

92% of reader respondents read *Oral Health* regularly.

- SIGNET AD STUDY, 2022

Oral Health's direct-request circulation base is 89%.

- AAM AUDIT STATEMENT, JUNE 2023

82% of reader respondents believe *Oral Health* is a must-read.

- SIGNET AD STUDY, 2022

Total qualified circulation of 22,704 – 90% dentists.

- AAM AUDIT STATEMENT, JUNE 2023

EDITORIAL CALENDAR

JANUARY

FEATURE: Pediatric Dentistry

AD BOOKING CLOSE | **DECEMBER 1, 2023**
AD MATERIAL CLOSE | **DECEMBER 9, 2023**

FEBRUARY

* Pacific Dental Conference

FEATURE: Dental Pharmacology & Anesthesia

AD BOOKING CLOSE | **JANUARY 3, 2024**
AD MATERIAL CLOSE | **JANUARY 10, 2024**

MARCH

* ODA Spring Meeting

FEATURE: General Dentistry

AD BOOKING CLOSE | **FEBRUARY 3, 2024**
AD MATERIAL CLOSE | **FEBRUARY 10, 2024**

APRIL

FEATURE: Aesthetic Dentistry

AD BOOKING CLOSE | **MARCH 3, 2024**
AD MATERIAL CLOSE | **MARCH 10, 2024**

MAY

* JDIQ Meeting

FEATURE: Endodontics

AD BOOKING CLOSE | **APRIL 3, 2024**
AD MATERIAL CLOSE | **APRIL 10, 2024**

JUNE

FEATURE: Oral Surgery

AD BOOKING CLOSE | **MAY 3, 2024**
AD MATERIAL CLOSE | **MAY 10, 2024**

JULY

FEATURE: Product Report

AD BOOKING CLOSE | **JUNE 2, 2024**
AD MATERIAL CLOSE | **JUNE 12, 2024**

AUGUST (Includes Signet Ad Study)

FEATURE: Implantology

AD BOOKING CLOSE | **JULY 3, 2024**
AD MATERIAL CLOSE | **JULY 10, 2024**

SEPTEMBER

FEATURE: Orthodontics

AD BOOKING CLOSE | **AUGUST 3, 2024**
AD MATERIAL CLOSE | **AUGUST 10, 2024**

OCTOBER

FEATURE: Periodontics

AD BOOKING CLOSE | **SEPTEMBER 5, 2024**
AD MATERIAL CLOSE | **SEPTEMBER 12, 2024**

NOVEMBER

FEATURE: Prosthodontics

AD BOOKING CLOSE | **OCTOBER 3, 2024**
AD MATERIAL CLOSE | **OCTOBER 10, 2024**

DECEMBER

FEATURE: Preventive Dentistry

AD BOOKING CLOSE | **NOVEMBER 3, 2024**
AD MATERIAL CLOSE | **NOVEMBER 10, 2024**

RATES AND MECHANICAL SPECS

4-COLOUR RATES	1X	3X	6X	12X	PREFERRED RATE
Full page	\$6,000	\$5,850	\$5,700	\$5,250	\$4,990
1/2 island	\$4,200	\$4,095	\$3,990	\$3,675	\$3,495
1/2 page	\$3,750	\$3,650	\$3,565	\$3,280	\$3,120
1/3 page	\$2,700	\$2,635	\$2,565	\$2,365	\$2,245
1/4 page	\$2,100	\$2,050	\$1,995	\$1,840	\$1,750



HIGH IMPACT UNITS: Inserts, outserts, tip-ons, gatefold and barndoor cover are available by request.

FILE SUBMISSION: Print optimized CMYK PDF. All fonts and images must be supplied or embedded in the PDF file.

