



# THE BUSINESS OF DENTISTRY

# 2024 Advertising Rates

SAVE UP TO 10%

## AD DEADLINE

15th of the month, one month preceding the issue date.  
Example: September Issue - deadline is August 15th.

	Monthly Fee	3x	6x*	12x*
<b>BUSINESS TO BUSINESS ADS</b> (Paid Quarterly) <b>BEST RATE</b>				
Full Page	\$500	\$1,500	\$1,425* (saves \$150)	\$1,350* (saves \$1,800)
1/2 Page	\$300	\$900	\$865* (saves \$90)	\$810* (saves \$360)
1/4 Page	\$200	\$600	\$552* (saves \$60)	\$540* (saves \$120)

## Prepress Requirements and Ad Sizes

Please refer to the Ad Sizes Chart to the right for all ad sizes & Specs

<b>VIDEO ADS</b> (Paid Quarterly)				
Video - Up To 30 secs	+\$100	+\$300	+\$300	+\$300

CLASSIFIED ADS AVAILABLE (Free to Licensed Dentists Only) (must provide license)

## TECHNICAL SPECIFICATIONS

**Advertisement Accepted Formats:**  
PDF (embed all graphics/images, outline all fonts.)  
PNG (High-Resolution)

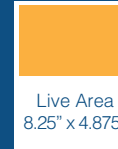
**Video Accepted Formats:**  
Video - mp4; YouTube Links

## Ad Sizes

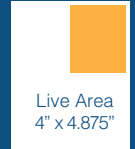
Full Page



Half Page Horizontal



Quarter Page Vertical



## Terms

Our terms are ads must be paid for at time of insertion.  
All rates are locked in for the period contract.  
No agency discounts.

## Discounts\*

PAID QUARTERLY (Rates above reflect quarterly payments)

- Minimum Three (3) Month contracted insertions
- Six (6) contracted insertions saves 5%
- Twelve (12) contracted insertions saves 10%

Contracted advertisers are those who advertise for three, six or twelve months.

\*Prices in columns reflect multiple months - discounted rates per month, paid quarterly.

Live Area  
8.25" x 10"

Live Area  
8.25" x 4.875"

Live Area  
4" x 4.875"

**SMILES AT SEA**

MEET OUR SPEAKERS!

HAZEL GLASPER DDS, WENDY BRIGGS DDS, JOHN MESS DDS, HOWARD GLAZER DDS, FARDI

DAVID S. HORNBERG DDS, FANCO, FACE, TRAVIS CAMPBELL DDS, ELIHU DESMOND HOST & EMCEE

PRICING INCLUDES CRUISE & EVENT TICKET

SOCIAL \$709, TEAM \$814, DENTIST \$1,214, LAND \$155

PRE-CRUISE (10/14-10/16) \$1,350

COCONUT CREEK, FLAUNDERDALE

NOVEMBER 4-7, 2022

For more info visit [WWW.SMILESATSEA.COM](http://WWW.SMILESATSEA.COM)

**ART OF DENTAL MARKETING**

THERE ARE A LOT OF DENTAL MARKETERS... WE'RE THE ONE DOC HOFF ACTUALLY USES!

TBOD MEMBERS - ENJOY SAVINGS OF 20%+ ON ALL MARKETING SERVICES!

SAVE OVER \$1,000 ON OUR PREMIER WEBSITES!

ASK ABOUT OUR FREE 8 PAGE ESSENTIALS WEBSITE!

CUSTOM WEBSITES STARTING AT \$2,500

8 PAGE SITE - FREE WITH PREMIER SEO COMMITMENT!

- Dedicated Client Success Team
- State-of-the-art technology
- A dedicated desktop and mobile website for your practice.
- Proven, story based marketing that converts traffic 2x more
- Free microsite or landing page while your site is being built
- Easy transfer or migrations of existing websites. We take care of everything so you can focus on dentistry!
- No gimmicks, no hidden fees.
- Dominant Local SEO solutions.

SWITCH NOW AND SAVE AN ADDITIONAL \$500!

TELL US YOU SAW THIS Flier IN TBOD AND SAVE! PLUS WE'LL WAIVE ALL SEO AND ADWORDS SETUP FEES FOR ALL NEW CUSTOMERS!!

SEAN HAMEL

CALL: (816) 631-0724  
TEXT: (816) 631-0954

**LIFE PROOF PROTECTION PLANS**  
ON DENTAL TREATMENT AND APPLIANCES

Schedule a Quick 10 Minute Demo (855) 528-1511

WHY DENTAL WARRANTY?

- Nationwide
- Life Proof
- 6 Year Protection
- Peace of Mind

Stand Out, Protect Your Investment, Increase Loyalty

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Interested in Advertising? Fill out the form on our website.