

Dentaltown[®]

REIMAGINED

2026 Media Kit



Dentaltown
Hygienetown
Orthotown

Explore Our Dental Network

Farran Media's Professional Network Provides Unparalleled Access to the Dental Community

Connect with professionals through our diverse channels—Dentaltown, Orthotown, Hygienetown, Dentaltown learning online and *Dentistry Uncensored with Howard Farran*.



Dentaltown

Engage with the largest online community of dental professionals. Access forums, articles and peer-driven content to stay informed.

Orthotown

Dedicated exclusively to orthodontists, offering specialized content and a focused community for peer interaction.

Hygienetown

A hub for dental hygienists to connect, share and learn with content tailored to their unique needs.



Accredited online courses covering all aspects of dentistry, from clinical skills to business management.



Candid conversations and interviews that explore the dental industry's most pressing issues and trends.

Find us online: WWW.DENTALTOWN.COM/ADVERTISING

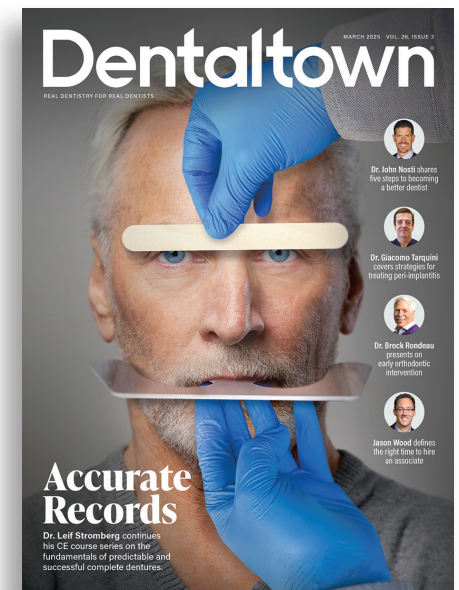
Follow us on Social Media:      

The Dentaltown Community

Dentaltown is the world's largest social and educational community for dental professionals, boasting nearly 275,000 registered users. It serves as a vital platform for dentists to connect, share their experiences and seek advice in a field that can often feel isolating. Whether discussing challenges, sharing passions or finding answers to pressing questions, Dentaltown ensures that no dentist has to practice or learn alone.

Dentaltown offers its members unique insights and information that can't be found anywhere else.

Dentaltown's 25th anniversary in March 2025 marked a significant milestone in its history. Since its inception, the platform has been committed to connecting and educating dental professionals by providing invaluable content. Dentaltown members have exclusive access to a vast repository of knowledge, with hundreds of thousands of message board posts contributed over the past 25 years.



THANK YOU!

7 MILLION

Relationships Matter

For Townies, the thought of their favorite dental website (and perhaps their favorite website overall) not existing is unimaginable. Thanks to the vision and strategic foresight of Dentaltown's founder, Dr. Howard Farran, who believed in the power of collaboration among dentists, professionals can now achieve their goals, learn new techniques, and support one another in a field that can often feel isolating. Because of this,

No Dentist Will Ever Have To Practice Solo Again.

"I'm grateful that so many dentists log in to Dentaltown every day and share their thoughts and opinions with each other. My goal was to create a world in which nobody has to practice dentistry alone, and thanks to your participation, Dentaltown has made that a reality."

- Dr. Howard Farran

The Dentaltown Team

Trailblazers, Influencers and Respected Leaders in Dentistry!

Our team of dentists is dedicated to fostering a community where dental professionals can learn, share and grow. Their real-world perspectives not only enhance the quality of our content but also ensure that it remains relevant and useful for our readers. Through their guidance, Farran Media continues to support the professional development of dentists worldwide.



HOWARD FARRAN, DDS, MBA FOUNDER AND CEO

Dr. Howard Farran has practiced and studied dentistry since 1987. After graduating from the school of dentistry at University of Missouri–Kansas City (which awarded him its Alumni of the Year award in 1997), he moved to Phoenix and opened his own dental practice. He has lectured in more than 40 countries about all aspects of dentistry, has written hundreds of dental articles and books, and has received the Arizona Department of Health Services Dental Public Health Award for his fluoridation efforts.



STEPHEN GLASS, DDS, FAGD DENTALTOWN MESSAGE BOARD MANAGER

Dr. Stephen Glass has enjoyed being a general dentist in private practice for over 25 years. He joined Farran Media as the Dentaltown Message Board Manager in 2023. Prior to that he had been an Administrator on the message boards for more than 14 years.



NAREG APELIAN, DMD DIRECTOR OF CONTINUING EDUCATION

Dr. Nareg Apelian has been in private practice since 1996. Addicted to continuing education, he started a master's in qualitative research and has lectured in Canada, the U.S. and France about minimal intervention in caries management, patient-centered care and qualitative research.

32 Most Influential People in Dentistry

Incisal Edge magazine's Summer 2025 issue features its annual list of the 32 Most Influential People in Dentistry, including practitioners, tech execs, nonprofit leaders, U.S. representatives and media figures. Each year, a third of the list comprises new entries, showcasing the evolving dental landscape. **DR. HOWARD FARRAN** (Dentaltown) is one of only four individuals to appear on this list for nine consecutive years, alongside Dr. Gordon Christensen, Michael Graham and Dr. John Kois.