*** 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.

oralhealthgroup.com/upload

MECHANICAL REQUIREMENTS

FULL PAGE
7" x 10"

FULL PAGE + BLEED
8.375" x 11"

TRIM SIZE:
8.125" X 10.75"

BLEED:
ADD .125" TO ALL SIDES

PRINT SPECIFICATIONS:
WEB OFFSET

DOUBLE SPREAD
15.25" x 10"

1/2 VERT
3.375" x 10"

1/2 HORIZONTAL
7" x 4.875"

SPREAD + BLEED
16.5" x 11"

1/2 ISLAND
4.5" x 7.5"

1/3 HORIZONTAL
7" x 3.25"

1/3 VERT
2.125" x 10"

1/4 VERTICAL
3.375" x 4.875"

1/4 HORIZONTAL
7" x 2.25"

oralhygiene

Oral Hygiene serves dental hygienists across Canada and features 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.



CALENDAR

MARCH

AD BOOKING CLOSE | FEBRUARY 3, 2024
AD MATERIAL CLOSE | FEBRUARY 10, 2024

MAY

AD BOOKING CLOSE | APRIL 3, 2024
AD MATERIAL CLOSE | APRIL 10, 2024

SEPTEMBER

AD BOOKING CLOSE | AUGUST 3, 2024
AD MATERIAL CLOSE | AUGUST 10, 2024

NOVEMBER

AD BOOKING CLOSE | OCTOBER 3, 2024
AD MATERIAL CLOSE | OCTOBER 10, 2024

4-COLOUR RATES

1X	
Full page	\$3,500
1/2 page	\$1,900
MULTIPLE BOOKINGS	
Full page	\$2,000
1/2 page	\$1,500

E-NEWSLETTER SPONSORSHIP

THE ORAL HYGIENE E-NEWSLETTER GOES OUT TO OUR LIST OF 9,147* DENTAL HYGIENISTS ON A MONTHLY BASIS, PROVIDING OUR READERS WITH THE LATEST FEATURES, VIDEOS AND HYGIENIST PROFILES. E-NEWSLETTER SPONSORSHIPS HELP BUILD BRAND AWARENESS BY PROVIDING A RECEPTIVE AND ENGAGING ENVIRONMENT.

*Mediaview: April 2023

TOP BANNER: **\$1,795**
LEAD GEN TEXT BOX: **\$1,495**
PRICING PER MONTH

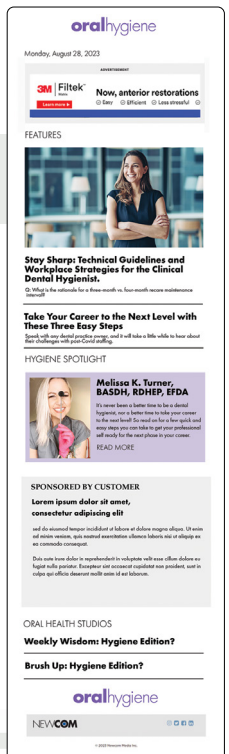




Diagram not to scale. Just for ad placement reference.

RUN OF SITE DISPLAY ADVERTISING

BILLBOARD

› \$65 PER 1,000 IMPRESSIONS

DESKTOP SIZE: 970 X 250 PIXELS

MOBILE SIZE: 300 X 90 PIXELS

BIG BOX

› \$65 PER 1,000 IMPRESSIONS

DESKTOP SIZE: 300 X 250 PIXELS

TALL BOX

› \$65 PER 1,000 IMPRESSIONS

DESKTOP SIZE: 300 X 600 PIXELS

INTERSTITIAL

› \$75 PER 1,000 IMPRESSIONS

DESKTOP SIZE: 640 X 480 PIXELS

new

MOBILE INTERSCROLLER

› \$75 PER 1,000 IMPRESSIONS

MOBILE SIZE: 340 X 740 PIXELS

SITE TAKEOVER

› ASK US FOR DETAILS

FLOATING FOOTER

› \$75 PER 1,000 IMPRESSIONS

FLOATING FOOTER DESKTOP

DESKTOP SIZE: 1000 X 120 PIXELS

FLOATING FOOTER MOBILE

MOBILE SIZE: 300 X 90 PIXELS

RICH MEDIA | ADDITIONAL 25% CHARGE | 60 KB max file size • GIF/JPEG or htmL5

WALLPAPER › Wallpaper ads allow you to command prominent real estate on our site with creative that captures and focuses viewer attention.

