



Dental Products Report

2008 Black & White Rates — US Dollars

	1x	3x	6x	12x	15x	20x	24x	36x	45x	55x
Tab Page	15,440	15,190	14,990	14,840	14,730	14,620	14,520	14,400	14,270	14,110
Tab 1/2 Page	10,850	10,680	10,650	10,610	10,540	10,490	10,410	10,330	10,270	10,230
Page	10,090	9,720	9,640	9,530	9,490	9,460	9,420	9,390	9,300	9,270
2/3 Page	7,540	7,440	7,370	7,300	7,250	7,180	7,100	7,040	6,950	6,900
1/2 Page	5,220	5,100	5,090	5,060	5,040	5,030	4,990	4,910	4,890	4,880
1/3 Page	3,900	3,830	3,800	3,790	3,760	3,720	3,700	3,690	3,680	3,660
1/4 Page	3,020	2,950	2,890	2,870	2,810	2,800	2,780	2,760	2,730	2,700
1/6 Page	2,300	2,270	2,250	2,220	2,210	2,190	2,180	2,160	2,140	2,130

Black & White Rates

Frequency discounts are based on total number of insertions (regardless of size) within a 12-month period for *Dental Products Report*, *DPREurope*, *Dental Lab Products* and *Modern Hygienist*.

Color Rates

Additional costs to black & white space rates:

Standard color (per page):

Junior page or larger\$660
 Less than junior page\$450

Matched PMS color*

(per page or fraction thereof)\$960

4-color process (per page):

Larger than 1/3 junior\$2,040
 1/3 junior or less \$1,190
 Metallic ink* Contact Your Representative

Regional Advertising

Contact your representative for rates.

Cover & Special Position Rates

Cover 2 and 4 B/W rate + 20% + 4/C rate
 Cover 3 B/W rate + 10% + 4/C rate
 Center spread B/W rate + 10% + 4/C rate per page
 Other preferred or special position - Contact Your Representative

Mechanical Specifications

Digital data is required for all ad submissions. Preferred format is PDF/X-1a. Acceptable format is a PDF which must contain high resolution images, CMYK image and color mode only (exception: unless additional PMS color is purchased), all fonts embedded, all transparency attributes flattened, maximum total ink density 320%, 1/8" bleed for bleed ads, all trim marks offset

minimum of 1/8", icc profile is "U.S. Web Coated (Swop) v2", or none should be applied. 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 or acceptable formats. Non-preferred or non-acceptable formats will be charged a \$150 processing fee. Publisher cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ads supplied in any format other than our preferred or acceptable formats. All files should be built to exact ad space dimensions purchased. For detailed instructions on preparing and submitting ad files to the correct size and specifications, log on to www.AdsAtAdvanstar.com or contact the production manager.

Accepted Method of Delivery: The preferred method of delivering ad files to Advanstar is via a web based ad uploader, www.AdsAtAdvanstar.com. Files can also be submitted on CD-R or DVD-R disc format.

Ad Proofs: To insure 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.

Publisher will not supply a faxed or soft proof for Advertiser-supplied files. Advertiser is solely responsible for preflighting 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.

Standard Colors: Red (100% magenta and 100% process yellow), magenta, process yellow, cyan, and green (100% cyan and 100% process yellow). Colors conform to Standard Web Offset Printing (SWOP) specifications.

Printing: Web heatset offset. 150% line screen.

Paper Stock: 36 lb. #5 Groundwood Gloss Stock.

Binding: Saddle stitched.

*PMS & metallic inks are limited. Call your representative for availability.

Shipping Instructions

Send contracts, insertion orders, printing materials, and instructions to:

Kathy Tarnowski, Ad Production Department
Dental Products Report
 131 W. 1st St.
 Duluth, MN 55802-2065
 Phone: (218) 740-6339
 E-mail: ktarnowski@advanstar.com