Dentaltown's Media Platform

LEADING INDEPENDENCE

Dentaltown offers marketers unparalleled access to a vast and engaged audience of dental professionals, educators, students and key opinion leaders throughout their careers. Through a strategic mix of print, digital, educational, social and community-driven platforms, Dentaltown provides marketers with targeted opportunities to connect with this influential audience, solidifying its position as the leading independent media brand in the dental industry.



Dentaltown articles stand apart because they're tested and refined in the world's largest online dental community—Dentaltown.com. Every feature begins as a post from the author, then evolves through real-time community feedback. Engagement shapes the final draft: ideas are sharpened, strengthened, and validated long before reaching the pages of our magazine. When space is limited, it's the community that decides what matters most. Posts that spark discussion rise to the top; those that don't never make it into print. The result? Every article links back to a live discussion thread, inviting readers to continue the conversation online. *Dentaltown* magazine delivers more than content—it delivers connection. Every article is tested, proven, and trusted.

[illegible]

Dentaltown founder Dr. Howard Farran's front-of-book column is consistently one of the most-read items in the magazine, thanks to his unfiltered opinions about the clinical and commercial components of practicing dentistry.

Insights from leading clinicians, educators, thought leaders—and Townies, whose contributions continue to make this the profession's most vibrant dental community.

DentalTown adds at least two new CE courses a month to the hundreds already available. Every month, we spotlight some of the best offerings in a particular specialty or field, along with evergreen favorites and the latest additions to the lineup.

Dentaltown's thriving members-only message boards spark some of the most valuable conversations in dentistry today. Each month, we highlight top clinical cases and discussions from the community, giving readers direct access to real-world insights, innovative techniques, and peer-driven solutions shaping the future of dental care.

Every month, we feature the most active and insightful discussions from Dentaltown's message boards. Thousands of comments and perspectives are distilled into easy-to-digest summaries, giving readers a quick look at the conversations shaping dentistry today.



BREAKDOWNS AND ESTIMATES

Are you using the correct fee schedule? (DIN, UCR, MAC)

Dr. Roy TRAVIS CAMPBELL

Insurance can be complex and often leaves a great deal of money on the table or even triggered up and down the most experienced and best of insurance professionals. A good rule of thumb is to have quarterly reviews that take into account the changes in the insurance marketplace and how those changes affect your business. This is not to mention the fact that relationships can change when highlighting the differences between the various fee schedules that can result in a significant increase in the insurance cost. Insurance costs are not responsible for the premium, and the cost can be kept.

Let's take a look at reviewing the program and making sure that you have the correct schedule and that the premium additional coverage is not being applied.

Fee Schedule for

This is a good model of established fee structure, which will allow the user to currently track their program for the services rendered, regardless of insurance coverage.

UCR (Local, national, and reinsurance)

UCR is a point in time, and is a very efficient and UCR is the fee charged for an insurance company will apply to all of the services provided. The UCR is a measure of the insurance company's risk, and it is a measure of the risk that the insurance company will take. A common measure is a credit UCR for the UCR for the fee for the office, and UCR for the applicable insurance.

MAC

MAC is the fee for the services provided, and the fee should consider the rating for the UCR. The fee should be an average of the UCR for the services provided, and the fee should be an average of the UCR for the services provided. The fee should be an average of the UCR for the services provided, and the fee should be an average of the UCR for the services provided.

DIN

DIN is the fee for the services provided, and the fee should be an average of the UCR for the services provided, and the fee should be an average of the UCR for the services provided. The fee should be an average of the UCR for the services provided, and the fee should be an average of the UCR for the services provided.

In-network

If you allow it in network (DIN) with a specific insurance

ONLINE CE, LATEST AND BEST

Dr. Richard A. Hays, DVM, MS, DACVIM
University of Illinois at Chicago

OCTOBER ONLINE CE FOCUS: Endocrinology

Real-World Narrative Treatment Diets by Dr. Scott Reid

This course reviews the challenges the real-world veterinarian and/or practitioner must be attuned to and discuss the various strategies for dealing with real-world non-compliance on a case-by-case basis.

The Introduction of Endocrinologic Treatments: From "Push" with the Insulin Inj. to "Pull" Spikes

The Diabetic discourse exemplifies observed trends that their counterparts in other medical specialties. This case-based presentation discusses the various differences in the examination and prognosis of a diabetic patient. The speaker will discuss the general endocrinologic approaches regarding the use of insulin and the importance of good clinical observation.

The New Landscape Part I: Understanding Low-Dose Anesthetics

by Dr. Mark Kubit

This course discusses the most current data on low-dose anesthetics and provides the attendees with evidence-based information on the use of anesthetics in small animal medicine. The course focuses on the use of anesthetics in small animal medicine and discusses the use of anesthetics in small animal medicine. The course focuses on the use of anesthetics in small animal medicine and discusses the use of anesthetics in small animal medicine.

