

Rates Effective – October 22, 2007

Total Qualified Circulation: 65,000
Source: Publisher's own data

Modern Hygienist serves the dental field.

Qualified recipients are practicing hygienists.

CLASSIFIED AD – Rates are per insertion

<i>1/4 page (3.5" x 4")</i>	
Frequency	4-Color
12X	\$997
6X	\$1121
3X	\$1188
1X	\$1246

<i>1/6 page (3.5" x 2.75")</i>	
Frequency	4-Color
12X	\$498
6X	\$561
3X	\$594
1X	\$623

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.

***Tentative Dates**

Mail Dates

Jan
February
March
April
May
June

Closing Dates*

Mail Dates

July
August
September
October
November
December

Closing 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.*

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