* Exclusive one day per week, per month.

\$2,500 PER MONTH | 200 X 3000 PIXELS (2X, LEFT & RIGHT)

100 KB static single image GIF/JPEG

We recommend the main message and CTA be in the top 768 pixels of the creative.

RETARGETING

Retargeting 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.

› \$50 PER 1,000 IMPRESSIONS

Only available with an online ad program.

OUT-STREAM VIDEO

Position your video directly within our excellent editorial content. An exciting opportunity for reader engagement!

\$85 PER 1,000 IMPRESSIONS

(Minimum of 25,000 impressions)

VIDEO FORMAT:
MP4 or MOV
(high resolution)
30 fps
Codec: H264 or ProRes

CREATIVE RATIO:
16:9 or 4:3 Ratio

Provide information and value for your customers with these excellent content marketing opportunities. Build trust, develop relationships, engage readers and generate leads with high-quality content marketing.

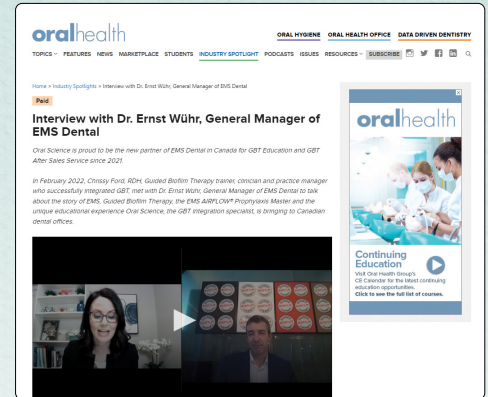
NATIVE ARTICLE PACKAGE

> \$6,000/MONTH (MAXIMUM 4 NATIVE PACKAGES PER MONTH)



INDUSTRY SPOTLIGHT PACKAGE

> \$6,000/MONTH



- Native article is posted on Oral Health Group website
- A social media boost is included
- Included in our weekly e-newsletter
- The article page is roadblocked to only show customer ads
- Right rail exposure on website homepage
- Includes a 30-60 second video

- Article is posted on Oral Health Group website
- Includes a 30-60 second video
- Right rail exposure on website homepage
- Included in our weekly e-newsletter
- The article page is road blocked to only show customer ads
- A social media boost is included

+ ADD AN E-BLAST FOR THE SPECIAL RATE OF \$2,500

new

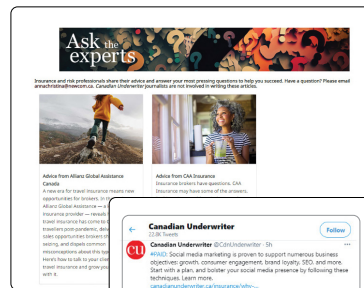
ASK THE EXPERTS

A special 3-part Q&A series focused on "SPONSOR solutions" to drive practice growth for dentists. SPONSOR experts can provide in-depth responses to 3 major questions over the course of 3 articles.

- Demonstrate thought leadership
- Differentiate your solutions from others
- Provide the tools and insights that readers need now
- Q&A article is posted to Oral Health Group website
- Access a full media campaign that includes ROS, newsletters and social channels.
- Program is for 3 months

CLIENT SUPPLIED CONTENT | \$15,000
OHG SUPPLIED CONTENT | \$18,000

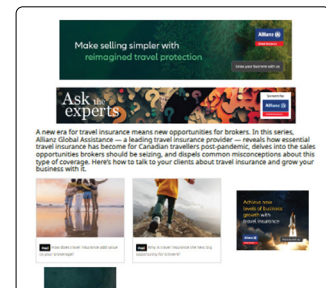
Additional exposure available. Ask us for details.



