



orthotownSM 2013 media kit





From the Orthotown Editorial Director

Founded in 2008, Orthotown is unlike any resource the orthodontic profession has ever known. That's because Orthotown.com and *Orthotown Magazine* were created for orthodontists by orthodontists who know what the profession wants and needs to know, and are proud to present this important information to our members in an engaging and interactive format. Orthotown is the premier arena for orthodontic specialists to share cases, treatment plans, ideas for practice improvement and more. We live in an increasingly interactive world, and Orthotown is the connection for orthodontic specialists everywhere.

Thank you for your continued support!

Sincerely,
Dr. Alan Curtis
Editorial Director, *Orthotown Magazine*

What's in Orthotown Magazine

Features and Departments

Wired for Success: *Orthotown Magazine* Editorial Director Dr. Alan Curtis discusses new trends in orthodontics in this monthly column.

Online Townie Poll Results: Our monthly poll gathers directional data on key issues in the orthodontic profession.

New Products: Presents snapshots of the newest products in orthodontics.

From the Message Boards: Broad appeal, online discussions are published in *Orthotown Magazine*, leveraging our novel interactive editorial cycle.

Case Presentations: Cases from Orthotown.com's Virtual Study Club and message boards are published for additional discussion and feedback.

Office Visit: This feature takes readers on a detailed tour of a Townie's practice, and focuses on practice philosophy, equipment and staff.

You Should Know: We introduce new and up-and-coming manufacturers and service providers to Townies who might benefit from them.



Orthotown Magazine 2013 Editorial Calendar

Month	Feature Topic	Secondary Topics	Orthotown Research*	Specials
January/ February	Practice Management	Direct Bonding Recall Systems	Marketing/ Social Media	Office Visit
March	TADs	Staff Training Charitable Ortho	CAD/CAM	
April	Marketing/Social Media & AAO Issue	Orthognathic Surgery Archwire Sequencing	Bracket Systems	Townie Choice Aw Office Visit
May	CAD/CAM	Practice Management Lingual Brackets	Lasers	
June	Lasers	Online Reputation TADs	Digital Imaging	AAO Post-show C Office Visit
July/ August	Bracket Systems	Treatment Coordination Embezzlement	Overhead Management	Townie Choice Aw
September	3D CBCT/ Digital Imaging	Aesthetic Treatment Adult Treatment	Office Design	Office Visit GORP Follow-up
October	Overhead	Referrals Retention	Goal Setting	
November	Office Design/ Equipment	Self-ligating Brackets Laboratories	Practice Management	Office Visit
December	Townie Choice Awards	Extraction vs. Non-extraction Staff Issues	TADs	

Extra Distribution

wards Announcement AAO

verage

wards Preview GORP

Orthotown Magazine Ad Rates

2013 Rates	1 time	3 times	6 times	10 times	20 times
Full Page	\$3,000	\$2,910	\$2,775	\$2,580	\$2,400
4C Spread	\$5,700	\$5,529	\$5,273	\$4,902	\$4,788
Two-thirds	\$2,280	\$2,212	\$2,109	\$1,961	\$1,915
Half page	\$1,950	\$1,892	\$1,804	\$1,677	\$1,638
One-third	\$1,560	\$1,513	\$1,443	\$1,342	\$1,310
Quarter page	\$1,230	\$1,193	\$1,138	\$1,058	\$1,033
One-sixth	\$900	\$873	\$833	\$774	

(All prices are NET rates. Package pricing is available.)

Total Circulation: 10,299* Licensed Orthodontists

(Based on publisher's date)

Sales Director

Kristy J. Geisler ■ 480-445-9691 ■ kgeisler@farranmedia.com

Orthotown Sales Manager

Gregg Willinger ■ 914-588-0545 ■ gregg@farranmedia.com

Regional Sales Manager

Mary Lou Botto ■ 480-445-9711 ■ marylou@farranmedia.com

Regional Sales Manager

Steve Kessler ■ 732-357-7501 ■ steve@farranmedia.com

Regional Sales Manager

Geoff Kull ■ 480-445-9699 ■ geoff@farranmedia.com

Executive Sales Assistant

Leah Harris ■ 480-445-9693 ■ leah@farranmedia.com

* Poll results, TCA results, feature article and/or product spotlights



Orthotown.com Electronic Advertising

Our ever-changing electronic media options allow you to choose the best vehicle to disseminate your company's message. Whether through e-news, e-promotions, banner advertising, campaign pages, keyword searches or live events, you provide the content, we'll provide the audience.

e-Promotions: Entering our sixth year of delivering e-mail promotions to our members, we have grown our member participation. These community members have opted to receive these special offers and updates from companies throughout the orthodontic market.

e-Newsletters: Our weekly e-Newsletters keep our members connected and make it easy to find the latest interesting content on the message boards and throughout the online community.

e-Surveys and Research: Companies can acquire valuable information from proprietary surveys and targeted market research opportunities.



