

focus

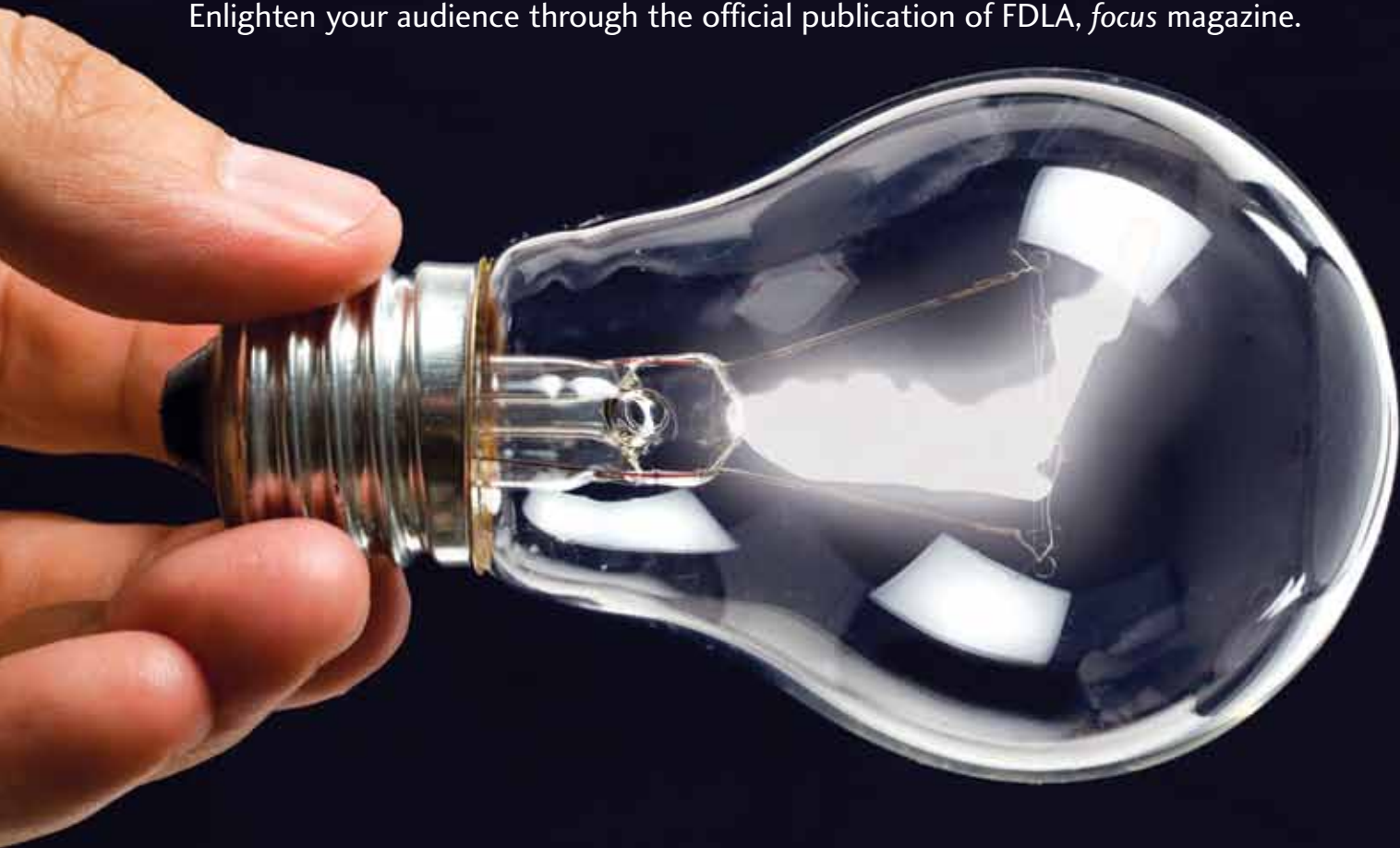


FDIA 

**Enlightening a
Profession**

FDLA's **focus** Magazine — Enlightening a Profession

Florida's dental laboratory market is one of the largest in the country. The Florida Dental Laboratory Association's membership is increasing daily and in 2009 its annual Southern States Symposium & Expo saw the largest attendance it had in three years! So what is your company doing to get in front of this booming market? Enlighten your audience through the official publication of FDLA, *focus* magazine.