New and Emerging Techniques in Endocrinology: Diagnostics, Imaging, Anesthetics, Observation, and Reproductive by Dr. Hays

This course introduces attendees to the technologies available to the practice, including basic energy imaging and advances you can use in the practice.

The Neck, the Head, and the Body: Finding Spikes with Endocrinology in Practice

This course discusses how the endocrine, metabolic, and genetic profile of the patient can be used to guide proper case selection. Diets, patient management, and therapy will be discussed. The course focuses on the use of anesthetics in small animal medicine and discusses the use of anesthetics in small animal medicine.

[View Course](#)

TOWNE CASSELL

A 20th Anniversary

A Freshhand Composer Rehab

Seven Years Later

About Towne Casselles:

Composer and arranger of Broadway's longest running musical, *Chicago*. He has written and arranged for Broadway, film, television, and stage. He has won 10 Tony Awards, 10 Grammy Awards, and 10 Emmy Awards. He is a member of the American Academy of Arts and Sciences.

Chicago's Towne Casselles, 1926

Presentations: Adapted from a Chicago novel as *Chicago*, produced and directed by John Huston, 1929. Adapted from a Chicago novel as *Chicago*, produced and directed by John Huston, 1929. Adapted from a Chicago novel as *Chicago*, produced and directed by John Huston, 1929.

Follow up: Chicago's Towne Casselles, 1929

The artist, seven years, and a case that defied conventional treatment *2007*

Seven years into college life, and patient one hundred thousand dollars in the process of being paid back, a 20-year-old man, Towne Casselles, was a fresh hand in the music business. He had just finished his first album, a collection of songs he had written and arranged for a Chicago novel. He had just finished his first album, a collection of songs he had written and arranged for a Chicago novel. He had just finished his first album, a collection of songs he had written and arranged for a Chicago novel.

The artist, seven years, and a case that defied conventional treatment *2007*

Health and prognosis

Seven years into college life, and patient one hundred thousand dollars in the process of being paid back, a 20-year-old man, Towne Casselles, was a fresh hand in the music business. He had just finished his first album, a collection of songs he had written and arranged for a Chicago novel. He had just finished his first album, a collection of songs he had written and arranged for a Chicago novel.

Initial patient visit, aesthetics noted

Seven years into college life, and patient one hundred thousand dollars in the process of being paid back, a 20-year-old man, Towne Casselles, was a fresh hand in the music business. He had just finished his first album, a collection of songs he had written and arranged for a Chicago novel. He had just finished his first album, a collection of songs he had written and arranged for a Chicago novel.

Feeling is feeling

Seven years into college life, and patient one hundred thousand dollars in the process of being paid back, a 20-year-old man, Towne Casselles, was a fresh hand in the music business. He had just finished his first album, a collection of songs he had written and arranged for a Chicago novel. He had just finished his first album, a collection of songs he had written and arranged for a Chicago novel.

[illegible]

(Themes are subject to change. Final topics are updated monthly—subscribe to our Editorial Preview for the latest content.)

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST
CLINICAL FOCUS General Practice Prosthodontics <i>(Dentures),</i> Materials	CLINICAL FOCUS General Dentistry <i>(Adult)</i> Implants <i>(Laser Case)</i> Labs	CLINICAL FOCUS Orthodontics Periodontics Sleep Dentistry	CLINICAL FOCUS Clinical Technology AI & Robotics Implants	CLINICAL FOCUS Implants Periodontics Biomimetic Restorations	CLINICAL FOCUS General Practice Prosthodontics Minimally Invasive	CLINICAL FOCUS Labs Membranes & Biologics 3D Printing	CLINICAL FOCUS Implants Pediatric Preventive Care
PRACTICE & BUSINESS FOCUS Practice Management Software Digital Workflows Insurance	PRACTICE & BUSINESS FOCUS Patient Management & Branding	PRACTICE & BUSINESS FOCUS LEADership & Mentorship	PRACTICE & BUSINESS FOCUS Stress Management & Burnout	PRACTICE & BUSINESS FOCUS Fee-for-Service Transitions	PRACTICE & BUSINESS FOCUS Tax Strategies Practice Sales	PRACTICE & BUSINESS FOCUS Office Design & Patient Experience	PRACTICE & BUSINESS FOCUS Startup Budgeting & Scaling
CE SPOTLIGHT Restorative Dentistry	CE SPOTLIGHT Oral Surgery	CE SPOTLIGHT Oral Pathology Cariology	CE SPOTLIGHT Implants	CE SPOTLIGHT Practice Management HR, Accounting	CE SPOTLIGHT Periodontics	CE SPOTLIGHT Unique Specialties Roundup	CE SPOTLIGHT Prosthodontics
SPECIAL FEATURES POLL Sleep Dentistry Hygienetown Hot Topics	SPECIAL FEATURES POLL Endodontics Hygienetown Hot Topics	SPECIAL FEATURES SPECIAL ISSUE Women In Dentistry Hygienetown Hot Topics	SPECIAL FEATURES POLL Digital Imaging Hygienetown Hot Topics	SPECIAL FEATURES POLL Orthodontics & Sleep Hygienetown Hot Topics	SPECIAL FEATURES POLL Practice Management Software Hygienetown Hot Topics	SPECIAL FEATURES SPECIAL ISSUE Townie Choice Awards Preview Hygienetown Hot Topics	SPECIAL FEATURES POLL Remodeling Hygienetown Hot Topics

