

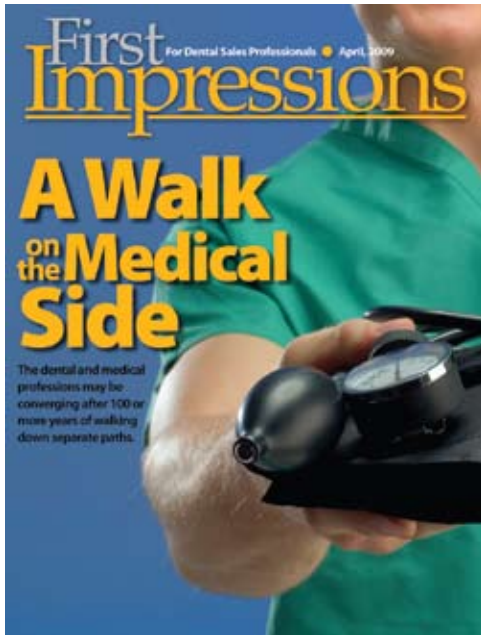
First Impressions

All's quiet on the consolidation front

First For Dental Sales Professionals Impressions

Providing an informational and educational link between manufacturers and the distribution channel

Media Guide 2010



The focus of *First Impressions* is clear: to provide an informational and educational link between manufacturers and the distribution channel responsible for selling their products to the profession. Our goal is to enable sales reps to get better at what they do by serving coverage and content on market analysis, emerging trends in the industry, new products and a real-world “how-to” approach to selling.

First Impressions is published bi-monthly (February, April, June, August, October and December) and is provided free of charge to distribution sales reps, customer service reps, managers, and executives from national companies such as Patterson Dental, Henry Schein Dental; regional companies such as Benco, Atlanta Dental and Burkhart; as well as the independent dealers who are members of ADC and UDD.

With a circulation of 5,880 readers, your brand and message is being delivered to the people who are calling on and selling to the 150,000+ dentists in the United States. Our subscription list is growing as dealers view *First Impressions* as a valuable tool to increase their business, and manufacturers appreciate the ability to reach and teach the distributors who sell their products to the profession.

What Your Customers Say About *First Impressions*

“I still have every copy of First Impressions in my ‘library.’ There is always a topic or article that I refer to. Thanks for giving me this resource!”

– Joe Osborne, Henry Schein

“We at Benco very much enjoy your magazine – keep up the good work!”

– Chuck Cohen, Benco Dental

“I am a big fan of First Impressions! I found that it helps me target my approach with reps and office staff alike. The articles educate me from a viewpoint of someone else, which allows me to be a better consultant.”

– Jessica Wilson, KERR TotalCare

“Your articles help distributor reps learn what dentists are looking for from them and how to conduct themselves in their practice. I’m hooked and look forward to every issue because I know it’s written with the distributor rep in mind and how they can bring value to their accounts...”

– Rick Cacciatore, Iowa Dental Supply

Circulation: 5,880

Includes:

- Patterson Dental
- Henry Schein
- Benco
- Burkhart
- ADC Members
- Atlanta Dental
- Independents
- UDD Members

Advertising in *First Impressions* is a wise investment!

- It builds a relationship with the people who sell your products
- It opens the doors for your field reps with distributor management
- It shows your company’s commitment to distribution
- It strengthens your brand
- It positions your company as a market leader
- It increases mindshare, which grows marketshare
- It provides a venue to “tell your story” to distributor salespeople

Editorial Topics

First Half of 2010

- **Electronic medical records:** Where does dentistry stand? How can dentists and reps get involved?
- **Medical sales crossover:** Can dentists get involved in primary medical processes? What's the impact on distributors and the products they sell?
- **Best practices:** What role can sales reps play in spreading the word about "best practices"? It's part of demonstrating value.
- **Technology:** Sales reps help their dental customers figure out which tools are right for their practice.

Second Half of 2010

- **Corporate dentistry:** How can sales reps thrive in the corporate dentistry environment?
- **Sales rep to sales rep:** Manufacturer and distributor sales reps strengthen their bonds for successful selling. Ride-days, sales meetings, etc.
- **Relationship-building:** It involves more than the dentist. It's about the team. How can dentists stay in touch with their patients, and how can the sales rep help?