Opportunities



Campaign Page: These one-to-one marketing initiatives allow companies to target members of Orthotown with very specific messages that appear on their screens when they log on to Orthotown.com.

The screenshot shows the Orthotown.com homepage with several key elements:

- Top Banner:** 728 x 90 pixels, featuring a large image of a man and text about a product.
- Product Spotlight:** A section titled "Homepage Product Spotlight" with a blue arrow pointing to a product advertisement for "SIM ESPE™ Cingro™ 5000 with TOP".
- Skyscraper Banner:** 160 x 600 pixels, a vertical advertisement on the right side of the page.
- Other Elements:** Navigation menu, search bar, "Start Here" section, "Special Features" (including "10% OFF" and "DAMON FORUM"), "Continuing Education", "Tweets Events", and a "Monthly Online Poll".

Banner Advertising: Main page banners deliver maximum exposure, reaching more than 12,000 impressions each month. Banners specific to any of the message board categories allow a company to place an ad adjacent to relevant topics.

Homepage Product Spotlight: These high-profile product/service spotlights displayed on the homepage of our site guarantee visibility and are a great way to communicate a major initiative to the entire Orthotown community.





Orthotown.com Electronic Advertising

Webcasts: Take centerstage on Orthotown.com. Our Webcasts are marketed to thousands of Townies and are an excellent lead generator.

Keyword Searches: When Townies perform a specific keyword search on Orthotown.com (e.g., “bands,” “brackets,” “aligners”), a sponsored link to your Web site will appear at the top of their search.

Mobile: Members who visit Orthotown.com on their mobile devices view the site in a new mobile-only, optimized design complete with banner advertising.

Other Opportunities: Other electronic opportunities exist, such as sponsorships of CE courses, issue alerts, transactional e-mails and more. Please contact your sales manager for more information.



Opportunities & Rates

2013 e-Media Rates	Rate	Duration
Campaign Page (700x400)	\$1,500	1 Month
Leaderboard Banner (728x90)	\$750	1 Month
Homepage Product Spotlight	\$750	1 Month
Skyscraper Banner (160x600)	\$750	1 Month
e-Newsletter Sponsorship (160x600)	\$650	Per Mailing
e-Promotion (Plus homepage link)	Call for pricing	Per Mailing

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Editorial Submission Guidelines

New Product Profile

Each month, “New Product Profiles” showcase four or more new products and services launched within the last 12 months.

This feature allows Townies to share experiences and ask questions about new products and services. When the electronic version of the magazine is posted on its associated Web site, we will start a separate discussion thread for each product. This is a great opportunity for you to connect directly to your customers online.

Please e-mail the following with the phrase “New Product Profile” in the subject line:

- A 50- to 75-word description of your product or service
- One or two high resolution photos suitable for magazine publication

Please send e-mails to ben@farranmedia.com and/or krista@farranmedia.com. Items will be selected for publication by our editorial team. We cannot guarantee that all submissions will be published.

Article Submission Guidelines

Farran Media, the parent company of Orthotown, is on the cutting edge of publishing. We use the discussions on the Web sites’ message boards as the foundation for editorial content in the magazine.

We also feature articles and case presentations from outside sources. If you are interested in submitting material for consideration by our editorial board, please review our guidelines.

Research: If you have a particular topic in mind, visit the Web site and review the relevant discussions. If your topic has not been discussed, start a thread to discover the level of interest. Townies will ignore aggressive marketing, but they embrace manufacturers who come to the message boards with a genuine interest in better dentistry.

Outline: Prepare an outline that includes:

- A two-to-three sentence summary.
- List of the points to be covered.
- Indication of how many pages you will need based on our mechanical requirements listed on page 10.

Please submit this outline for editorial review and discussion. We might provide additional points to incorporate into your final piece, and this is the most efficient time to make these suggestions.

Write: Once your outline is accepted, we will set a deadline and word count for the final article. Your article will soon be in the hands of our readers.

Requirements:

- 500 words per page
- Subtract 100 words for every photo/graphic
- Photos should be 300 dpi, in JPEG or TIFF format (we cannot correct blurry photos)

Provide head-and-shoulder photo of author with a 25-word bio. If you have any financial interest in the topic or company you are writing about, this information must be clearly disclosed to our readers.

Deadlines are generally three months prior to publication. For example, a submission for the April issue should be submitted in January. Articles received with less than a three-month lead time might be rejected for lack of space.

