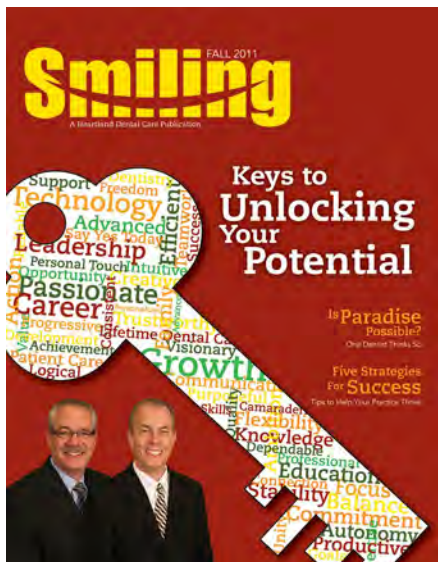
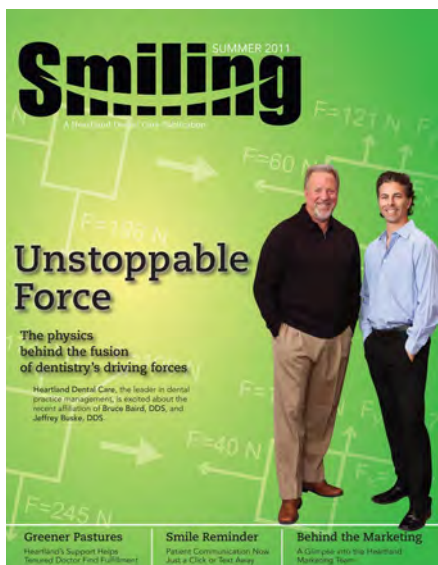


# Smiling

A Heartland Dental Care Publication



# 2012 Media Kit



**CHECK IT OUT ONLINE!**  
[www.SmilingMagazine.com](http://www.SmilingMagazine.com)

## About Smiling

*Smiling* is created by Heartland Dental Care and is printed and distributed to a circulation of 65,000+ each issue. This amazing dental publication is sent to all licensed general dentists in close to 20 states, as well as a vast list of dental brokers and leaders in the dental industry and many individual subscribers around the world. The Heartland Dental Care Recruiting and Development teams also distribute it at lunch and learns, broker meetings and dental school presentations. Additionally, it is given out at large dental shows including the Chicago Midwinter, Hinman Dental Meeting, Yankee Dental Congress, Florida National Dental Convention, Academy of General Dentistry Annual Session, the American Dental Association Annual Session and many more. It is also supplied to dental schools, hygiene schools and dental assisting schools across the nation. *Smiling* is a free subscription magazine, open to anyone interested in expanding their knowledge about the dental industry, successful systems in a dental practice and much more.

As a supplement to the print version of *Smiling*, it is also available in electronic form online at [www.SmilingMagazine.com](http://www.SmilingMagazine.com).

We are glad to be part of your advertising plan. Thank you for your commitment to *Smiling* magazine and we look forward to working with you in the future!

## About Heartland Dental Care

**H** **HEARTLAND**  
DENTAL CARE

Heartland Dental Care's founder, Rick Workman, DMD graduated from Southern Illinois University School of Dental Medicine in 1980. Dr. Workman established his first practice in Effingham, Illinois. His thriving practice became the model for what would become the largest group practice in the Midwest. Heartland Dental Care was created as Dr. Workman successfully developed, managed and expanded into several states.

Heartland Dental Care, Inc. is now one of the leading dental practice management groups in the United States with more than 350 affiliated dental practices located within 19 states. Based in Effingham, Illinois, Heartland Dental Care provides dentists and team members with continuing professional education and leadership training along with a variety of management services which include staffing, human relations, purchasing, administration, financial, marketing and information technology support.

