

Rates Effective – October 22, 2007

Total Qualified Circulation: 153,500
Source: BPA Statement June 2006

Dental Products Report serves the dental profession and the dental industry.

Qualified recipients are actively practicing dentists in the United States, Armed Forces and Canada; senior dental students, directors, instructors and other personnel at dental hygienist, assistants and laboratory technician schools; executives, salesmen and other personnel at dental supply dealers, owners, managers and other personnel at dental laboratories

CLASSIFIED AD

Per Column Inch (1 Column = 2-1/4") Minimum 1"

Frequency	Black & White	2-Color	4-Color
12X	\$202	\$244	\$262
11X	\$212	\$254	\$272
9X	\$220	\$262	\$280
6X	\$227	\$269	\$287
3X	\$240	\$282	\$300
1X	\$252	\$294	\$312
Blind Box	\$38		

Actual ad cost determined by number of columns multiplied by number of inches at applicable frequency rate and color choice.

For the best rate, frequency schedules must start with first insertion. Prepayment is required for all contracts under \$1,000 and must be paid by the issue closing date. We accept check or VISA, MC & AMEX. Terms and conditions on advertising contract apply.

Mail Dates

January
February
March
April
May
June

Closing Dates*

Mail Dates

July
August
September
October
November
December

Closing Dates*

*Tentative Dates

DIGITAL AD SPECS: For Specifications and File Instructions please go to:

<http://www.advanstar.com/adspec/> (If you don't have access to the Internet, please ask your Account Rep to send/fax the specifications and File Instructions.)

TERMS & CONDITIONS: Special production charges will be charged separately to the advertiser. Rates are effective for current calendar year and are subject to change. **If any insertions carry over into a subsequent year, new rates will be in effect. Cancellations can ONLY be accepted, in writing directed to the account executive listed on the advertising contract. Cancellation requests must be received prior to the issue closing date.** If contract and materials are not received by closing date, we cannot secure advertising placement. Space costs will be adjusted to the appropriate rate if less space is used during calendar year. Advanstar may reject or cancel any advertising at any time. All advertising accepted subject to credit approval. *For complete Terms & Conditions, please call your account representative, see the publications media kit or look to the bottom of your advertising contract.*

Linda Barrier

800-225-4569 ext 2701 or 440-891-2701 ☆ Fax: 440-826-2865 ☆ Email: lbarrier@advanstar.com

24950 Country Club Blvd, Suite 200, North Olmsted, OH 44070