Submitting Finished Articles: Many times, authors and companies will submit a finished piece. These submissions are welcome, and we will process them through the same editorial review process. Please understand we might request revisions or additions, and we cannot guarantee all submissions will be published.

Editorial Team

Editor

Benjamin Lund ▪ 480-445-9694 ▪ ben@farranmedia.com

Associate Editor

Chelsea Knorr ▪ chelsea@farranmedia.com

Assistant Editor

Krista Houstoun ▪ 480-445-9717 ▪ krista@farranmedia.com

Orthotown Editorial Director

Alan Curtis, DDS, FAGD
alan@farranmedia.com

Farran Media Editorial Department
9633 S. 48th Street, Suite 200
Phoenix, AZ 85044



Magazine Advertising Specifications

Orthotown Magazine is printed web offset, 4-color process, saddle-stitched with a trim size of 8" x 10.875". We use Quark Xpress v9 on Mac OS X to layout the magazine.

Our first choice for digital submission is a high-resolution Adobe PDF.

If you are unable to save your ad in a high-resolution PDF format, we will accept:

- Photoshop TIFF/High-resolution JPEG
- Adobe Illustrator EPS (*with all text converted to outlines*)
- Adobe InDesign CS5 file
- Quark Xpress file

If you elect to send us your Quark/InDesign file, please include all fonts and images. All placed images must be saved at 300 dpi (CMYK). Two-page spreads should be supplied as two separate pages and placed together as a spread.

- If your full-page ad bleeds, please add .125" all the way around the outside trim size of the ad. Bleeds are not available for ads smaller than a full page.
- Ads must be built to the correct size specifications. Oversized or undersized ads will be adjusted to fit the space purchased.
- Ads may be compressed and e-mailed to virginia@farranmedia.com (if ad is 4MB or smaller) or uploaded via FTP following the instructions on the next page.
- **All media should be labeled with publication name, issue date, advertiser name and contact person.**

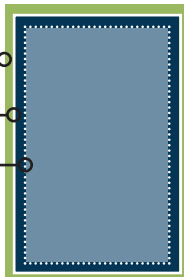
Full Page (Full Bleed)

Bleed 8.25" x 11.125"

Trim 8" x 10.875"

Live area 7" x 9.875"

Please keep all text in live area to avoid trimming off

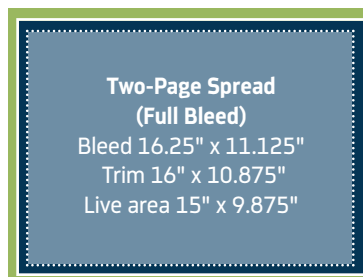


Two-Page Spread (Full Bleed)

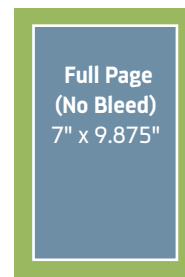
Bleed 16.25" x 11.125"

Trim 16" x 10.875"

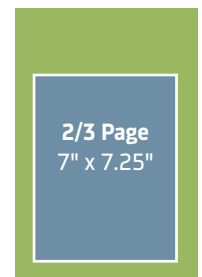
Live area 15" x 9.875"



Full Page
(No Bleed)
7" x 9.875"



2/3 Page
7" x 7.25"



Proofs

Proofs must be supplied for all ad materials. We strongly recommend SWOP-certified, press-quality proofs for color matching for all ads. If you elect not to provide a press-quality color proof, Farran Media is not responsible for any color inaccuracies or text and image discrepancies on your ad.

Inserts/Fifth Color: Contact your account manager for rates on inserts or special inks.

FTP

FTP address: ftp://ftp.farranmedia.com

Username: farranmedia

Password: upload

(Username and password are case sensitive.)

1. Zip/stuff the file
2. Name your file using the following format: yourcompanyname_date
3. Upload your file to the folder with the month the ad is to be placed

(Mac users may need to use Internet Client Software, such as Fetch, to enter our FTP site.)

If you have any questions about Farran Media's FTP site, please contact us.

Deadlines

Space reservations are due the 3rd of the month prior to publication month.

Final artwork is due the 10th of the month prior to publication.