“Sirona’s ongoing partnership with focus has always provided a continuous stream of potential clients. The response directly generated from our advertisements has been nothing short of remarkable. Focus will continue to play an important role in Sirona’s marketing campaigns.”

— Jonathan Hill, marketing supervisor, CAD/CAM Lab Applications, Sirona Dental Systems, LLC

“Cover to cover, business or technique, focus has something for everyone. That’s why I enjoy reading focus.”

— Charles McClemens, CDT, President of FDLA and Perception Dental Laboratories, Inc.

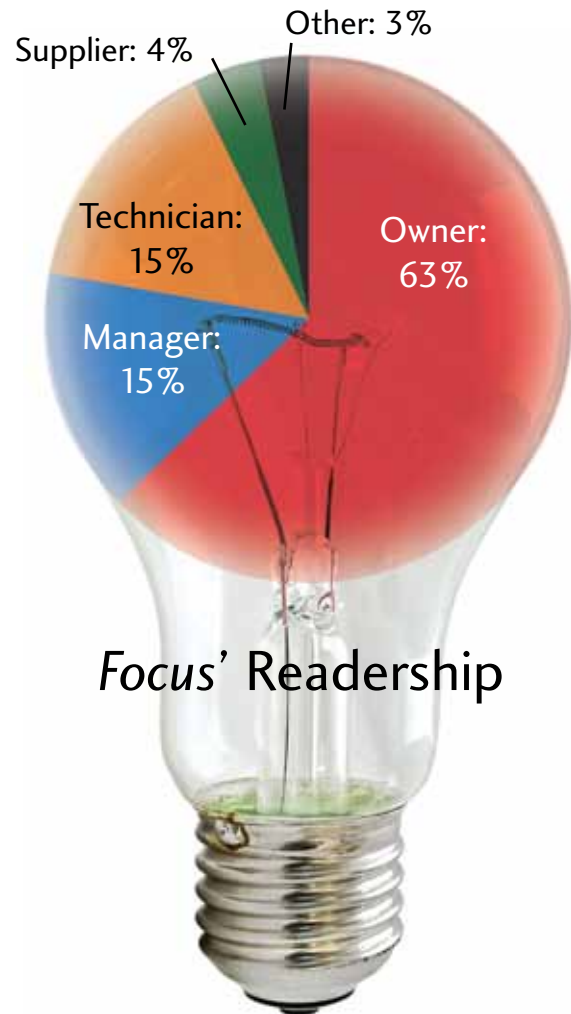
Shed Some Light on Your Products

- **1,144** — Number of registered dental laboratories in Florida.
- **429** — Number of CDTs that call Florida home, according to the National Board for Certification in Dental Laboratory Technology.
- **5,100** — Number of laboratory professionals who receive focus magazine annually.
- **40 and 7** — Focus’ reach crosses state and international borders. In fact, annually, focus is distributed to seven countries and 40 states!
- **7%** — Percentage of the national gross laboratory sales that Florida represents.
- **75%** of focus readers use the publication as a reference item.
- **79%** of focus readers share their copy of focus with other members of their laboratory staff.



Enlighten Florida’s Decision Makers

65% of focus’ total readers are final decision makers.



Focus’ Readership

“Focus is a great venue for Ivoclar Vivadent...The magazine provides great content and insight for the dental laboratory industry. And, it allows us to ‘focus’ on our customers in Florida.”