Editorial Calendar *continued*

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
CLINICAL FOCUS General Dentistry Prosthodontics Residencies	CLINICAL FOCUS Implants Pathology 3D Printing	CLINICAL FOCUS Clinical Tech AI Diagnosis General Dentistry	CLINICAL FOCUS Clinical Tech Minimally Invasive Implants
PRACTICE & BUSINESS FOCUS Online Marketing	PRACTICE & BUSINESS FOCUS Dental Marketing & Social Media	PRACTICE & BUSINESS FOCUS DSOs vs. Private Practice Finance Planning	PRACTICE & BUSINESS FOCUS Year-End Planning
CE SPOTLIGHT Orthodontics	CE SPOTLIGHT Endodontics	CE SPOTLIGHT Anesthesia	CE SPOTLIGHT Pediatric Dentistry
SPECIAL FEATURES POLL Pathology & Radiology	SPECIAL FEATURES SPECIAL ISSUE <i>New Dentist Supplement</i>	SPECIAL FEATURES POLL Finance	SPECIAL FEATURES SPECIAL ISSUE <i>Townie Choice Award Winners Announced</i>
Hygienetown Hot Topics	Hygienetown Hot Topics	Hygienetown Hot Topics	

Editorial Topics Defined

CLINICAL TECHNOLOGY: 3D printing, CAD/CAM restorations; CBCT; intraoral scanners and X-ray sensors; loupes; printers.

ENDODONTICS: Root canals; diagnostics; endodontic post systems.

FINANCE: Practice valuations and sales; discount dental plans and insurance plans; equipment valuations; investment and retirement.

GENERAL PRACTICE: Treatment planning; professional development; ergonomics and equipment; communication and compliance.

IMPLANTS: Case planning; surgical guides, placement and aesthetics; product options; complications and repairs.

LABS: Communication and file transfers; case presentations; in-office technology; milling and 3D printing.

MATERIALS: Direct restoratives; anesthesia; silver diamine fluoride for adults; crown and bridge work; etches and cements.

ORAL SURGERY: Reconstructive surgeries; bone and tissue grafting; wisdom teeth.

ORTHODONTICS & SLEEP DENTISTRY: Treatment options; appliances and expanders; airway and sleep apnea.

PATHOLOGY & RADIOLOGY: Oral cancer and other pathologies; X-rays and equipment; diagnostics, biopsies and testing; oral/systemic health.

PEDIATRIC DENTISTRY: Pulpotomies; restorations; silver diamine fluoride; parental communication.

PERIODONTICS: Gum disease and oral inflammation; root planing and surgery; grafts and implants.

PRACTICE MANAGEMENT—HR/SPENDING: Marketing and promotions; associate and staff hiring and training; collections and accounts receivable.

PRACTICE MANAGEMENT—SOFTWARE: Artificial intelligence, clinical and practice management software; cloud-based systems; backup and disaster recovery; integrating technology and third-party applications.

PROSTHODONTICS: Implant-based cases; digital dentures and partials; case planning.

PROFILES

In 2026, Dentaltown is streamlining all sponsored content opportunities into a single, flexible format: The Profile.

Profiles allow your brand, product, service, or expertise to be showcased in a trusted editorial environment that educates, engages, and builds credibility with dental professionals.

Profiles range from 1–4 pages at a flat rate of \$5,000 per page and can be tailored to meet your specific goals. Whether you want to highlight a specialty, showcase a product or service, tell your corporate story, spotlight a clinician, or share a compelling case study, there's a Profile type for every purpose.

PROFILE TYPES & CATEGORIES:

SPECIALTY PROFILE

One for each of the 12 ADA-recognized specialties:

▪ Oral Surgeon	▪ Endodontist	▪ Periodontist	▪ Pediatric Dentist
▪ Orthodontist	▪ Prosthodontist	▪ Dental Anesthesiologist	▪ Orofacial Pain
▪ Oral Medicine	▪ Oral Pathologist	▪ Oral Radiologist	▪ Dental Public Health

PRODUCT PROFILE Highlight features, benefits, and real-world applications

SERVICE PROFILE Showcase unique offerings or solutions

CORPORATE PROFILE Tell your company story, milestones, and thought leadership

CLINICIAN PROFILE Spotlight a dental professional's expertise, journey, or innovations

CASE PROFILE Present a compelling case study or success story

Profile Content Ideas

Every Profile goes beyond traditional advertising by offering educational, engaging, and trust-building storytelling.

