

Smiling

A Heartland Dental Publication

Smiling SUMMER 2015
A Heartland Dental Publication

Educating the Industry

With a shared focus on continuing education, Dr. John Cranham and Heartland Dental work together to advance dentistry



Smiling FALL 2015
A Heartland Dental Publication

The Information Age

Heartland Dental supported offices take necessary steps to advance online presence

Inc. 500

2017 Media Kit

CHECK IT OUT ONLINE!

www.SmilingMagazine.com

Dates & Deadlines

2017 Issue	Publication Month	Space Reservation Deadline	Advertisement Copy Due
Winter	February	December 2	December 16
Summer	June	March 27	April 14
Fall	October	July 17	August 11

Copy & Contract Restrictions

Advertisements placed in *Smiling* are reserved for preferred vendors and partners who work with Heartland Dental 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, on behalf of *Smiling*. Additionally, all advertising contracts can be canceled by Heartland Dental 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: 100,000+, Online: 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

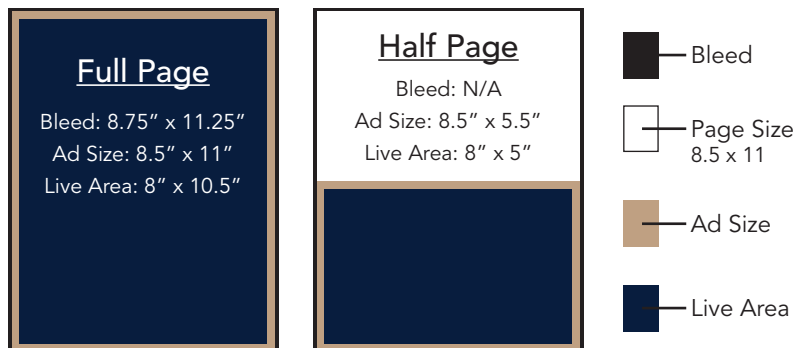
Trim Size: 8.5" x 11"

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:



Print Ad Submission

There are three options for ad material submission:

1. Upload to FTP Site:

ftp://www.Heartland.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@Heartland.com

3. Mail Your Ad:

Burn ad to a cd and send to:

Heartland Dental
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! 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@Heartland.com
Phone: 217-540-5100
Fax: 217-540-5610

Heartland Dental
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

Ad Size(s) for Summer Issue:

- Full Page
- Half Page

Ad Size(s) for Fall Issue:

- Full Page
- Half Page

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
- Credit Card (credit card payment will be processed by phone)

Additional Requests / Comments

Signed: _____

Representing Advertiser

Date

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