Media and Marketing Kit
ALD Corporate Member—Annual Dues $950 US

Includes any for-profit company or division that develops or sells dental equipment, supplies or services or seeks information, affiliation or interaction with the laser dentistry community.

Members of the Academy are financially successful, on the leading edge of advancements in dental treatment and likely to use high tech equipment and services.

Companies may designate up to three representatives to receive Academy mailings. Corporate members are non-voting.

See our corporate benefit package and read on to learn more about marketing options the Academy has available throughout the year.

Professional Directory —Annual Rate $495 US

For ALD Recognized Course Providers only. Non-commissionable to agencies.

A great opportunity to promote your company to the laser dentistry industry. Include your contact information and a 50 word company description. Ads are listed alphabetically.
BEING IN THE SPOTLIGHT!

Reach the leading dentists that make up the membership of The Academy of Laser Dentistry at their annual meeting and beyond. Our program provides science-based educational tools that empower both professionals who currently utilize lasers and those interested in incorporating lasers into their practices.

Navigating your way to a profitable trade show, journal advertising, and education program sponsorship can be exhausting… We are here to help!

Allow us to partner with you to strategically improve your presence in the market place with a customized combination of exhibit space, sponsorship opportunities and advertising designed to shine a spotlight on your products and services and gain profitable sales. If you tend not to exhibit at shows that will be fine, we have many other marketing options.

We have designed our show floor to place a spotlight on the 35 exhibitors at conference that will be most relevant to our members.

We provide you with the perfect opportunity to interact on a much more intimate level with over 350 dental professionals looking to buy products and services that they cannot find on massive exhibit show floors.

MAKING A QUALITY INVESTMENT

We acknowledge corporate members that make a quality investment in ALD by providing discounts and adding benefits for the marketing dollars you spend with the Academy.

Benefits are driven by the investment you make. Talk with our sales manager to create a customized program to meet your exact marketing mission.
EXHIBIT BOOTH 2014

10 x 10 $1570  Member Early Bird by Nov 1
10 x 10 $1745  Member Standard

10 x 10 $2650  Non Member Early Bird by Nov 1
10 x 10 $2945  Non Member Standard

10 x 20 $3600  Member Early Bird by Nov 1
10 x 20 $4000  Member Standard

10 x 20 $4950  Non Member Early Bird by Nov 1
10 x 20 $5500  Non Member Standard

CONFERENCE SPONSORSHIP OPPORTUNITIES

FLASH DRIVE SPONSOR
Flash Drive is a great way to continue to promote your name after the conference is over. Members will use this for weeks after they return home to reference all conference material.

$1700.00

CONFERENCE TOTE BAG
This is not the run of the mill tote bag. These high quality canvas bags will be used beyond the conference. Place your marketing material in the bag and be acknowledged in the Program Book on-site.

$3500.00

PRIZE DRAWING SPONSOR
Remind delegates of your message and name as they walk the show floor. Have your name announced at key times during the show. Encourage people to visit your booth. Place a notice in the conference bag.

$500.00 each—six available

BADGE LANYARD
The lanyard is worn by everyone throughout the three days of conference. This is a perfect vehicle for enhancing name & logo recognition. A popular marketing option at all conferences.

$1200.00
HOSPITALITY & ENTERTAINMENT SPONSORSHIP

ENTERTAINMENT SPONSORSHIP—$5000

Place yourself in the spotlight by hosting the entertainment at events during conference. With any entertainment sponsorship option, you will receive the following benefits:

- One table top display at event to market your company services & products
- Signage with name and logo to acknowledge you as event sponsor
- Your key personnel will make an introduction at event
- Two Event Tickets for your personnel

There are two event entertainment options available.

