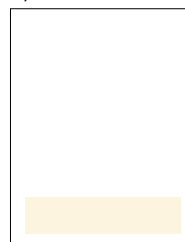
1/6 Horizontal



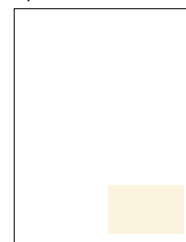
1/6 Vertical



1/6 Banner



1/8 Horizontal



1/8 Vertical

