



oralhealth

2018 MEDIA KIT

oralhealth

editorial calendar

JANUARY

PEDIATRIC DENTISTRY

OFFICE ^{oralhealth} appears in January Issue

AD BOOKING CLOSE | December 1, 2017
AD MATERIAL CLOSE | December 11, 2017

FEBRUARY

DENTAL PHARMACOLOGY & ANESTHESIA

MEETING: Pacific Dental Conference

AD BOOKING CLOSE | January 5, 2018
AD MATERIAL CLOSE | January 12, 2018

MARCH

GENERAL DENTISTRY

OFFICE ^{oralhealth} appears in March Issue

MEETING: ODA Spring Meeting

AD BOOKING CLOSE | February 2, 2018
AD MATERIAL CLOSE | February 12, 2018

APRIL

AESTHETIC DENTISTRY

AD BOOKING CLOSE | March 2, 2018
AD MATERIAL CLOSE | March 12, 2018

MAY

ENDODONTICS

OFFICE ^{oralhealth} appears in May Issue

MEETING: JDIQ Meeting

AD BOOKING CLOSE | April 2, 2018
AD MATERIAL CLOSE | April 13, 2018

JUNE

ORAL SURGERY

AD BOOKING CLOSE | May 4, 2018
AD MATERIAL CLOSE | May 14, 2018

JULY

PRODUCT REPORT

OFFICE ^{oralhealth} appears in July Issue

AD BOOKING CLOSE | June 1, 2018
AD MATERIAL CLOSE | June 11, 2018

AUGUST

IMPLANTOLOGY

AD BOOKING CLOSE | July 5, 2018
AD MATERIAL CLOSE | July 13, 2018

SEPTEMBER

ORTHODONTICS

OFFICE ^{oralhealth} appears in September Issue

AD BOOKING CLOSE | August 3, 2018
AD MATERIAL CLOSE | August 13, 2018

OCTOBER

PERIODONTICS

MEETING: Winter Clinic

AD BOOKING CLOSE | September 5, 2018
AD MATERIAL CLOSE | September 14, 2018

NOVEMBER

PROSTHODONTICS

OFFICE ^{oralhealth} appears in November Issue

AD BOOKING CLOSE | October 2, 2018
AD MATERIAL CLOSE | October 12, 2018

DECEMBER

PREVENTIVE DENTISTRY

AD BOOKING CLOSE | November 2, 2018
AD MATERIAL CLOSE | November 12, 2018

**SPECIAL
OPPORTUNITY**

BONUS 13th issue of Oral Health

will be published in 2018.
Stay tuned for details.

Topic: Laser Dentistry

4-colour rates | **oral**health

	1x	3x	6x	9x	12x	Preferred Rate
Full Page	\$5500	\$5365	\$5225	\$5090	\$4950	\$4675
1/2 Island	\$3850	\$3755	\$3660	\$3560	\$3465	\$3275
1/2 page	\$3440	\$3355	\$3270	\$3180	\$3095	\$2925
1/3 page	\$2475	\$2415	\$2350	\$2290	\$2225	\$2105
1/4 page	\$1925	\$1875	\$1830	\$1780	\$1735	\$1635



PAGE TRIM | 8.125" X 10.75"

AD SIZE	WIDTH x DEPTH
Full page	7" x 10"
Full Page + bleed	8.375" x 11"
Double Spread	15.25" x 10"
Spread + bleed	16.5" x 11"
1/2 Vertical	3.375" x 10"
1/2 Horizontal	7" x 4.875"
1/2 Island	4.5" x 7.5"
1/3 Vertical	2.125" x 10"
1/3 Horizontal	7" x 3.25"
1/3 Square	4.5" x 4.875"
1/4 Vertical	3.375" x 4.875"
1/4 Horizontal	7" x 2.25"

FILE SUBMISSION | print optimized CMYK PDF
 All fonts must be supplied or embedded in the PDF file.
 All images must be supplied or embedded in the PDF file.

<http://www.oralhealthgroup.com/upload>

please note

All ads with bleed **must include 0.125" bleed** on all sides. Also, please ensure there is a minimum of **0.35" type safety margin**.

oralhygiene

Oral Hygiene serves dental hygienists right across Canada, featuring the same level of editorial excellence that Oral Health is known for! The editorial environment speaks to dental hygienists as professionals, helping them build and develop clinical skills, master new products and technologies and increase their productivity and effectiveness as key members of the dental team.

4-colour rates | **oral**hygiene

	1x	Multiple Bookings
Full Page	\$3500	\$2000
1/2 Page	\$1900	\$1500



FEBRUARY

AD BOOKING CLOSE | January 12, 2018

AD MATERIAL CLOSE | January 19, 2018

MAY

AD BOOKING CLOSE | April 13, 2018

AD MATERIAL CLOSE | April 20, 2018

SEPTEMBER

AD BOOKING CLOSE | August 10, 2018

AD MATERIAL CLOSE | August 20, 2018

NOVEMBER

AD BOOKING CLOSE | October 19, 2018

AD MATERIAL CLOSE | October 26, 2018

Dental Marketplace

The Oral Health Group of publications offer classified advertising sections in each and every issue. We carry more classified ad pages than all other Canadian dental magazines combined.