HUB LANDING PAGE

CONTENT LANDING PAGE

SPONSOR ARTICLE PAGE



HUB LANDING PAGE

CONTENT LANDING PAGE

SPONSOR ARTICLE PAGE



HUB LANDING PAGE

CONTENT LANDING PAGE

SPONSOR ARTICLE PAGE

new

ORAL HEALTH PODCAST SERIES

Oral Health is offering a fresh way to engage with our targeted audience with the **Brush Up Podcast**. Each episode of the podcast features industry experts discussing and providing insights on a wide variety of dental topics.



BRUSH UP

What's included:

- Sponsor logo on promotional materials (podcast email alert, social media, e-newsletter banners)
- Sponsor mention at beginning and end of episode
- 20-second mid-roll audio ad
- Opportunity to provide a podcast guest speaker

1 X **\$5,000** (PER EPISODE) | 3 X **\$4,500** (PER EPISODE)

Multi-episode packages available. Ask us for details.

WEBINARS

Deliver your content message under the trusted Oral Health brand. We offer complete promotional and technical expertise to execute and manage the webinar, from start to finish.

Webinars formats available:

- Single product/single sponsor focused
- Part of our in-depth Editorial series



ORAL HEALTH STUDIOS

A full, in-house video team that can meet any and all of your video needs. From simple product demos to online training, corporate profiles to animated tutorials, talk to us about video solutions customized to you!

new

SHOW SNIPPETS

Extend your show and social media presence with one of our new **Show Snippet packages**. Our talented team will shoot, edit and produce your trade-show videos that can then be featured across your digital platforms.

BASIC PACKAGE | \$2,295

A traditional 1-2 minute booth video and 1 social snippet

SOCIAL PACKAGE | \$2,495

5 social snippets

Contact your Oral Health Sales Consultant for a custom-content video quote.

WEEKLY WISDOM (MINI-SERIES) | \$5,000

PER MONTH MINIMUM OF 3 MONTHS

Sponsor Oral Health's engaging video series which produces short weekly tips for dental professionals. You will receive multiple touch points and exposure across our website and social media channels.

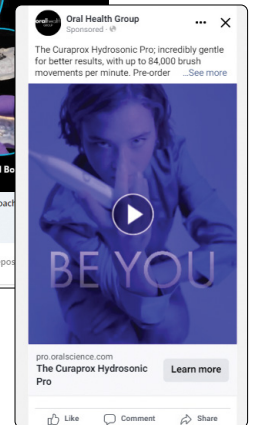
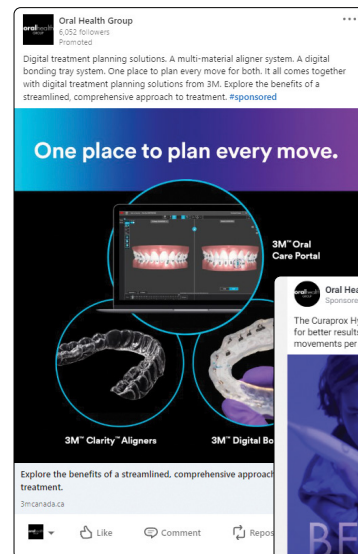
Paid social campaigns have an average CTR of 3.55%.

- MEDIAVIEW, JANUARY - MAY 2023



SOCIAL MEDIA

Reach a wider audience and generate impressive results by running a social media campaign with Oral Health.



MINIMUM | **\$1,000**
(PER MONTH)

MAXIMUM | **\$10,000**
(PER MONTH)

For more information on any of these unique content marketing opportunities, contact your Oral Health Sales Consultant.

