

*The Official Voice of the Dental Laboratory Industry*

# JDT

**2007 Media Kit**

[www.nadl.org/jdtunbound](http://www.nadl.org/jdtunbound)

*Stand out* from the rest.

NADL  
National Association of  
Dental Laboratories





*"Being an NADL member, a Journal of Dental Technology reader and JDT Unbound subscriber helps me get ideas for my laboratory and gain benchmarking information so I can see how my laboratory ranks within the industry. I use these resources to move forward and move ahead of the competition. Because I'm a buyer and decision maker, I pay close attention to who is advertising in the Journal of Dental Technology and JDT Unbound as well as participating in NADL. NADL gives back to the industry and I want to associate my laboratory with others who believe in that as much as I do."*

**— R.J. DeLapa, owner United Dental Labs, Inc., CDL, in Akron, Ohio, and NADL laboratory member.**

# What *Sets* **JDT** Apart?

## ***NADL***

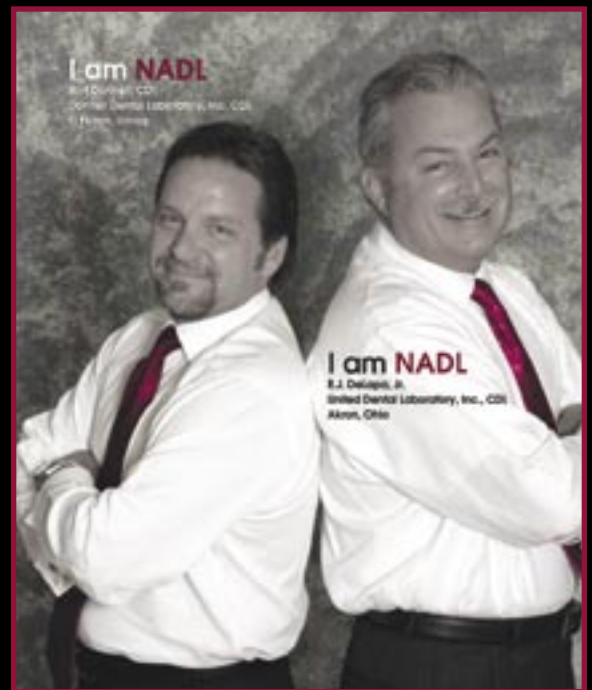
JDT is the voice of the National Association of Dental Laboratories (NADL). By being the association's publication, it has certain standards it must uphold. By advertising in JDT you not only get your message across, you make the statement that you support the dental laboratory industry and NADL.

## ***Editorial Content***

JDT is focused on laboratory owners and helping them make the decisions that will make their laboratories successful. Our content is trustworthy. All submitted technical articles must pass a vigorous peer review before being published. This ensures trust and confidence in JDT.

## ***Paid Circulation***

Laboratory owners value JDT so much that they pay for it. JDT has 9,000 paid subscribers. All other publications have primarily or completely free circulations. This means JDT has value. JDT goes directly to the people you want, the decision makers.



NADL laboratory members **Bart Donnell, CDT** and **R.J. Delapa, Jr.**

# Dare to be ***Different!***

**Don't just think outside the box, BREAK out of it.** JDT offers solutions to somewhat stale ad campaigns. We can help you redesign a campaign from beginning to end and even offer different ad types not typically seen in the traditional industry magazine. Call us today for your custom presentation. With JDT the sky is the limit.

**T**he dental laboratory owners and Certified Dental Technicians who decide which products to buy read every issue of the *Journal of Dental Technology* (JDT) from cover to cover. It is the voice of the dental laboratory industry. Our readers know JDT is the best resource for information about improving their businesses and buying cutting-edge products.

JDT gives laboratory owners the practical information they need to manufacture quality prosthetics and build their businesses. As the official publication of the National Association of Dental Laboratories, JDT is a vanguard of the dental laboratory profession and its effort to stay abreast of the latest technologies.

## Laboratory Gross Annual Revenue

Up to \$250,000	<b>35%</b>
\$250K-\$999,000	<b>30%</b>
\$1M-\$3.9 Million	<b>16%</b>
\$4M-9.9 Million	<b>7%</b>
10 Million +	<b>4%</b>
Prefer not to comment	<b>9%</b>

## Areas of Expertise

Crown and bridge	<b>21%</b>
Ceramics	<b>20%</b>
Implants	<b>19%</b>
Orthodontics	<b>7%</b>
Medical Appliances	<b>6%</b>
Partial Dentures	<b>13%</b>
Full Dentures	<b>14%</b>



NADL laboratory member  
**Shaun Keating, CDT**

## JDT Reaches Decision Makers

Owner	<b>56%</b>
Manager	<b>14%</b>
Technician	<b>13%</b>
Administrative	<b>2%</b>
Other	<b>15%</b>



*"National Dentex feels very strongly that the NADL and its Journal of Dental Technology plays a major part in the continued success of our company. The technical and management articles in JDT are outstanding and are of great interest and value to our team."*

**—Dave Brown, president and CEO of National Dentex and NADL laboratory member.**



"At Dental Services Group, we support manufacturers who support the National Association of Dental Laboratories, Certified Dental Technicians and the Journal of Dental Technology because we know that those manufacturers are committed to research and development in order to provide our 33 laboratories with the best products."