This is a strong testament to the readership of all our journals—these are the magazines dentists and hygienists read to stay informed and these are the magazines they know they need to use to get results!

With our “e-dental marketplace” service, your ad also receives additional exposure on the Oral Health Group’s website.

“E-dental Marketplace”

Exclusive service for Dental Marketplace advertisers. Real time, online classified ads with posting guaranteed within 72 hours. (Note: Ad must appear in print journal to be eligible for this service).

With over 166,000 page impressions and over 99,000 unique visitors*, your ad will receive great exposure at very cost-effective rates!

(Source: July 1-31, 2017 Google Analytics)

CALENDAR OF EVENTS

PACIFIC DENTAL CONFERENCE (PDC)

March 8 to 10, 2018
Vancouver, BC
www.pdconf.com

TECHNORAMA

April 6 and 7, 2018
Toronto, ON
www.diac.ca

ONTARIO DENTAL ASSOCIATION (ODA)

April 26 to 28, 2018
Toronto, ON
www.oda.on.ca

JOURNÉES DENTAIRES INTERNATIONALES DU QUÉBEC (JDIQ)

May 25 to 29, 2018
Montreal, QC
www.odq.qc.ca

dental marketplace rates

Per column inch | **\$199**

Make your ad stand out with colour | **\$30** (additional)

	width x depth	B&W	4-Colour
1/8 page	3-3/8" x 2-1/4"	\$485	\$570
1/4 page	3-3/8" x 4-7/8"	\$895	\$1010
1/3 page	4-1/2" x 4-7/8"	\$1060	\$1155
1/2 page	7" x 4-7/8"	\$1570	\$1665
2/3 page	7" x 7"	\$1730	\$1900
Full page	7" x 10"	\$2850	\$2950

professional directory/business cards

	width x depth	1x	6x	12x	1x	6x	12x
single card	3-3/8" x 2-1/4"	\$395	\$350	\$325	\$470	\$425	\$390
double card	3-3/8" x 4-7/8"	\$690	\$525	\$490	\$765	\$600	\$555

All rates above are shown in Canadian dollars and include all production.

FOR MORE INFORMATION ON ANY OF THESE ADVERTISING OPPORTUNITIES OR TO RESERVE YOUR SPACE, PLEASE CONTACT KAREN SHAW

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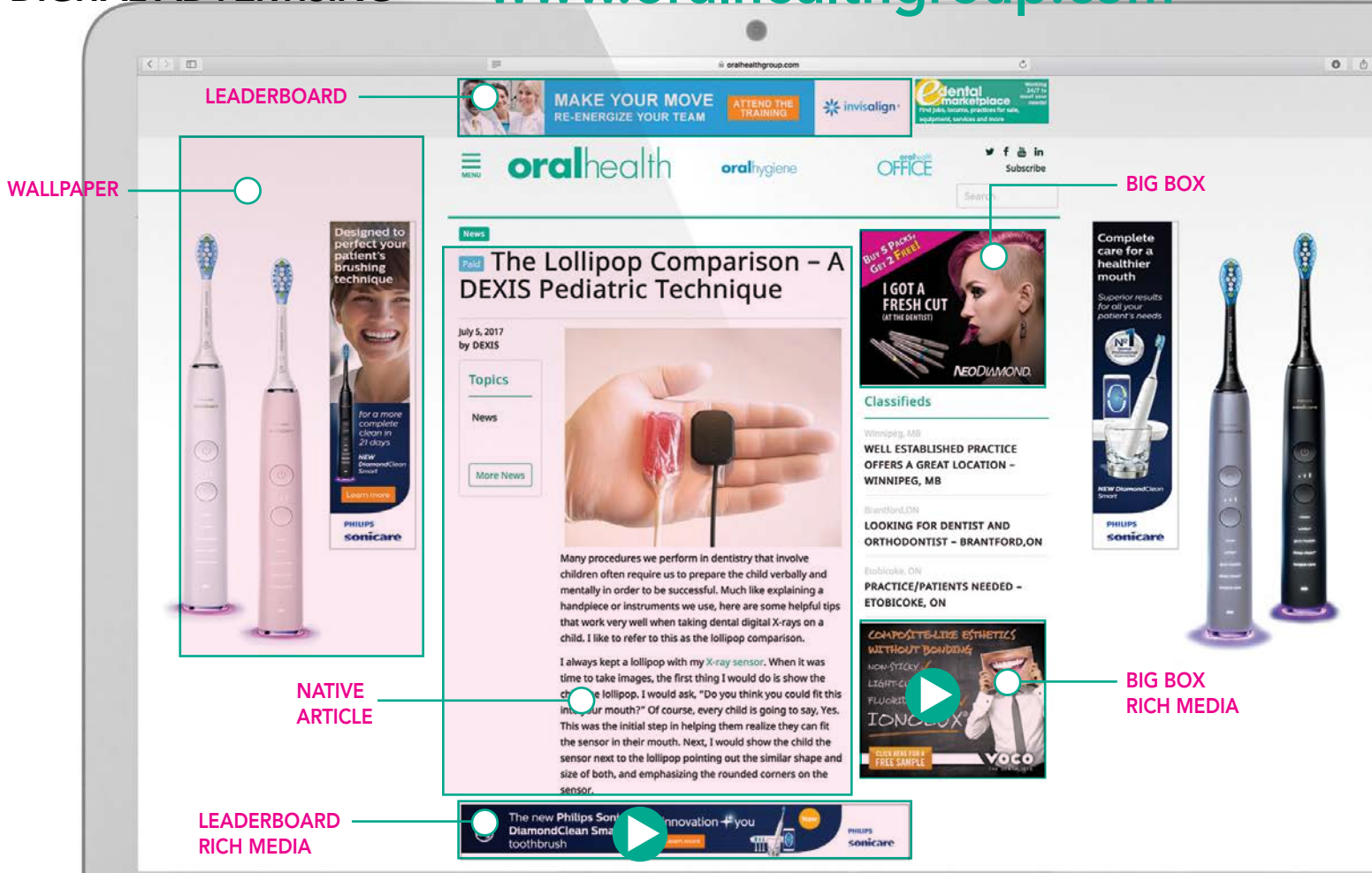
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 LinkedIn for Oral Health |  LinkedIn for Oral Hygiene



