



hygienist^{modern}

2008 Black & White Rates — US Dollars

| | 1x | 3x | 6x | 12x | 15x | 20x | 24x | 36x | 45x | 55x |
|-----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Page | 6,600 | 6,500 | 6,420 | 6,350 | 6,310 | 6,250 | 6,210 | 6,160 | 6,100 | 6,040 |
| 2/3 Page | 4,950 | 4,870 | 4,810 | 4,760 | 4,730 | 4,690 | 4,660 | 4,620 | 4,580 | 4,530 |
| 1/2 Page | 3,440 | 3,380 | 3,340 | 3,300 | 3,270 | 3,260 | 3,240 | 3,210 | 3,180 | 3,150 |
| 1/3 Page | 2,550 | 2,510 | 2,480 | 2,450 | 2,430 | 2,410 | 2,400 | 2,380 | 2,360 | 2,330 |
| 1/4 Page | 1,980 | 1,950 | 1,930 | 1,910 | 1,900 | 1,880 | 1,870 | 1,850 | 1,830 | 1,820 |
| 1/6 Page | 1,520 | 1,500 | 1,480 | 1,470 | 1,460 | 1,440 | 1,430 | 1,420 | 1,410 | 1,400 |

Color Rates

Additional costs to black & white space rates:

Standard color

(per page or fraction thereof)\$580
 Fractional page\$390

Matched PMS color*

(per page or fraction thereof)\$840

4-color process (per page):

Larger than 1/3 page \$1,780
 1/3 page or less \$1,040

Special Rates

Black & White Rates

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

Cover & Special Position Rates

2nd or 3rd cover B/W rate +10% +4/C rate
 4th cover B/W rate +15% +4/C rate
 Center spread B/W rate +10% +4/C rate per page
 Special positions Contact your representative

Mechanical Specifications

Digital data is required for all ad submissions. CA 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: 45 lb. #5 Ground wood Stock.

Binding: Saddle stitched.

Shipping Instructions

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

Terri Johnstone
 Ad Production Department
Modern Hygienist
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 Duluth, MN 55802-2065
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