

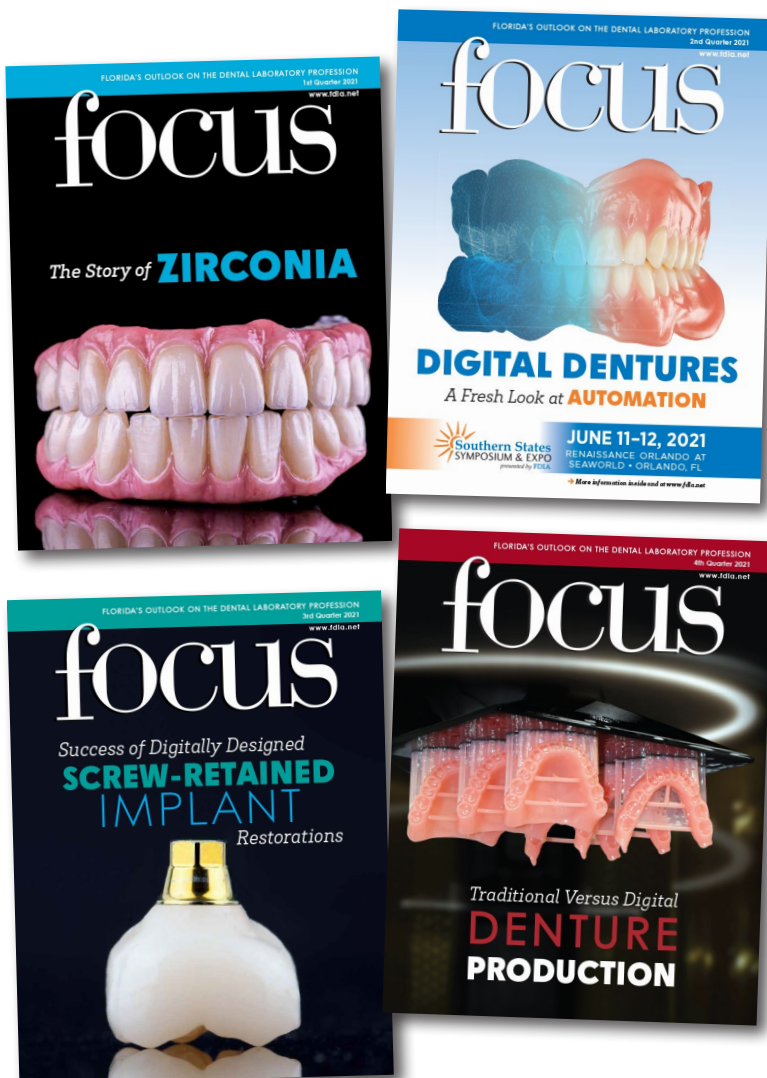
focus

ON FLORIDA'S DENTAL LABORATORY MARKET

focus magazine is the official voice of the 2nd largest dental laboratory market in the country. CDTs, RGs, laboratory owners and managers look to focus for information on everything from legislative and regulatory updates to technical tips and management trends. We strive to create maximum exposure for our business partners through spotlight articles and free press releases on our website. We are here to help bring your target market into focus with custom proposals and creative campaigns.

"We love partnering with the laboratory community of Florida, and focus magazine is a great way to support Florida technicians as well as keep our partners abreast of new products, techniques, and solutions in restorative dentistry."

**—Chris Bormes, MICOI,
President, Preat Corporation**



FDIA *Market focus*



Florida is the **2nd largest** dental laboratory market in the country



The Southern States Symposium & Expo meeting is the **largest dental laboratory industry meeting in the country** run by a nonprofit association



70 percent of focus readers **visit the advertisers' websites** they view in focus magazine

CONTACT: Maureen Turner, Advertising Director • Phone: (850) 224-0711 • Fax: (850) 222-3019 • advertising@fdla.net

FDIA HEADQUARTERS: 325 John Knox Rd, Ste. L103, Tallahassee, FL 32303 • www.fdla.net

Advertising Rates

(NOTE: All ads are in full color)

Ad Size	1x	2x	3x	4x
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.

2022 focus Deadlines

	Material Deadline	Publication Mail Out
1st Quarter:	Nov. 29, 2021	Jan. 31, 2022
2nd Quarter:	Feb. 11, 2022	April 15, 2022
Symposium Program*:	April 8, 2022	June 3, 2022
3rd Quarter:	June 3, 2022	Aug. 8, 2022
4th Quarter:	Aug. 29, 2022	Oct. 31, 2022

*Please contact Maureen Turner for special information and rates regarding the Southern States Symposium & Expo Program.

FDLA Online Advertising Options

Take your ads live! Focus offers online advertising on the FDLA website. FDLA provides up to the minute information on everything from the Southern States Symposium & Expo to legislative information.

	1x	4x	8x	12x
Skyscraper: 120 px x 240 px	\$300	\$275	\$250	\$225
Full Banner: 468 px x 60 px	\$250	\$225	\$200	\$225
Half Banner: 234 px x 60 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 website.

Display Ad Sizes

Full Page or Cover 8.5" x 11" trim size 8.75" x 11.25" bleed 8" x 10.5" live area	1/2 Page Horizontal 7.5" x 4.625"	1/2 Page Vertical 3.5" x 9.625"	1/3 Page Vertical 2.25" x 9.625"	1/4 Page 3.5" x 4.625"	1/6 Page 4.875" x 2.25"
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"Advertising in the FDLA focus magazine is a great investment. It provides Ivoclar Vivadent with a cost-effective approach to target dental laboratories in Florida. The magazine is full of great information and the FDLA is a wonderful resource for the dental community."

—John Isherwood, Ivoclar Vivadent, Inc.

Guidelines & Specifications

All artwork must be received in electronic format. PC-compatible CD, e-mail delivery or FTP transfer 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).

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 publisher's discretion.

Classified Line Advertising

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 website for one quarter. There are both print and online classified advertising opportunities.

Press Release Opportunities

Industry press releases submitted by members or advertisers can be published in focus print edition. Non-product related only.

Do you have a new product to announce? FDLA publishes press releases for members and advertisers online at www.fdma.net/press-releases.



Florida Dental Laboratory Association

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