ONLINE AD RATES

LEADERBOARD | \$995 per month

DESKTOP SIZE: 728 x 90 pixels

MOBILE SIZE: 300 x 90 pixels

60 KB max file size GIF/JPEG or HTML5

BIG BOX | \$995 per month

300 x 250 pixels

60 KB max file size GIF/JPEG or HTML5

WALLPAPER | \$2000 per month

480 x 800 pixels

100 KB static single image GIF/JPEG

RICH MEDIA

LEADERBOARD OR BIG BOX |

\$1495 per month

NATIVE ADS (ARTICLES)

Expand your message

What is it? It's simply an article provided by you. The article can include anything you like: banners, video, audio, logos, etc. Your sponsored article will be promoted in newsletters and also appear on the homepage. It's great for press releases, new product announcements, acquisitions, etc. Content will be labelled as "Sponsored"/"Paid".

Bonus: your Native Ad will be kept up on our site, great for SEO!

PRICING | \$1,500 per native ad

REMARKETING

Follow your customers and extend your reach

You don't have to settle for just our website to reach your clients. Remarketing your message allows you to follow visitors that have been to our website, reinforcing your message as they browse the web. It's an extremely effective way to reinforce your message long after users have left our site.

PRICING | \$30 per 1,000 impressions

Only available with an online ad program, ask your Oral Health Consultant for details.

e-newsletter sponsorship

Oral Health Weekly goes out to 12,281* subscribers on a weekly basis providing our readers with up-to-date news, products, videos, classified ads and much more. E-newsletter sponsorships help increase brand awareness by providing a receptive and engaging environment.

*Mediaview August 23, 2017

Package	Per Month	Package includes
PLATINUM	\$2,400	Top Banner + 1st Big Box
GOLD	\$2,200	2nd Banner + 2nd Big Box
SILVER	\$1,500	3rd Banner + 3rd Big Box
BRONZE	\$1,500	4th Banner + 4th Big Box

Minimum booking three consecutive months

BANNER AD

DESKTOP SIZE: 640 x 90 pixels
MOBILE SIZE: 300 x 90 pixels
60 KB max file size GIF/JPEG or HTML5

BIG BOX AD

300 x 250 pixels
60 KB max file size GIF/JPEG or HTML5

custom e-blasts | YOUR MESSAGE, OUR LIST

E-Blasts are an extremely effective and cost-efficient way to extend your brand to the online market, giving you the opportunity to get your message out - when and how you want. Sent in HTML format, e-blasts provide a gateway directly to your website, to any online offers you may have, through links, videos and other interactive media.

Rates for E-Blasts start at \$450.00 per thousand names.
(Minimum 2,000 names per E-blast)

videos

We specialize in cost-effective videos that work in virtually any marketing medium: company websites, social media channels, banner ads, email campaigns, trade shows, user conferences and more.

video sponsorship program

10 second pre-roll and companion banner
\$2 per play | 500 play minimum commitment

booth-tour video at PDC, ODA and JDIQ

\$1495 | each show
3 show special pricing, ask for details



PLATINUM

GOLD

e-dental marketplace
BIG BOX ADS

For more info contact
karen shaw at
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416-510-6770

SILVER

BRONZE