E-NEWSLETTER SPONSORSHIPS

oralhealth
GROUP WEEKLY

Oral Health Weekly goes out to 15,542* subscribers providing our readers with up-to date news, features, videos, blogs and much more. E-newsletter sponsorships help increase brand awareness by providing a receptive and engaging environment. *MEDIAVIEW: JUNE 2023

POSITION	PER MONTH	PACKAGE INCLUDES	SPECS
TOP	\$3,000	BANNER AD	550 X 150 PIXELS
SECOND	\$2,500	BANNER AD	550 X 150 PIXELS
THIRD	\$3,000	LEAD GEN TEXT BOX	TITLE (5-10 WORDS) BODY COPY (100 WORDS)
FOURTH	\$2,000	BIG BOX	300 X 250 PIXELS
FIFTH	\$1,500	BANNER AD	550 X 150 PIXELS

MINIMUM BOOKING: THREE CONSECUTIVE MONTHS

THE ORAL HEALTH WEEKLY E-NEWSLETTER HAS AN AVERAGE OPEN RATE OF 42.9%.

- MEDIAVIEW, JUNE 2023

The newsletter is sponsored by VOCCO, 3D Dentist, Show Lab Group/Prime Dental, and Oral Science.

ANTIMICROBIAL & PRE-PROCEDURAL ORAL RINSE

NEWS

New Immigration Program for Health Workers to Improve Access for Canadians
Immigration, Refugees and Citizenship announced changes to Canada's immigration program...

Wife Sues Husband's Dentist Following His Death
A woman in Henry County has filed a wrongful death suit against her husband's dentist, Susan Hodges, and his practice after her husband sustained facial injuries while under their care.

Now is the time for green bonds
These instruments preserve capital, offer stable income and protect against volatility.

Are you still juggling with MULTIPLE BONDS?

3D Printing: The Revolution in Dentistry
The American Dental Association (ADA) has published a new guideline that recommends that "conservative methods to treat tooth decay" would have better results when used with common restorative materials.

The Necessary Reassessment of Mask Use in Dentistry
The American Dental Association (ADA) has published a new guideline that recommends that "conservative methods to treat tooth decay" would have better results when used with common restorative materials.

SPONSORED BY CUSTOMER
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Oral Health's
e-newsletters have
an average open
rate of 41.6%.

- MEDIAVIEW, JANUARY - MAY 2023

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, or to any online offers you may have, through links, videos and other interactive media.

RATES FOR E-BLASTS START AT \$600 PER 1,000 NAMES. (MINIMUM 2,000 NAMES PER E-BLAST)

Extra charges may apply for creative, production and custom distribution list. 50% minimum cancellation fee with less than 30 days' notice. Material due 5 business days before e-blast date.

new

DENTIST/STUDENT E-NEWSLETTER

Introducing a **brand-new e-newsletter** that allows you to target young, upcoming new dentists. Deliver your message to this valuable audience beside our engaging and educational content.

oralhealth
NEXT GEN

TOP BANNER | \$1,795 LEAD GEN TEXT BOX | \$1,495

*MEDIAVIEW, JUNE 2023

ORAL HEALTH OFFICE E-NEWSLETTER

The **Oral Health Office e-newsletter** delivers the latest practice management information to our list of **13,000+*** dentists and hygienists.

oralhealth OFFICE

Monday, August 7, 2023

Are you still juggling with MULTIPLE BONDS?

Office Space: Tasios Orthodontics
Tasios Orthodontics has two locations that Dr. Steve Tasios has opened. Both offices were completed in one floor, 1 year and immediately opened their doors in 2022.

Do Not Let Your Patient Experience Go on Holiday

DATA DRIVEN DENTISTRY E-NEWSLETTER

Integrate your branding into our monthly **Data Driven Dentistry e-newsletter** that goes to our list of **12,000+*** subscribers. This e-newsletter provides dentists with stats from our annual survey of Canadian dentists.

data driven DENTISTRY

ANTIMICROBIAL & PRE-PROCEDURAL ORAL RINSE

Dentistry is Worth the Price
If you currently work in dentistry, you are most likely aware of the hurdles that practitioners face on a day-to-day basis. However, our annual survey revealed some positive news for dentistry.

