

EFFICIENCY

IN GROUP PRACTICE

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Media Guide 2021

A magazine
dedicated to the
evolving DSO and
Group Practice Market



2021 Annual Partnership

- > 6 - Full Page Ads
 - > 1 - Ghost Cover
 - > 3 - Full Pages of Content
 - > 1 - Digital Ad in Dental Facts Weekly (4x in weekly edition)
- Total Investment = \$61,650**

Size	1x	3x	6x
Full Page	\$6,500	\$6,250	\$6,000
Inside Front Cover Premium – \$1,075.00			
Inside Back Cover Premium – \$1,075.00			
Back Cover – \$1,200.00			

Advertising Opportunities

- > **Print and Digital Ads**
Full Page: \$6,500
- > **DentalFacts e-Newsletter advertising**
4 times in weekly edition
Digital Ad: \$2,650
- > **Podcasts: \$5,000**

Additional Opportunities

(call for pricing)

- > Customized inserts
- > Full page digital ads
- > Bellybands
- > Company profiles and content marketing
- > Ghost Covers
- > Polybagged Inserts
- > New Product Package

Calendar >

JAN/FEB >

Editorial Highlight:

- > Steve Bilt / AJ Acierno
- > New Practice Acquisitions
- > Best Practices in Acquiring
- > Should I Acquire or Open De Novo?

Editorial Close: 12/10/20 ■ **Ad Close:** 1/11/21

MAY/JUNE >

Editorial Highlight:

- > Rick Workman, Heartland Dental
- > Associate Ownership
- > Best Practices Training Associates
- > Future of Dentistry

Editorial Close: 3/16/21 ■ **Ad Close:** 4/16/21

SEPT/OCT >

Editorial Highlight:

- > Steve Thorne, Pacific Dental Services
- > New Practice De Novos/Future of Dentistry
- > Marketing a New Location
- > Event Previews

Editorial Close: 7/14/21 ■ **Ad Close:** 8/13/21

MARCH/APRIL >

Editorial Highlight:

- > Women Leaders in Group Dentistry
- > Diversity
- > Executives Making an Impact
- > ADSO Update
- > Hygiene Demand

Editorial Close: 1/14/21 ■ **Ad Close:** 2/14/21

JULY/AUG >

Editorial Highlight:

- > Sulman Ahmed, Deca Dental
- > From Dentist to CEO
- > How to Spend Less Time in the Chair
- > Rise of Emerging Markets

Editorial Close: 5/12/21 ■ **Ad Close:** 6/11/21

NOV/DEC >

Editorial Highlight:

- > NADG update with Ken Cooper and Dr. Andrew Matta
- > Building a Team of Leaders
- > Specialty DSO Models
- > Oncoming 2022 Trends

Editorial Close: 9/16/21 ■ **Ad Close:** 10/15/21



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