EXAMPLES INCLUDE:

CONTENT ANGLES

- Case studies & success stories: Demonstrate real-world results
- Thought leadership: Share insights, trends, or best practices
- Recurring content series: Establish an ongoing presence in the magazine

VISUAL & INTERACTIVE ELEMENTS

- Infographics and data visualizations to simplify complex information
- Explainer videos or tutorials to demonstrate solutions
- Interactive quizzes or surveys to engage readers

EVENT-BASED & HUMAN-INTEREST PROFILES

- Sponsored webinars or online events in partnership with Dentaltown
- Coverage of trade shows or events featuring your brand
- User-generated content, corporate milestones, and company history to show authenticity and legacy

WHY CHOOSE A PROFILE?

CREDIBILITY

Your content appears in a trusted editorial environment

FLEXIBILITY

Multiple Profile types, page options, and creative approaches

ENGAGEMENT

Educational and interactive content resonates with readers and builds trust

VISIBILITY

Profiles allow your brand to stand out in a clutter-free format

We'll help you craft a story that educates, engages, and builds lasting credibility with dental professionals.

**TO RESERVE A PROFILE OR DISCUSS
THE BEST APPROACH FOR YOUR BRAND,
CONTACT YOUR ACCOUNT MANAGER TODAY.**

Leverage your brand alongside Dentaltown content

COMPREHENSIVE EDUCATION PACKAGE

Maximize Exposure for Your Educational Events

Promote your webinars, live events, seminars and hands-on training sessions with our strategic advertising package. This package combines print, digital and community-based advertising to reach a wide audience of dental professionals.

PACKAGE INCLUDES:

- 1 ½-PAGE PRINT AD** in *Dentaltown* magazine's CE department: Feature your event in *Dentaltown* magazine's CE section, reaching thousands of dental professionals.
- 2 BANNER AD** in Continuing Education e-newsletter: Place a banner ad in our targeted Continuing Education e-newsletter for immediate engagement.
- 3 LEADERBOARD BANNER** in the Continuing Education forum on *Dentaltown.com*: Share your event directly with our active online community in the Continuing Education forum.
- 4 POST YOUR EVENT** to the Continuing Education forum: One CE thread per lecturer or group of lecturers. For ADA and/or AGD accredited CE events only.



REACH: **200,000 IMPRESSIONS**

Magazine circulation: 110,000 • CE e-newsletter distribution: 80,000 • Average CE forum impressions (per month): 10,000

TARGETED REACH

Connect with dental professionals dedicated to enhancing their skills and expanding their knowledge base.

MULTI-CHANNEL EXPOSURE

Ensure your message is seen across print, digital and message board forums.

ENGAGED COMMUNITY

Engage with a trusted and active community of dental professionals.

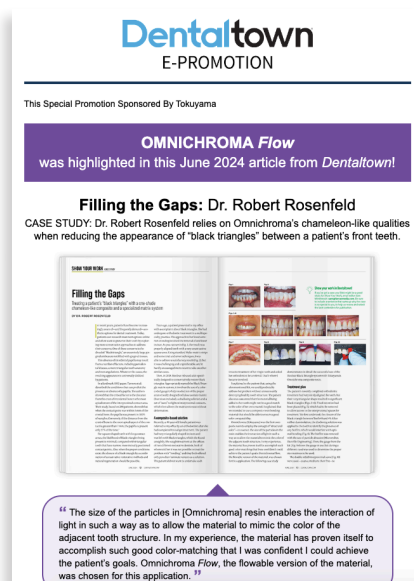
TOTAL INVESTMENT:
\$7,000 *(net)*

Maximize Your Article's Impact

Discover How Your Print Article Can Reach Members Across Their Preferred Platforms!

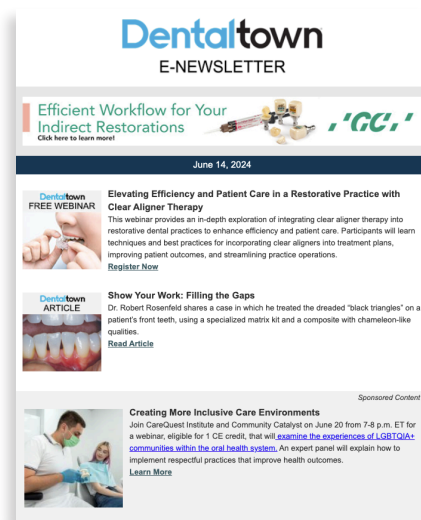
CUSTOM E-PROMOTION

Opt-in subscribers get direct access to the full article delivered right to their inbox.



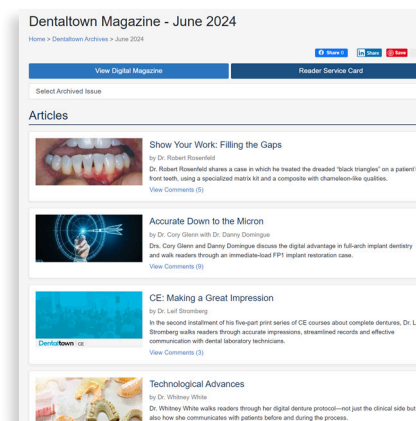
E-NEWSLETTER

Your article will be featured in our Dentaltown e-newsletter, reaching 90,000 opt-in subscribers.



ONLINE

Available 24/7 on our website, members can read and interact with the article at their convenience.



SOCIAL POST

Followers on social media will see engaging snippets and highlights from your article.