HOSPITALITY SPONSORSHIP

Place yourself in the spotlight by hosting meal functions or events during conference. With any sponsorship, you will receive the following benefits:

- One table top display at event
- Signage as event host with name and logo
- Your key personnel will make an introduction at event
- Company acknowledged in Program Book

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
<th>Availability</th>
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</thead>
<tbody>
<tr>
<td>Breakfast</td>
<td>$1950</td>
<td>3 available</td>
</tr>
<tr>
<td>Lunch</td>
<td>$2500</td>
<td>3 available</td>
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<tr>
<td>Break</td>
<td>$1750</td>
<td>6 available</td>
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<tr>
<td>Events</td>
<td>$2750</td>
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# 2013/4 Journal of Laser Dentistry Advertising Rates

## Member Rates

<table>
<thead>
<tr>
<th>Format</th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
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<tbody>
<tr>
<td><strong>Back Cover—Full Color</strong></td>
<td>$1365</td>
<td>$1323</td>
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<tr>
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<td>$1312</td>
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<tr>
<td><strong>Inside Back Cover—Full Color</strong></td>
<td>$1260</td>
<td>$1221</td>
<td>$1182</td>
</tr>
<tr>
<td><strong>Full Page—Full Color</strong></td>
<td>$1050</td>
<td>$1018</td>
<td>$985</td>
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<tr>
<td><strong>Full Page—Black and White</strong></td>
<td>$650</td>
<td>$618</td>
<td>$585</td>
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<tr>
<td><strong>Half Page—Full Color</strong></td>
<td>$790</td>
<td>$770</td>
<td>$750</td>
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<tr>
<td><strong>Half Page—Black and White</strong></td>
<td>$390</td>
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<td>$350</td>
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## Non Member Rates

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<thead>
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<tbody>
<tr>
<td><strong>Back Cover—Full Color</strong></td>
<td>$1638</td>
<td>$1588</td>
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<tr>
<td><strong>Inside Front Cover—Full Color</strong></td>
<td>$1574</td>
<td>$1528</td>
<td>$1477</td>
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<td><strong>Inside Back Cover—Full Color</strong></td>
<td>$1512</td>
<td>$1465</td>
<td>$1418</td>
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<tr>
<td><strong>Full Page—Full Color</strong></td>
<td>$1260</td>
<td>$1222</td>
<td>$1182</td>
</tr>
<tr>
<td><strong>Full Page—Black and White</strong></td>
<td>$780</td>
<td>$742</td>
<td>$702</td>
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<tr>
<td><strong>Half Page—Full Color</strong></td>
<td>$948</td>
<td>$924</td>
<td>$900</td>
</tr>
<tr>
<td><strong>Half Page—Black and White</strong></td>
<td>$468</td>
<td>$444</td>
<td>$420</td>
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BENEFITS

PLATINUM VENDOR ALLIANCE BENEFITS—on a contracted investment within the program in excess of $25,000 annually

- Corporate Membership included—paid within investment—including standard
- Priority Placement of Premium Booth Space at ALD Conference—including standard
- 20% discount on all future advertising in The Journal of Laser Dentistry—extra choice
- Signage listing company as an ALD Platinum Member at conference—including standard
- Listed Prominently as Platinum Member on ALD website—including standard
- Company logo and link to website from ALD home page—extra choice
- Prominent Profile in all issues of The Journal of Laser Dentistry—Lightwaves Section—extra choice
- Company name and logo prominently placed on conference marketing material—extra choice
- 20% discount on advertising in Annual Conference program Book—extra choice
- Complimentary electronic Conference Attendee List—extra choice
- FREE subscription to The Journal of Laser Dentistry—including standard
- Complimentary Annual ALD Membership Directory—extra choice

GOLD VENDOR ALLIANCE BENEFITS—on a contracted investment within the program in excess of $15,000 annually