First Impressions regular features

- Distributor Profiles
- First Person perspectives on the industry
- Infection Control
- DTA Column
- Industry News and New Products

Issue	Specialty Selling Focus	Tech Talk
February	Oral and maxillofacial surgery (including radiology)	Impression Material
April	Public Health	Dental Implants
June	Endodontics	Gloves
August	Prosthodontics	Bonding Agents
October	Periodontics	Anesthetics
December	Pediatric dentistry	Lighting

2010 Package Opportunities

Platinum Package: (Sold)

- Six full page ads (Back cover)
- An additional full page in an issue of choice
- New product showcase and news priority

Total investment = \$27,500
(Premium position value of \$833)

Gold Package: (Sold)

- Six full page ads (Inside front cover, inside back cover)
- An additional full page in issue of choice
- New product showcase and news priority

Total investment = \$25,000
(Premium position value of \$416)

Silver Package:

- Six full page ads
- An additional full page ad in issue of choice
- New product showcase and news priority

Total investment of \$22,500

Intro Package:

- Three full page ads
- One ½ page vertical ad
- New product showcase and news priority

Total investment of \$13,500

Ad Due Dates:

Feb	Apr	Jun	Aug	Oct	Dec
1-11	3-3	5-3	7-2	9-1	11-1

Full Page Ad Rates

1x = \$4,350	2x = \$4,150	3x = \$3,950
4x = \$3,850	5x = \$3,750	

Additional Advertising Opportunities

• 2010 Resource Guide:

- **Call for pricing** – in-depth guide that reps carry all year long
- **Classified Ad:** \$500
- **Bellybands:** Call for pricing

- **Company/Customized inserts** (6 available): Call for pricing
- **Company Profiles** (15 available): – Call for pricing
- **Banner ads in the Weekly Drill:** Call for pricing (e-newsletter)

Manufacturer Subscriptions

- **Advertisers** – no charge
- **Non-advertisers** – \$30/year/person

For more information call: Monica Marsden 770-263-5266 or E-mail: mmarsden@mdsi.org

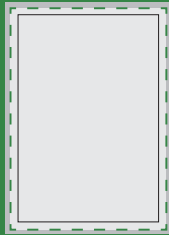


DISPLAY ADVERTISING SPECIFICATIONS:

First Impressions is printed in four-color process in Macintosh format using Adobe Indesign CS3. All colors and artwork must be saved as CMYK. All ads produced on a PC must be submitted in pdf and have all fonts in outline form.

Full-Page:

Trim Size:
8" W x 10.5" H
Bleed Size:
8.25" W x 10.75" H
Live Area:
7.5" x 10"



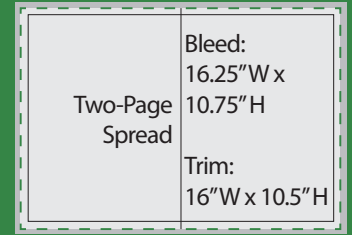
Bleeds:

Ads which bleed must extend no less than 1/8" beyond trim. Trim Size is 8" x 10.5". Please do not extend live area past 1/2" trim size.



Non-Bleed:

The non-bleed sizes allow for a 1/2" float space between ad and trim, as indicated. Non-Bleed Size: 7" W x 9.75" H



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Submitting Ads:

- CMYK is the only accepted mode for color advertisements. Convert all artwork from RGB mode to CMYK. Do not use Pantone (PMS) colors in your layout, unless saved as CMYK process separations.
- The publication is produced in Macintosh platform using Adobe Indesign CS3. Ads produced on PCs must be submitted as a pdf or with all fonts in outline form.
- Advertisements must be built to size. Bleeds must extend at least 1/8-inch beyond the trim area. Please keep vital matter at least 1/2-inch within trim area.
- Include ALL screen and printer fonts with your layout. (Include those used by embedded graphics in illustration programs, unless converted to outlines.)
- To ensure proper film-output, a color proof must be supplied with your advertisement.
- Please put the advertiser's name in the title of your file.
- Ads may also be delivered via File Transfer Protocol (ftp). To obtain server address and passwords, please contact Art Director Brent Cashman at bcashman@msdi.org
- Mail ad materials to: MDSI, 1735 Brown Rd. Suite 140, Lawrenceville, GA 30043 Attn: Graham Garrison.

TERMS AND CONDITIONS:

1. Publisher reserves the right to position sales messages in each issue according to design space.
2. All messages are subject to the publisher's approval. Publisher reserves the right to reject messages or advertisements not in keeping with publication's standards.
3. The publisher assumes no liability for errors or omissions in reader service numbers.
4. Publisher will not be bound by any conditions, printed or otherwise, appearing on any order form, insertion order or contract when they conflict with the terms and conditions herein or any amendment hereto.
5. Requests for specific position are not guaranteed unless premium position is paid.
6. Prices are subject to change.
7. Color proof must be supplied with advertising materials. Failure to do so will result in \$75 charge to generate matchprint.
8. The publisher's liability for any error will not exceed the charge for the advertising in question.
9. Payment terms are net 15 days. Overdue accounts may be charged a 1.5 percent per month finance charge or the maximum legal rate of interest allowed by law for all past-due invoices.
10. Recognized advertising agencies providing complete preferred print materials are allowed a commission on gross billing space, color and position, only if the account is paid within 30 days.
11. Verbal agreements are not recognized.
12. No cancellations will be accepted after the Ad Due Date.