Creative Team

Junior Graphic Designer

Virginia Earle ■ 480-445-9707
virginia@farranmedia.com

Creative Director

Amanda Culver ■ 480-445-9701
amanda@farranmedia.com

Farran Media

Attn: Creative Department
9633 S. 48th Street, Suite 200
Phoenix, AZ 85044

Vert.
1/2 Page
3.42" x
9.875"

Horiz.
1/2 Page
7" x 4.875"



1/3 Page
7" x 3.625"



1/4 Page
3.42" x 4.875"



1/6 Page
3.42" x 3.42"



Terms: Net 30 days. Invoices are rendered the first week of each month. Accounts more than 60 days past due may not advertise in the current issue or future issue until account is paid in full. Accounts 90 or more days past due are subject to collection. In the event of nonpayment, the publisher reserves the right to hold the advertiser and/or advertising agency jointly and/or separately liable for monies due payable to the publisher. Insertion orders generated by advertising agencies containing payment disclaimer clauses will not be acknowledged. Cancellations after the published closing date will not be accepted, and the advertiser is liable for the cost of scheduled advertisement.



Electronic Media Specs

e-Newsletter Banner Ad Specs:

- Artwork is due the Tuesday of the week reserved
- Must be 160 x 600 pixels and no larger than 50KB
- Must be GIF, animated GIF or JPEG format
(Flash files are NOT permitted)
- Must provide URL (<http://>) to which the banner links
- For animated GIF, unlimited looping allowed
- 50 character alt text limit
- Must not include any rapid or “strobing” animation of any graphic, copy or background elements
- (Recommended) design banner ad with a solid color background to avoid color conflicts with displaying page
- Send materials to: brian@farranmedia.com

e-Newsletter Featured Product:

- Material is due the Tuesday of the week reserved
- Product photo
 - 132 x 120 pixels
 - No larger than 30KB
 - GIF or JPEG format
- 50-word product description
- Must provide URL (<http://>) to be listed
- Send materials to: brian@farranmedia.com

e-Promotion Specs:

- Materials are due five business days prior to e-mail blast date
- **Submit:**
 1. A subject line not to exceed 80 characters
 2. Company name to appear in the “Sponsored By” line
 3. An HTML file
 - **Do Not Export HTML from Microsoft Word**
 - Table width must be no greater than 680 pixels
 - HTML maximum file size is 20KB
 - Images must be hosted on your site, supply those absolute links in your HTML document
 - No embedded background images in tables
 - In-line styles are recommended
 - Be sure to include <http://> in all URLs
 - No HTML5 or CSS3
 4. A plain text file (*required for all e-Promotions*)
 - 150-200 words maximum, Courier, 12 pt.
 - Plain text-only format (filename.txt)
NO GRAPHICS or HYPERTEXT
 - Text formatting such as bold, italic, font size, bullets or color will not appear as such
- Send materials to: brian@farranmedia.com

E-media Developer

Brian Morales ▪ 480-445-9705 ▪ brian@farranmedia.com

Creative Director

Amanda Culver ▪ 480-445-9701 ▪ amanda@farranmedia.com

Web Site Banner Ad Specs:

- Artwork is due the 20th of the month prior to the reserved month
- Must be GIF, animated GIF, JPEG or Flash format
- Must provide URL (<http://>) to which the banner links
- Unlimited looping allowed
- 50 character alt text limit
- Must not include any rapid or “strobing” animation of any graphic, copy or background elements
- (Recommended) design banner ad with a solid color background to avoid color conflicts with displaying page
- Send materials to: brian@farranmedia.com

If your banner is created using Flash, please include the following when submitting your materials:

- Original .fla file
- Any non-system fonts used in the ad
- Backup GIF or JPEG to be used for mobile compatible display
Remember, flash is NOT visible on mobile devices.
- URL to landing page
- **Important:** Make sure to incorporate a working clickTAG so that click-through rates can be tracked. Your clickTAG can be validated at this website:
<https://doubleclick-support.appspot.com/validator/>

Banner Ad Sizes & Size Limits:

- 728 x 90 pixels
– must be no larger than 50KB
- 125 x 125 pixels
– must be no larger than 30KB
- 160 x 600 pixels
– must be no larger than 50KB

Square
125 x 125
pixels

Tower
160 x 600 pixels

Horizontal
728 x 90 pixels

Campaign Page Specs:

- 700 pixels wide, height can be up to 400 pixels
- Must be no larger than 50KB
- Must provide URL (<http://>) to which page links
- Send materials to: brian@farranmedia.com

Homepage Product Spotlight Specs:

- Material is due the 20th of the month prior to the reserved month
- **Submit:**
 1. Product name to appear in the headline
 2. 250-character product description
 3. Image size is 319 x 238 pixels
 - JPEG, GIF or PNG
 - file size should not exceed 50KB
 4. Must provide URL (<http://>) to which panel links
 5. Send materials to: brian@farranmedia.com

Mobile Site Banner Specs:

- 300 x 50 pixels
- Must be no larger than 10KB
- Must be GIF, animated GIF, JPEG or PNG format
(Flash files are NOT permitted)
- Must provide URL (<http://>) to which the banner links
- Send materials to: brian@farranmedia.com

