



First Impressions

For Dental Sales Professionals • Media Guide 2016

www.firstimpressionsmag.com

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

First
Impressions
WEEKLY DRILL

 **DSP Connect**
Dental Sales Pro

 **DSP**
Dental Sales Pro

POWERED BY DSPCONNECT

2-MINUTE DRILL

First Impressions 2016 Media Guide



Since 2007, the focus of *First Impressions* has been 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 free of charge to distribution sales reps, customer service reps, managers, and executives from national and regional companies. With a circulation of 7,500 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.

Total Circulation: 7,500

(includes 5,280 dealer sales reps / management / service techs)

- Includes:**
- Patterson Dental
 - Henry Schein Dental
 - Benco Dental
 - Burkhart Dental
 - Darby Dental
 - Atlanta Dental
 - Independents
 - Nashville Dental

Advertising in *First Impressions* is a proven investment!

- Builds a relationship with the people who sell and service your products
- Gives you access to customers that rely on distribution to recommend products and services
- Shows your company’s commitment to distribution
- Strengthens your brand
- Positions your company as a market leader
- Increases mindshare, which grows marketshare
- Provides a venue to “tell your story” to distributor salespeople



DSPConnect

\$4,000 annual fee (includes unlimited links)



With over **15,000+** downloads, DSPConnect equips Dealer Reps with an easy to use, efficient solution for storing and sharing product brochures, white papers, and rep lists.

What Your Customers Say About *First Impressions*

“Your ability to publish relevant content that relates to what I do on a day-to-day basis is powerful. I receive a LOT of mail and emails on a daily basis. I will be the first to say that not all of it gets read thoroughly. However, I do take time to read First Impressions. Keep up the good work!”

– Kirk Greenway, Field Sales Consultant
Henry Schein

“Love the magazine!”

– Sharon Braverman, Territory Representative
Patterson Dental

“I love the magazine! One of a kind.”

– Chris Gray, Territory Representative
Benco Dental

“First Impressions gives a broad range of what is going on in the industry. I love the articles about the personal things people in the industry do because it gives a really friendly personal feel to the magazine.”

– Robin Shear, Sales
Dental Health Products

Editorial Topics

Issue	Tech Talk	Selling Focus	Editorial Topics	Ad Due Date	Mail Date
Jan Digital			Telesales	12/30/15	1/7/16
Feb Print	Preventative Hygiene	Gloves	New Products and Selling Opportunities	1/15/16	2/10/16
March Digital			Water Line Treatments	2/25/16	3/7/16
April Print	Hand Hygiene	Masks	Made in the USA	3/17/16	4/11/16
May Digital			HR/Dental Office	4/27/16	5/7/16
June Print	Product Awards and Preferred Products	Hand Instruments	Hall of Fame	5/18/16	6/10/16
July Digital			Evidence-based Dentistry	6/26/16	7/7/16
Aug Print	Update on Composites	Digital Imaging	Pediatric Dentistry	7/15/16	8/10/16
Sept Print	*Equipment issue – small equipment, capital equipment and accessories			8/15/16	9/7/16
Oct Print	Handpieces & Maintenance	Digital Cameras	Office Design	9/16/16	10/7/16
Nov Digital			Green Dentistry	10/26/16	11/7/16
Dec Print	Update on Endo	Curing Lights	Service Tech and Sales Reps Impact	11/11/16	12/6/16

Regular Features

- Distributor Profiles
- First Person perspectives on the industry
- Ask the Expert (sales and the dental practice)
- Infection Control
- DTA Column
- Rep Corner profiles
- Industry News and New Products
- Product Selling Focus
- Service Tech Focus
- Dental Advisor Tech Talks

Print and Digital Packages

Gold Print and Digital Package:

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

Total investment of \$30,385

Basic Plus Package = \$10,000

- 5 full page digital ads
- 1 new product spot in the news section
- 1 banner ad in the Weekly Drill for one month
- 1 press release in the Weekly Drill
- DSPConnect listing for one year

Silver Print and Digital Package:

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

Total investment of \$28,325

Basic Package = \$7,600

- 3 full page digital ads
- 1 new product spot in the news section
- 1 banner ad in the Weekly Drill for one month
- 1 press release in the Weekly Drill
- DSPConnect listing for one year

Bronze Print and Digital Package:

- Three full page ads
- One half page print ad
- Three full page digital ads
- New product showcase and news priority

Total investment of \$16,995

Starter Package = \$5,500

- 1 half page digital ad
- 1 half page print ad
- 1 new product spot in the news section
- 1 press release in the Weekly Drill
- DSPConnect listing for one year

Custom print, print/digital and digital only packages are available

Full Page Print Ad Rates 1x = \$4,480 2x = \$4,274 3x = \$4,068 4x = \$3,965 5x = \$3,862

Additional Advertising Opportunities (call for pricing)

- Customized inserts
- Company profiles and content marketing
- Banner ads in the Weekly Drill
- e-blasts
- 2 Minute Drill insert or video
- Bellybands and polybags
- Advertising on DentalSalesPro.com
- Full page digital ads

For more information contact:



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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 CC. 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 uploaded. To obtain a link for uploading files, please contact Art Director Brent Cashman at bcashman@mdsi.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. If the advertiser does not fulfill the number of committed issues, MDSI will bill back the company for unearned discounts based on current rate card rates and the number of issues participated in at the end of the contract period. Advertiser must notify MDSI of any changes/cancellations in writing. Any cancellations made within five business days before the printed ad deadline will result in advertiser being billed for that month and the ad will be moved to a future issue pending space availability.

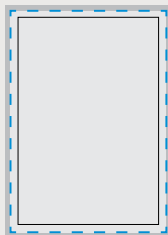
DISPLAY ADVERTISING SPECIFICATIONS:

First Impressions is printed in four-color process in Macintosh format using Adobe Indesign CC.

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.

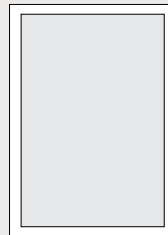
Full-Page:

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