## Smiling Team

Editor - Ashley Buehnerkemper  
Copywriter - Adam Lueken  
Art Design - Andrea Wright

Email: [Smiling@HeartlandDentalCare.com](mailto:Smiling@HeartlandDentalCare.com)  
[www.SmilingMagazine.com](http://www.SmilingMagazine.com)

### Dates & Deadlines

2012 Issue	Publication Month	Space Reservation Deadline	Advertisement Copy Due
Winter	February	November 3	November 14
Summer	June	March 19	March 26
Fall	October	July 13	July 20

### Copy & Contract Restrictions

Advertisements placed in *Smiling* are reserved for preferred vendors and partners who work with Heartland Dental Care in various aspects of dentistry and/or business. All advertising companies as well as ad copy and illustrations are subject to approval by Heartland Dental Care, on behalf of *Smiling*. Additionally, all advertising contracts can be canceled by Heartland Dental Care at any time for any reason. If this occurs, any payments received for future ads will be repaid to the advertiser.

### Publication Information

**Circulation:** Print: 70,000+, Online: [www.SmilingMagazine.com](http://www.SmilingMagazine.com)

**Printing:** Web offset, 4-color process, Saddlebind, Cover: 4-color process + Spot Contrast Varnish and Gloss UV Coat

**Paper:** Cover: 80 lb. gloss cover, Body Pages: 70 lb. gloss text

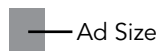
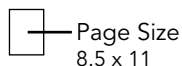
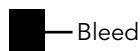
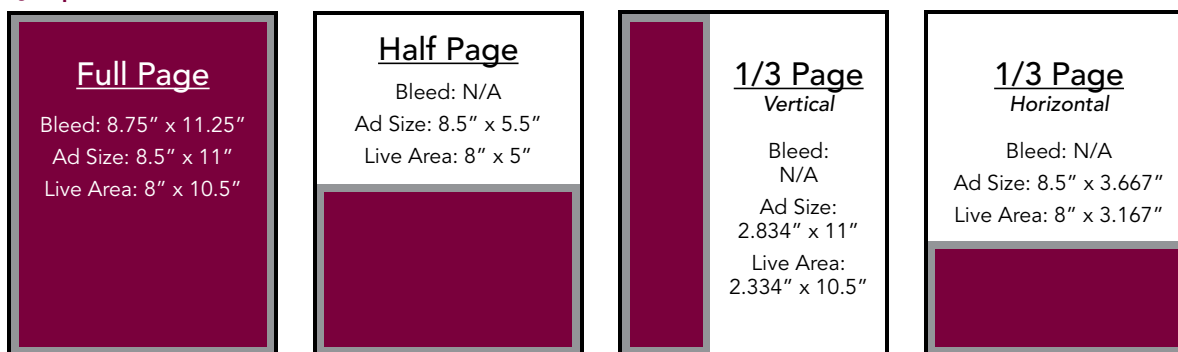
**Trim Size:** 8.5" x 11"

**Live Area & Bleeds:** Please reserve a live area .25" inside all four sides of ad. For full page ads, extend bleeds .125" all the way around.

**File Format:** High resolution pdf, 300 dpi, with all fonts outlined or embedded.

**Images:** All images should be at least 300 dpi and CMYK.

#### Display Specifications:



### Frequency Discount Rates

<b>2011 Rates</b>	<b>1x</b>	<b>2x</b>	<b>3x</b>
Full Page	\$2,500	\$2,375	\$2,250
Half Page	\$1,500	\$1,425	\$1,350
1/3 Page	\$1,000	\$950	\$900

You can alternate the size of ads you place throughout the year and still receive the frequency discount rate for each size.

Example: If you purchase a full page ad in the Winter issue, a 1/3 page ad in the Summer issue and a half page ad in the Fall issue, your total cost would be: \$4,500

\$2,250 (Winter full page ad)  
 + \$900 (Summer 1/3 page ad)  
 + \$1,350 (Fall half page ad)  
 = \$4,500

If you are placing ads in multiple issues, we will work with you on payment structure. If you prefer to pay in one lump sum, we can do that. Or, if you prefer to break it up and pay for each ad at the time it is released, that is fine too.