*Unlock new opportunities to enhance your brand's reach with our
"As Seen In Dentaltown" magazine package—now available at special pricing!*

**FOR MORE INFORMATION, PLEASE
CONTACT YOUR ACCOUNT MANAGER.**

www.dentaltown.com/advertising

Dentaltown by the Numbers

Dentists Trust Dentaltown

Dentaltown's strong bond with its members translated into an exceptional reading experience. Dentaltown.com boasts an impressive archive of more than 7.3 million posts, effectively serving as a rich repository of original content. This continuous content generator operates around the clock, identifying both influential contributors and highly engaging topics suitable for publication.

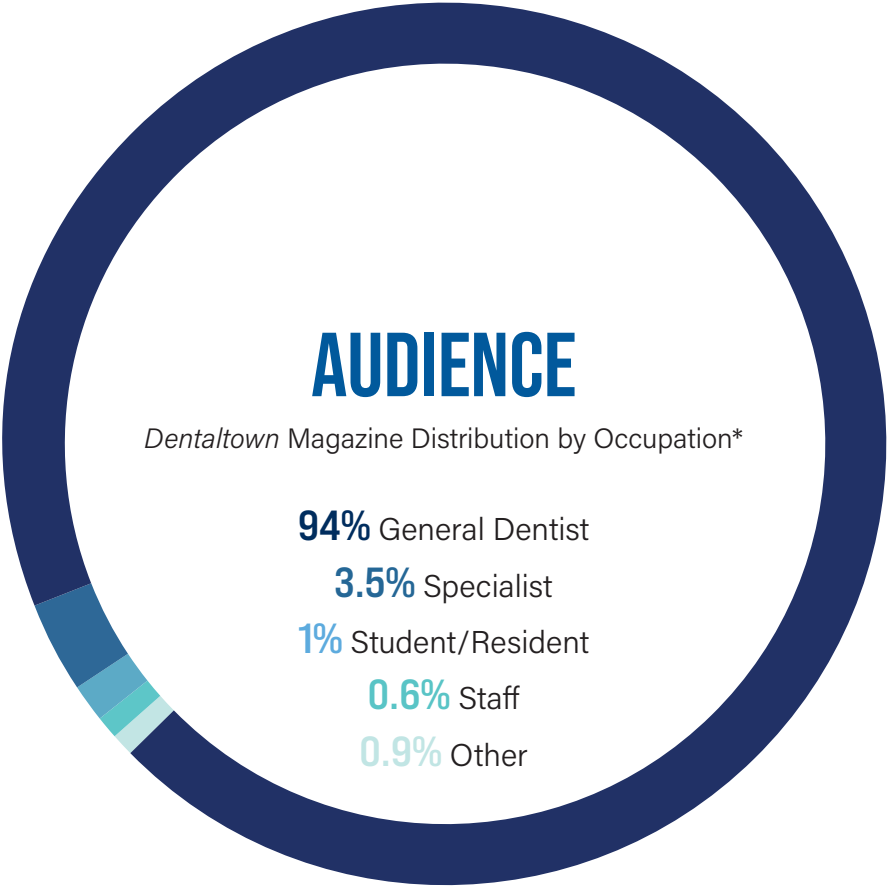
CIRCULATION

OCCUPATION	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	PRINT	DIGITAL
General Dentist	100,957	94%	96,847	9,615
Specialist	3,743	3.5%	3,209	1,048
Student/Resident	1,140	1.0%	821	602
SUBTOTAL	105,840	98.5%	100,877	11,265
Dental Assistant	104	0.1%	-	104
Dental Hygiene Student	17	-	-	17
Front Office Coordinator	31	-	-	31
Hygienist	273	0.3%	-	273
Office Manager	198	0.2%	-	198
STAFF	623	0.6%	-	623
OTHER**	964	0.9%	21	947
TOTAL	107,427	100%	100,898	12,835

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital

** Other includes Anesthesiologists, Consultants, Dental Educators, Dental Lab Techs, Dental Lecturer, Industry and other functions.

Source: Alliance for Audited Media (June 2025)



Readership Trends in Dental Media

Dentaltown continues to hold the top position as the most widely read independent magazine within its competitive category, securing this distinction for the sixth consecutive year.

QUALITATIVE EVALUATIONS

#1 Independent Media

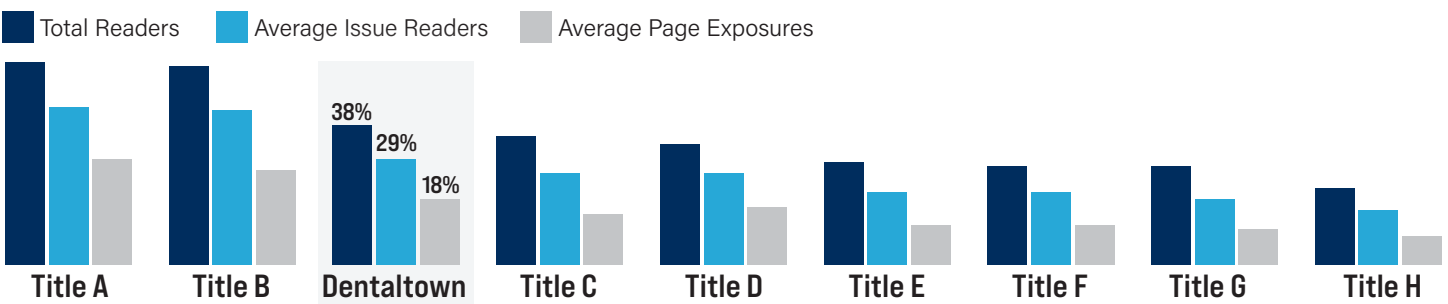
when study participants were asked to indicate their level of agreement with the following statements. (Scale 1 – 5)