- Corporate Membership included—paid within investment—including standard
- Priority Placement of Booth Space at ALD Conference—including standard
- 15% discount on all future advertising in The Journal of Laser Dentistry—extra choice
- Signage listing company as an ALD Gold Member at conference—including standard
- Listed as Gold Member on ALD website—including standard
- Company logo and link to website from ALD home page—extra choice
- Profile of company in two issues of The Journal of Laser Dentistry—Lightwaves Section—extra choice
- Company name and logo on conference marketing material—extra choice
- 15% discount on advertising in Annual Conference program Book—extra choice
- Complimentary electronic Conference Attendee List—extra choice
- 75% discount on a subscription to The Journal of Laser Dentistry—extra choice
- Complimentary Annual ALD Membership Directory—extra choice

Choose from three additional benefits to add to the standard rewards when achieving each level of recognition.

To Order Call: 1-727-942-4503 or sales@fernmanagement.com
Choose from three additional benefits to add to the standard rewards when achieving each level of recognition

**SILVER VENDOR ALLIANCE BENEFITS**—on a contracted investment within the program in excess of $7,500 annually

- Corporate Membership included—paid within investment—*included standard*
- Preferred Placement of Booth Space at ALD Conference—*included standard*
- 10% discount on all future advertising in The Journal of Laser Dentistry—*extra choice*
- Signage listing company as an ALD Silver Member at conference—*included standard*
- Listed as Silver Member on ALD website—*included standard*
- Company logo on ALD home page—*extra choice*
- Profile of company in one issue of The Journal of Laser Dentistry—Lightwaves Section—*extra choice*
- Company name and logo on conference marketing material—*extra choice*
- 10% discount on advertising in Annual Conference program Book—*extra choice*
- Complimentary electronic Conference Attendee List—*extra choice*
- 50% discount on a subscription to The Journal of Laser Dentistry—*extra choice*
- Complimentary Annual ALD Membership Directory—*included standard*

**BRONZE VENDOR ALLIANCE BENEFITS**—on a contracted investment within the program in excess of $4,000 annually

- Corporate Membership included—paid within investment—*included standard*
- 5% discount on all future advertising in The Journal of Laser Dentistry—*extra choice*
- Signage listing company as an ALD Bronze Member at conference—*included standard*
- Listed as Bronze Member on ALD website—*included standard*
- Company name and logo on conference marketing material—*extra choice*
- 5% discount on advertising in Annual Conference program Book—*extra choice*
- 25% discount on a subscription to The Journal of Laser Dentistry—*extra choice*
- Complimentary Annual ALD Membership Directory—*included standard*

Corporate members will automatically gain the benefits as they reach their contracted investment levels.
Application for 2014 Exhibit Space

Trade Show Coordinator: ____________________________________________________

Company Name: ___________________________________________________________

Address:  _________________________________________________________________

City:  ______________________________           State:  _____        Zip: _______________

Country: ___________________________ Toll Free #:  ____________________________

Phone:  ____________________________ Fax: __________________________________

Email: ________________________________________________________________

Booth Staff:  List staff that will be working in the booth during the show

#1: ______________________________ #2: ______________________________

*** Larger Booths Available…Contact the ALD Sales Office – 727-942-4503

<table>
<thead>
<tr>
<th>Type of Booth Requested</th>
<th>Member Fees</th>
<th>Non-Member Fees</th>
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</thead>
<tbody>
<tr>
<td>Standard Package: 10 X 10</td>
<td>$1,570</td>
<td>$2,650 before Oct 12</td>
</tr>
<tr>
<td>Standard Package: 10 X 10</td>
<td>$1,745</td>
<td>$2,945 after Oct 12</td>
</tr>
<tr>
<td>Gold Package: 10 X 20</td>
<td>$3,600</td>
<td>$4,950 before Oct 12</td>
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<tr>
<td>Gold Package: 10 X 20</td>
<td>$4,000</td>
<td>$5,500 after Oct 12</td>
</tr>
</tbody>
</table>

Payment Method:  Credit Card Type: VISA / Master Card / AMEX  Check: __________

Card Number: ______________________________________________ CVV#: ___________

Name on Credit Card:  ______________________________________________________

Expiration Date: ___________________ Booth Choices: #1 _____      #2 _____     #3 _____

I am interested in additional marketing options as marked below. Please contact me.