### Multiple Advertisement Discount Rates

If you place multiple ads per issue, you are eligible for a discount. This discount applies regardless of whether or not you advertise in multiple issues.

When placing multiple ads in the same issue, your first ad will be charged at full price with all additional ads being discounted by 10% each. The ads do not need to be the same size but the full price will apply to the largest ad.

Example: If you purchase a full page ad and a half page ad in the same issue, your total cost would be:

One issue: \$3,850 (\$2,500 for full page + \$1,350 for half page)  
 Two issues: \$3,657.50 (\$2,375 for full page + \$1,282.50 for half page)  
 Three issues: \$3,465 (\$2,250 for full page + \$1,215 for half page)

### Print Ad Submission

There are three options for ad material submission:

#### 1. Upload to FTP Site:

<ftp://www.HeartlandDentalCare.com>

- Click on Page – Open FTP Site in Windows Explorer
- Right click on a blank area of the screen & choose 'Login as'
- Enter username: marketing  
password: ads
- Open the *Smiling* folder & the folder for the issue in which the ad will appear
- Create a folder with your company name and save your ad there

#### 2. Email Your Ad:

For files under 10 MB, please email your ad to:  
[ALueken@HeartlandDentalCare.com](mailto:ALueken@HeartlandDentalCare.com)

#### 3. Mail Your Ad:

Burn ad to a cd and send to:

Heartland Dental Care  
Attn: Adam Lueken  
1200 Network Centre Dr.  
Effingham, IL 62401

### Web Banner Ads

*Smiling* print advertisements now come with the added benefit of web banner ads in the online version at [www.SmilingMagazine.com](http://www.SmilingMagazine.com)! Each advertiser will receive one web banner ad per issue they advertise in. All *Smiling* web ads must meet the following specifications:

**Size:** 120 pixels wide x 240 pixels high

**Format:** jpeg or gif, RGB, 72 dpi

**Link:** Please provide the domain name that your banner ad should link to.

### Advertise in *Smiling*

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### Contact Us

Have a question about *Smiling*? Let us know!

E: [Smiling@HeartlandDentalCare.com](mailto:Smiling@HeartlandDentalCare.com)  
Phone: 217-540-5100  
Fax: 217-540-5610

Heartland Dental Care  
1200 Network Centre Drive  
Effingham, IL 62401

Connect with us:



## Advertiser Contact Information

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Preferred Phone # - circle one: office/cell \_\_\_\_\_ Secondary Phone # (optional)- circle one: office/cell \_\_\_\_\_

E-mail \_\_\_\_\_

Invoices for this account should be sent to: (if address is different than above, please specify) \_\_\_\_\_

## Advertisement Details

Ad Size(s) for Winter Issue:

- Full Page
- Half Page
- 1/3 Page - Vertical
- 1/3 Page - Horizontal

Ad Size(s) for Summer Issue:

- Full Page
- Half Page
- 1/3 Page - Vertical
- 1/3 Page - Horizontal

Ad Size(s) for Fall Issue:

- Full Page
- Half Page
- 1/3 Page - Vertical
- 1/3 Page - Horizontal

## Advertisement Charges

Earned Frequency (please circle) 1x 2x 3x

Charge for Each Issue - Winter: \$\_\_\_\_\_ Summer: \$\_\_\_\_\_ Fall: \$\_\_\_\_\_

Total Contract Amount: \$\_\_\_\_\_

## Payment Information

- Check payable to Heartland Dental Care
- Credit Card (credit card payment will be processed by phone)

## Additional Requests / Comments

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signed: \_\_\_\_\_  
Representing Advertiser \_\_\_\_\_ Date \_\_\_\_\_

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1200 Network Centre Drive | Effingham, IL 62401 | P: 217-540-5100 | F: 217-540-5610 | Smiling@HeartlandDentalCare.com