— John Isherwood,
Corporate Communications Manager, Ivoclar Vivadent

To spotlight your message for Florida’s dental laboratory market contact Advertising Director, Cara Mielke. Call Cara at (850) 224-0711, Fax (850) 222-3019 or e-mail advertising@fdla.net. FDLA headquarters is located at 325 John Knox Rd, Ste. L103, Tallahassee, FL 32303.

focus Advertising Rates

Ad Size	1X Ad Cost	2X Ad Cost	3X Ad Cost	4X Ad Cost
Full Page	\$900	\$875	\$850	\$825
1/2 Page	\$800	\$775	\$750	\$725
1/3 Page Vertical	\$700	\$675	\$650	\$625
1/4 Page	\$650	\$625	\$600	\$575
1/6 page	\$575	\$550	\$525	\$500
Inside Front Cover	\$1,000	\$975	\$950	\$925
Inside Back Cover	\$1,000	\$975	\$950	\$925
Outside Back Cover	\$1,050	\$1,025	\$1,000	\$975
Center Spread	\$1,650	\$1,625	\$1,600	\$1,575
Poly Bag	\$1,650	n/a	n/a	n/a

* Custom proposals available upon request
(NOTE: All ads are in full color)

2010 focus Deadlines

	Material Deadline	Publication Mail Out
1st Quarter:	Dec. 15, 2009	Jan. 29, 2010
2nd Quarter:	Feb. 24, 2010	March 31, 2010
3rd Quarter:	May 26, 2010	June 30, 2010
4th Quarter:	Sept. 24, 2010	Oct. 29, 2010


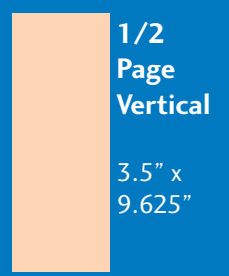
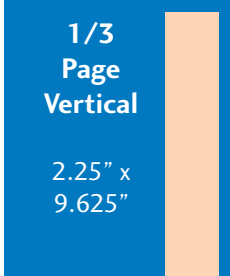
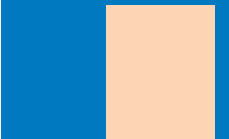

FDLA Online Advertising Options

Take your ads live! FDLA is now offering online advertising on the FDLA Web site. FDLA provides up to the minute information on everything from the Southern States Symposium & Expo to legislative information.

	1x	4x	8x	12x
Skyscraper: 250 px x 376 px	\$300	\$275	\$250	\$225
Banner Top: 468 px x 60 px	\$250	\$225	\$200	\$175
Banner Bottom: 595 px x 95 px	\$225	\$200	\$175	\$150
Button Ad: 95 px x 95 px	\$175	\$150	\$125	\$100

Online ads should be submitted as 72dpi .jpg or .gif files at the pixel (px) dimensions provided above. Please allow two weeks for artwork to be posted on the FDLA Web site.

Ad Sizes

<p>Full Page or Cover</p> <p>8.5" x 11" trim size 8.75" x 11.25" bleed 8" x 10.5" live area</p>	<p>1/2 Page Horizontal</p> <p>7.5" x 4.625"</p> 	<p>1/2 Page Vertical</p> <p>3.5" x 9.625"</p> 	<p>1/3 Page Vertical</p> <p>2.25" x 9.625"</p> 	<p>1/4 Page</p> <p>3.5" x 4.625"</p> 	<p>1/6 Page</p> <p>4.875" x 2.25"</p> 
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Guidelines & Specifications

All finished advertising artwork must be received by the deadline for materials dates published. All artwork must be received in electronic format with accompanying match print. PC-compatible CD or e-mail delivery of files is acceptable. Ads must be saved as high-resolution PDF files, Tiff files or EPS files. All artwork resolution must be a minimum of 300 dpi. EPS files must be accompanied by all graphics and fonts (both screen and printer versions). Quark Express files must be converted to Quark EPS or PDF files.

All ad materials must be received by the publisher by the deadline date. When new materials are not received by the closing date, the publisher will repeat the latest ad of similar size. If there was no previous insertion, the client is liable for the cost of the contracted space not used, and the unused space will be allocated at the discretion of the publisher.

Classified Line Advertising

(print and online opportunities)

Classified Line Ads are \$125 (members) and \$175 (non-members) for the first 50 words, and \$.25 for each additional word. Ads will run in one issue of the publication and on FDLA's Web site for one quarter.



Florida Dental Laboratory Association
325 John Knox Rd, Ste. L103
Tallahassee, FL 32303

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