93% of dentists feel dentistry has given them a great career.

57% of dentists are interested in taking CE courses on new dental techniques/procedures.

35% of dentists have renovated their practice in the last 2-5 years.

TOP BANNER | \$1,795 LEAD GEN TEXT BOX | \$1,495

*MEDIAVIEW, JUNE 2023

oralhealth GROUP productspotlight

Elevate your practice and skills with our advertisers' innovative products, services and technologies, as seen in the latest issues from Oral Health Group.

Protic - Clearline

Our Aligners are manufactured in Canada using the latest digital technology. Let our skilled team guide you to reach successful orthodontic outcomes for your patients.

clearline

LEARN MORE

PRODUCT SPOTLIGHT E-NEWSLETTER

Get your product/promotions/company featured in our monthly **Product Spotlight e-newsletter** that goes to our list of **12,821*** dentists and hygienists.

- **\$500 PREMIUM WITH YOUR PRINT CAMPAIGN**
- **\$1,500 FOR STANDALONE SPOTLIGHT (NO PRINT AD)**

DENTAL & eDENTAL MARKETPLACE

The **Oral Health Group** publications offer a classified advertising section in each issue. We carry more classified ad pages than all other Canadian dental magazines combined. With our **eDental Marketplace**, your ad receives additional exposure on the Oral Health Group website. Real-time, online classified ads with posting guaranteed within 72 hours.

DENTAL MARKETPLACE RATES

	WIDTH X DEPTH	B&W	4-COLOUR
1/8 page	3.375" X 2.25"	\$485	\$570
1/4 page	3.375" X 4.875"	\$895	\$1,010
1/3 page	4.5" X 4.875"	\$1,060	\$1,155
1/2 page	7" X 4.875"	\$1,570	\$1,665
Full page	7" X 10"	\$2,850	\$2,950
Full page + bleed	8.375" x 11"	\$2,850	\$2,950
Page trim	8.125" X 10.75"		

PER COLUMN INCH | \$225

MAKE YOUR AD STAND OUT WITH COLOUR | \$50 (ADDITIONAL)

PROFESSIONAL DIRECTORY/BUSINESS CARDS

	WIDTH X DEPTH	B&W			4-COLOUR		
		1X	6X	12X	1X	6X	12X
SINGLE CARD	3.375" X 1.25"	\$395	\$350	\$325	\$470	\$425	\$390
DOUBLE CARD	3.375" X 2.5"	\$690	\$525	\$490	\$765	\$600	\$555

ONLINE OPPORTUNITIES

PRINT & ONLINE LISTING | \$250

Includes one column inch printed ad + uploaded to our website

MONTHLY eDENTAL NEWSLETTER | \$450

Sent on the first and third Saturday of each month. Limited spaces available.

(Must be running print/online listings)

+ SOCIAL MEDIA BOOST | \$80

Your listing will be promoted on LinkedIn.

(Must be running print/online listings)

FOR MORE INFORMATION ON ANY OF THESE ADVERTISING OPPORTUNITIES OR TO RESERVE YOUR SPACE CONTACT:

