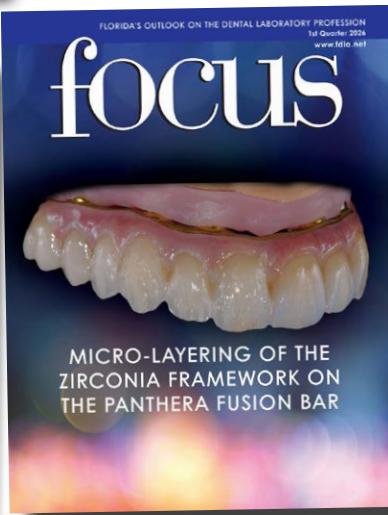
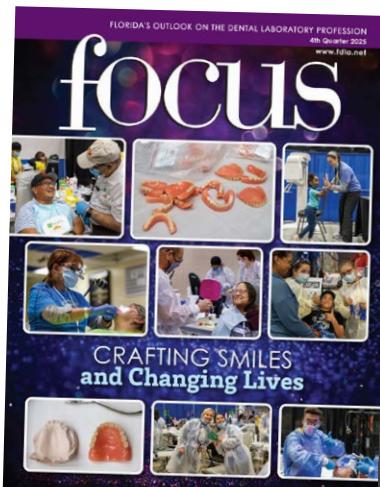
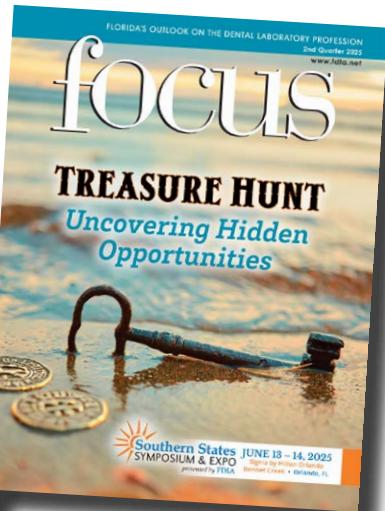
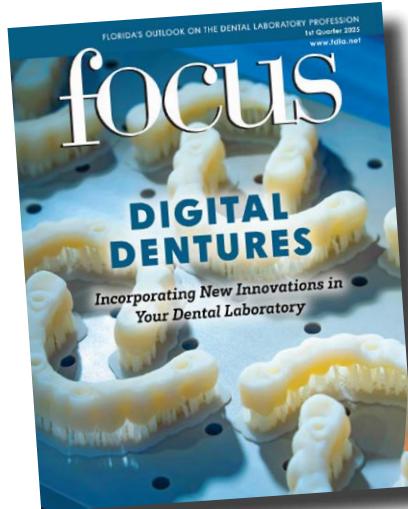


focus

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.



"Kulzer has advertised in FDLA's focus for years. This publication provides our company the opportunity to be seen by labs throughout Florida and furthers our lab partnerships as a provider of refining services. Focus always delivers the latest updates on the ever-changing techniques and equipment in the dental world as well as offers business management guidance. We are very happy working with focus and gain value from its direct connection to Floridian dental laboratories."

—Tony Cirelli, Kulzer, LLC

FDLA *Market focus*



70% 

Florida has the **2nd largest** number of commercial laboratories in the country

The Southern States Symposium & Expo meeting is the **largest dental laboratory industry meeting in the country** run by a non-profit 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

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

FOCUS ADVERTISING

Advertising Rates

Ad Size	1x	2x	3x	4x
Full Page\$900\$875\$850\$825
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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\$1,650n/an/an/a

Custom proposals available upon request.

2026 focus Deadlines

	Ad Deadline	Publication Mail Out
1st Quarter:	Dec 8, 2025	Feb. 2, 2026
2nd Quarter:	Feb. 16, 2026	April 8, 2026
Symposium Program*:	April 20, 2026	(available onsite)
3rd Quarter:	June 22, 2026	Aug. 5, 2026
4th Quarter:	Sept. 14, 2026	Nov. 5, 2026

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

"Advertising in the FDLA focus magazine is a great investment. It provides Ivoclar 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

Guidelines & Specifications

All artwork must be received in electronic format. 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.fdlanet/press-releases.



Florida Dental Laboratory Association

325 John Knox Rd, Ste. L103, Tallahassee, FL 32303

Maureen Turner, Advertising Director

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advertising@fdla.net

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" A diagram showing a horizontal rectangle divided into two equal halves by a vertical line. The total width is 7.5" and the height is 4.625".	1/2 Page Vertical 3.5" x 9.625" A diagram showing a vertical rectangle divided into two equal halves by a horizontal line. The width is 3.5" and the height is 9.625".	1/3 Page Vertical 2.25" x 9.625" A diagram showing a vertical rectangle divided into three equal vertical sections by two horizontal lines. The width of each section is 2.25" and the height is 9.625".	1/4 Page 3.5" x 4.625" A diagram showing a rectangle divided into four equal quadrants by two intersecting lines forming a cross. The width of each quadrant is 3.5" and the height is 4.625".	1/6 Page 4.875" x 2.25" A diagram showing a rectangle divided into six equal quadrilaterals by three intersecting lines forming a grid. The width of each quadrilateral is 4.875" and the height is 2.25".
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