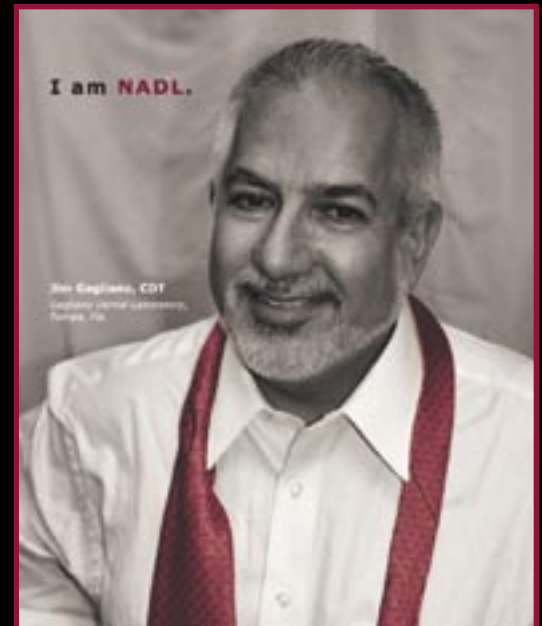
—**Joe Gerace, CDT, Dental Services Group senior vice president and NADL laboratory member.**

## JDT Reaches Laboratories of *All Sizes*

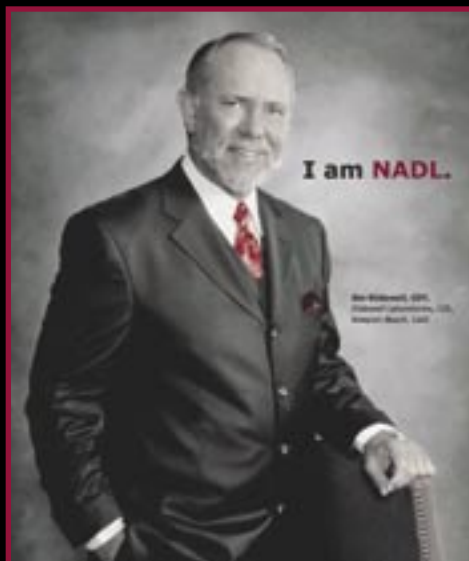
- 27%** 1-2 employees
- 25%** 3-5 employees
- 16%** 6-10 employees
- 17%** 11-25 employees
- 15%** 26 or more employees

## *Age* of the Average JDT Reader

- |       |            |
|-------|------------|
| 25-34 | <b>6%</b>  |
| 35-44 | <b>24%</b> |
| 45-54 | <b>44%</b> |
| 55+   | <b>26%</b> |



NADL laboratory member **Jim Gagliano, CDT**



NADL laboratory member **Jim Glidewell, CDT**

## How to Become a *Part of JDT*

Contact Keith Segundo, chief marketing executive, to learn more about the many ways JDT can help get your message to the decision makers at the best dental laboratories in the industry. Call Keith at **(800) 950-1150**, FAX (850) 222-0053 or e-mail [keith@nadl.org](mailto:keith@nadl.org). The mailing address is 325 John Knox Rd, Bldg L103, Tallahassee, FL 32303.

# Display Advertising

Display Full Color Ads	1x	4x	9x
Full Page	\$4,500	\$4,300	\$3,900
2/3 Page (Vertical)	\$3,700	\$3,600	\$3,400
1/2 Page (Horizontal/Vertical)	\$3,200	\$3,100	\$2,900
1/3 Page (Vertical)	\$2,700	\$2,600	\$2,500
1/4 Page (Horizontal)	\$2,500	\$2,400	\$2,300
1/6 Page (Horizontal/Vertical)	\$2,300	\$2,200	\$2,100

Center Spread Rates	1x	4x	9x
Center Two Page Spread	\$9,000	\$8,600	\$7,900

## Cover Rates

Inside Front Cover	\$5,000
Inside Back Cover	\$5,000
Back Cover	\$5,250

# Specialty Advertising

## Poly Bagging

Poly Bag Cost Per Item \$6,700

Poly bag your sales material with JDT. Package your brochures, flyers, and special offers in a poly bag package right next to JDT. You save postage, envelopes and mailing service charges! For less than mailing your flyers out even at bulk rates, you can reach all of JDT's 9,000 subscribers with your promotional materials in a waterproof JDT poly bag.

## Your Unique Message

Consider JDT your team. We will work with you to bring your unique advertising ideas to life.

### Examples are:

- ➔ Interior or cover gate folds
- ➔ Glue in items such as CDs
- ➔ Tear outs
- ➔ Product samples

Also, JDT can assist you in designing your ad. Need help? Call our experts to see your ad ideas in print or on the Web. With JDT, the sky is the limit.