Dentaltown media remains the top used independent dental media for the past 7 years.

51% of Total Dentists used *Dentaltown* magazine or Dentaltown.com within the past 6 months.

USAGE AND READERSHIP: DENTALTOWN VS. OTHER DENTAL PUBLICATIONS



Source: M3 MI Dentistry 2025 Media Measurement Study 2025 (formerly Kantar Media)

2026 Net Rates

ALL RATES INCLUDE 4-COLOR

	1X	6X	12X
FULL PAGE	\$9,250	\$8,450	\$7,650
SPREAD	\$15,000	\$14,600	\$14,200
2/3 PAGE	\$7,700	\$7,100	\$6,500
1/2 PAGE	\$4,800	\$4,400	\$4,000
1/3 PAGE	\$3,300	\$3,000	\$2,700
1/4 PAGE	\$2,400	\$2,200	\$2,000

PREFERRED POSITIONS

OPEN RATE PLUS PREMIUM

CVR 2	20%
CVR 3	10%
CVR 4	30%
Page 1	20%
Opposite TOC 1	10%
Opposite TOC 2	10%
Facing staff box/masthead	10%
Facing monthly features	10%

Ad Closing Deadlines

SPACE RESERVATIONS

For each issue, the 3rd of the month preceding (ex. May 3 for June issue).

ALL AD MATERIALS

For each issue, the 10th of the month preceding (ex: May 10 for June issue).

Material extensions are available by request.

CUSTOM SUPPLEMENT

Are You Looking for the Perfect Way To Deliver Your Custom Content to a Niche, Highly Qualified Audience?

Imagine your supplement riding along with the most trusted and most-requested independent magazine in the dental profession—delivered securely in a polybag to over 110,000+ dentists nationwide.

By riding along with *Dentaltown* magazine, your product gains instant credibility, positioned alongside cutting-edge dental content. This is more than just advertising—it's strategic placement in a highly respected environment.



*Space is limited, so don't miss this opportunity;
reserve your spot in the next available issue!*

**CONTACT AN ACCOUNT MANAGER TO
LEARN HOW YOU CAN BE PART OF THIS
EXCLUSIVE DISTRIBUTION OPPORTUNITY.**

www.dentaltown.com/advertising

OUTSERTS, INSERTS & BRCS

How Do You Ensure That Your Ad Is the One That Grabs Attention?

Unlike traditional ads that blend in, high-impact ad units are anything but ordinary.

These ads can be tipped or stitched directly into the magazine, creating a tactile experience that readers can't help but notice. Crafted from different paper stocks—from glossy to matte finish —these ads not only catch the eye but also engage the senses. This isn't just an ad; it's a part of the reader's experience. Imagine your brand message literally stopping readers in their tracks as they flip through the pages. Our high-impact ad units provide an instant book break, seamlessly integrating into the flow while standing out with purpose.



*Don't let your message
get lost in the noise.
Elevate your advertising game
with a high-impact ad units.*