- Program Book – Full Page  - Program Book – Half Page  - Sponsorship – Meal Function
- Sponsorship – Tote Bag  - Sponsorship – Lanyards  - Entertainment
- Journal Advertising  - Education Program Sponsorship  - Web Advertising

FAX ORDER FORM TO ALD SALES MANAGEMENT OFFICE – 727-942-4570
JOURNAL ADVERTISING
ORDER FORM

COMPANY: __________________________________ CORPORATE MEMBER: Yes / No

CONTRACT AUTHORIZED BY: ______________________________________________________

SIGNATURE: ___________________________ DATE:______________________________

ADVERTISING CONTACT

Company _______________________________________________________________

Address ________________________________________________________________

City ___________________________ State ________ Zip ________________

Phone ___________________________ Fax ________________________________

E-mail ___________________________ Website ____________________________

AD PLACEMENT

BACK COVER: __ INSIDE FRONT COVER: __ INSIDE BACK COVER: __

ISSUES —circle issues __21.2___ __22.1___ __22.2___


PAYMENT— REQUIRED BEFORE PRINT DATE

Name as it appears on the card: ______________________________

I authorize you to charge my credit card - $ ____________________

Cardholders Signature: ______________________________

Account # ______________________________ Expiration Date __________________

Security Code: ___________________________ on back of card
MECHANICALS FOR JOURNAL

GENERAL CONDITIONS: All advertising in The Journal of Laser Dentistry is subject to publisher’s approval and only final publication will constitute such acceptance. The advertiser is completely responsible for the content and reproduction quality of the material submitted. Owners and advertising agencies represent that the advertising being submitted for publication contains no illustrations or text that can result in any claim against the publisher and agree to indemnify The Journal of Laser Dentistry against any damages and related expenses (including attorney’s fees) arising out of such publication.

PRINTING REQUIREMENTS: The Journal of Laser Dentistry is printed on web offset presses. Bleeds must extend 1/8” past the actual page dimensions. Actual page dimensions are 10 13/16” H x 8 5/16” W
- Prefer “Press Quality” high resolution PDF’s with crop marks and bleeds included. Must have all fonts embedded. File must be saved as CMYK and must be exact actual size of ad.
- Quark Xpress 6.5 or below. Must include all fonts and images used (collect for output). All images must be at least 300 DPI, CMYK and must be exact actual size of ad.
- JPG or TIF files must be at least 300 DPI, CMYK and must be exact actual size of ad.

Logo requirements - Microsoft Word Logos will not be accepted**. Illustrator 10 or below EPS file with fonts converted to outlines. File must be CMYK. PDF’s, JPG’s or TIF’s at 300 DPI CMYK

PREFERRED PLACEMENT – Acceptance of order for outside back cover and inside front or back cover reservations are based on the following criteria:
- Corporate Member advertisement orders take precedence over non-member orders.
- Earlier space reservation dates take precedence over later reservations
- Premium space will be offered to existing clients first
- Right of first refusal for existing position orders – 24 hour renewal requirement
- Larger ads take precedence over smaller ones

ADVERTISING POLICY
Advertisers and their agencies assume any liability for the content of the advertisements in Academy publications, including any claims arising there from. The Academy reserves the right to reject any advertisement at its sole discretion for any product or service submitted for publications. Contact Nicole Synadinos for a copy of The Journal of Laser Dentistry Advertising Policy Standards.

TERMS
Pricing is based on submission of electronic files. Additional production charges may apply for layout. For established accounts, bill payment will be required within 45 days of order. All new insertion orders require prepayment with order. Delivery is guaranteed. Cancellations and revisions of insertion orders will not be accepted after the issue’s closing date.