# Artwork Specifications

Display and Classified Display Ads should come print-ready to JDT in one of the following formats:

- High-Resolution PDF file** (Set PDF image compression to 300 dpi and do not use JPEG compression — ZIP or Automatic PDF compression is fine. Make sure all fonts are embedded, and color output is set to Grayscale or CMYK. For a downloadable PDF creation guide, visit [www.nadl.org/jdtunbound](http://www.nadl.org/jdtunbound).)
- TIFF file** (Image resolution should be no lower than 300 dpi. 600 dpi .tif files are preferred for ads with small text.)

All ads must be submitted to the JDT Advertising Director on a **PC-compatible CD** with an accompanying match print for color comparison. **MAC-only discs cannot be accepted.**

### Full Page or Cover

trim size:  
9" x 10.75"

bleed size:  
9.25" x 11"

### 2/3 Vertical

trim size:  
5.65" x  
10.75"

bleed size:  
5.9" x 11"

### 1/2 Vertical

trim size:  
4.25" x  
10.75"

bleed size:  
4.5" x 11"

### 1/2 Horizontal

trim size:  
9" x 5.25"

bleed size:  
9.25" x 5.5"

### 1/3 Vertical

trim size:  
3" x 10.75"

bleed size:  
3.25" x 11"

### 1/4 Horizontal

trim size:  
9" x 2.5"

bleed size:  
9.25" x 2.75"

### 1/6 Vertical

2.375" x  
4.625"

### 1/6 Horizontal

5.0625" x 2.25"

for detailed ad specs visit [www.nadl.org/jdtunbound](http://www.nadl.org/jdtunbound) for a downloadable PDF file.

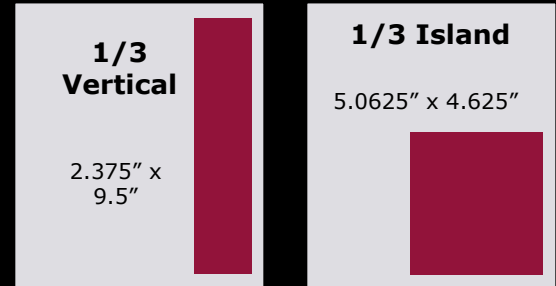
## JDT Advertising Deadlines

2007 Issue	Insertion Order Deadlines
January	November 22, 2006
February	December 21, 2006
March	January 24, 2007
April	February 23, 2007
May	March 26, 2007
June/July	May 25, 2007
August/September	July 27, 2007
October	August 23, 2007
November/December	October 11, 2007

# Display Classified Advertising

Display Classified 1 color	1x	4x	9x
1/3 Page (Vertical/Island)	\$1,300	\$1,200	\$1,100
1/4 Page (Horizontal)	\$1,100	\$1,000	\$900
1/6 Page (Horizontal/Vertical)	\$900	\$800	\$700
1/12 Page	\$500	\$400	\$300

## Display Classified Ad Sizes



# Classified Advertising

## Classified Line Ads

\$100 for the first 25 words. \$1.50 for each additional word.

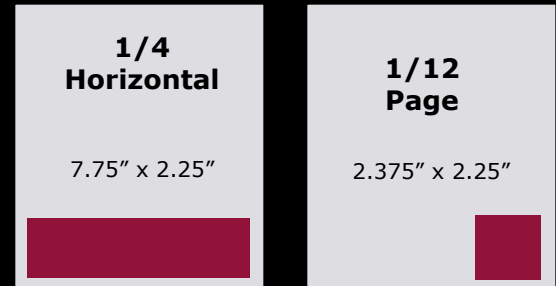
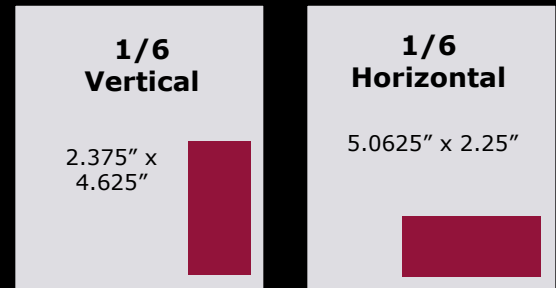
## Discounts for Classified Line Ads

Discount	Consecutive Insertions
5%	3
10%	6
15%	9

## Online Classified Advertising

Want to get your message out early? Run your classified ad on the *JDT Unbound* Web site for an additional \$50 per month. Classified ads are posted monthly giving you 12 opportunities to run.

**Note:** Classified discounts do not apply to classified line Web ads.



## Online Advertising Opportunities



		1X	4X	8X	12X
Skyscraper	250 x 376 px	\$600	\$550	\$500	\$400
Banner Ad (Top)	468 x 60 px	\$500	\$450	\$400	\$300
Banner Ad (Bottom)	595 x 95 px	\$475	\$425	\$375	\$275
Button Ad	95 x 95 px	\$400	\$350	\$300	\$200

**86% of JDT readers subscribe to JDT Unbound**, enjoying expanded coverage of the dental technology industry and unique offerings not found anywhere else. Ads placed on this Web site are posted on a month-by-month basis. *JDT Unbound* is a great way to tap into an expanding audience of JDT readers.

**To get unbound, visit [www.nadl.org/jdtunbound](http://www.nadl.org/jdtunbound).**