KAREN SHAW

CELL: 437-991-7187

E-mail: karen@newcom.ca

**OVER
140,000**

PAGE VIEWS

**OVER
95,000**

UNIQUE VISITORS

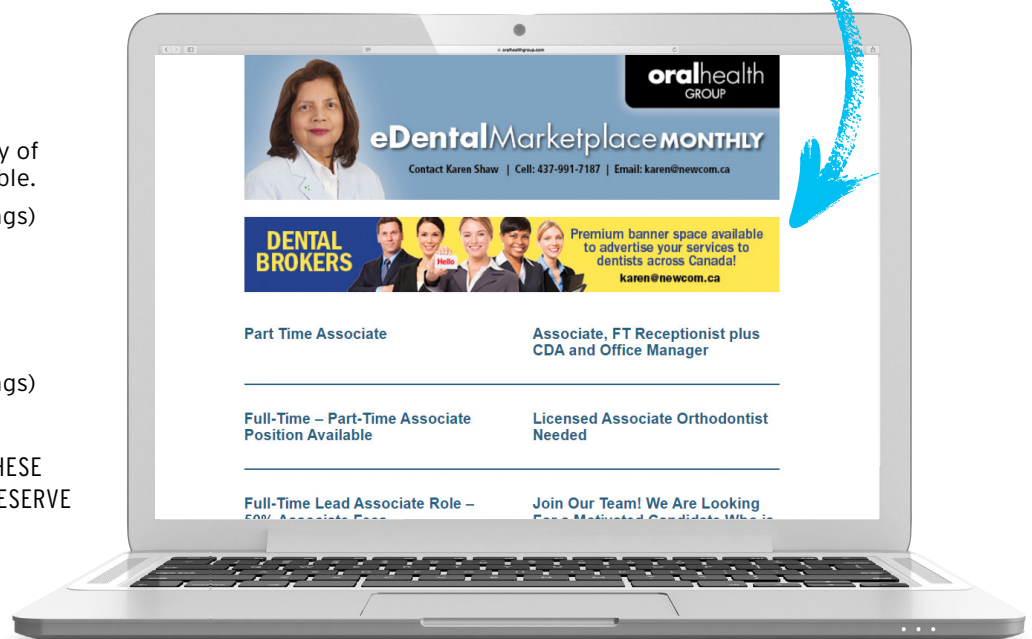
— GOOGLE ANALYTICS, JANUARY - MAY 2023

**YOUR AD WILL RECEIVE
GREAT EXPOSURE AT VERY
COST-EFFECTIVE RATES!**

The eDental
Marketplace
newsletter has an
average open rate
of 39.84%.

— MEDIAVIEW, JANUARY - MAY 2023

**BANNER SPONSORSHIP OPPORTUNITIES AVAILABLE.
LIMITED SPACE. ASK FOR DETAILS AND PRICING.**





new

oralhealthCE oralhealthce.com

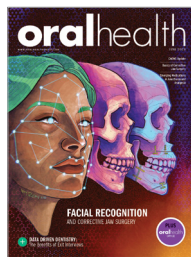
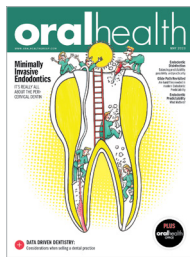
ORALHEALTHCE IS AN ONLINE SUBSCRIPTION-BASED LEARNING PLATFORM THAT WILL PROVIDE DENTISTS ACROSS NORTH AMERICA WITH ON-DEMAND ACCESS TO ACCREDITED DENTAL CE COURSES FROM THOUGHT LEADERS ACROSS THE WORLD.

DENTAL EDUCATORS CAN LEVERAGE THE POWER OF ORAL HEALTH GROUP'S BRAND STRENGTH, AUDIENCE AND MARKETING REACH TO ATTRACT DENTISTS TO THEIR IN-PERSON COURSES.

CONTACT US FOR MORE DETAILS ON THIS EXCITING NEW OPPORTUNITY!

OVERVIEW

Established in 1911, *Oral Health* has been known for a tradition of editorial excellence for over 110 years.



As Canada's **ONLY** national clinical publication publishing **EVERY** month of the year, we deliver consistent and comprehensive coverage of the Canadian dental market. Our audited circulation of over 22,704 includes all dentists across Canada, as well as dental students, labs, dealers and manufacturers, ensuring that your message receives timely distribution to the complete dental profession.

- JUNE 2023 AAM STATEMENT



ORALHEALTHGROUP.COM

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