**CONTACT AN ACCOUNT MANAGER TO
LEARN HOW YOU CAN BE PART OF THIS
EXCLUSIVE DISTRIBUTION OPPORTUNITY.**

www.dentaltown.com/advertising

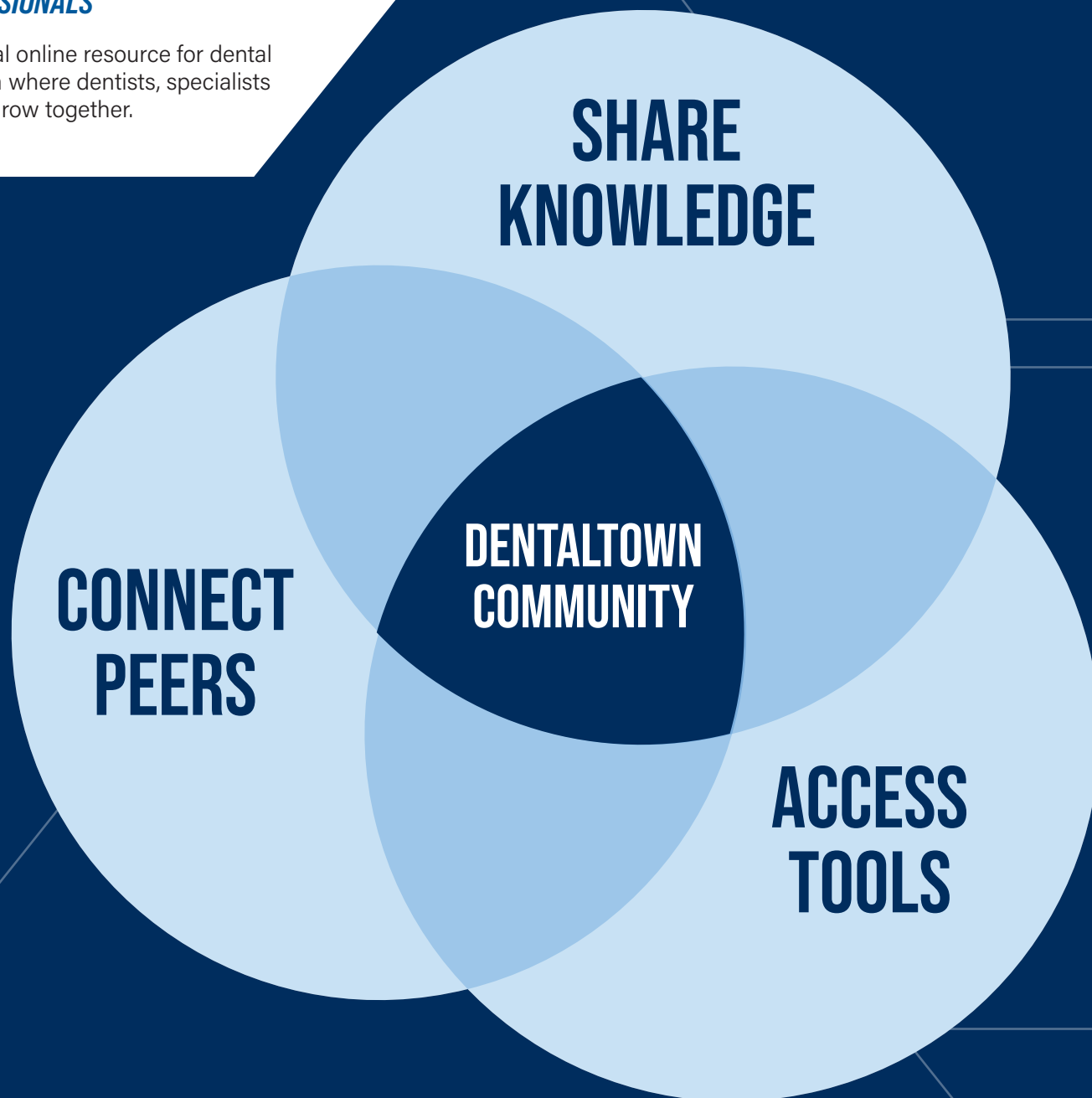
Welcome to Dentaltown, where dentistry meets community.

THE ULTIMATE RESOURCE FOR DENTAL PROFESSIONALS

Dentaltown is the most comprehensive and practical online resource for dental professionals worldwide. It serves as a vital platform where dentists, specialists and dental team members can connect, learn and grow together.

What Makes Dentaltown Such a Robust Community?

Its foundation is built on
three core principles:



26

Years Bringing Dental
Professionals Together

600

On-Demand Courses
in CE Library

275,000

Member Registrations

4,000+

Episodes of Dental Podcasts

7.3 MILLION

Message Board Posts

700,000+

CE Course Views



Avg. Monthly Sessions

204,748



Avg. Number Monthly
Unique Visitors

66,049



Avg. Monthly Page Views
(total of desktop & mobile)

1,090,697



Average Engagement Time

11 MINUTES

Influence Beyond Impressions

For all digital platforms: desktop, tablets, mobile, app

UNIT TYPE	PIXEL SIZE	ROTATIONS	RATE
LEADERBOARD	728 x 90 (320 x 50 mobile)	1 position, 4 rotate	\$4,000
CAMPAIGN PAGE (prestitial)	700 x 400 (300 x 250 mobile)	2 positions, 2 rotate per flight	\$7,000
HOMEPAGE SPOTLIGHT	300 x 250	1 position, 3 rotate	\$2,500
FORUM CATEGORY BANNERS	728 x 90 (320 x 50 mobile)	n/a	\$2,000
MESSAGE BOARD SPOTLIGHT	300 x 250	n/a	\$15/M imp.
SIDE BADGE	180 x 150	n/a	\$2,500

E-Newsletters

Dentaltown e-newsletters keep members connected to the community by delivering trusted content handpicked by Farran Media's clinical directors.

E-newsletter advertisers can choose specific positions to place their ads for optimal visibility and engagement. Choose the position and design that's right for you.

CROSS-PLATFORM CONSISTENCY: Leaderboard and Medium Rectangle ad sizes are used on the Dentaltown.com website as well. Using a consistent ad size can help maintain a cohesive brand presence across different platforms.

DENTALTOWN E-NEWS

100,000 opt-in subscribers

RATES PER WEEKLY MAILING

Lead position	\$3,500
Native ad	\$2,500
Medium rectangle	\$2,000
Featured Product/Service/Event	\$2,500
Townie News Wire: Video	\$1,000

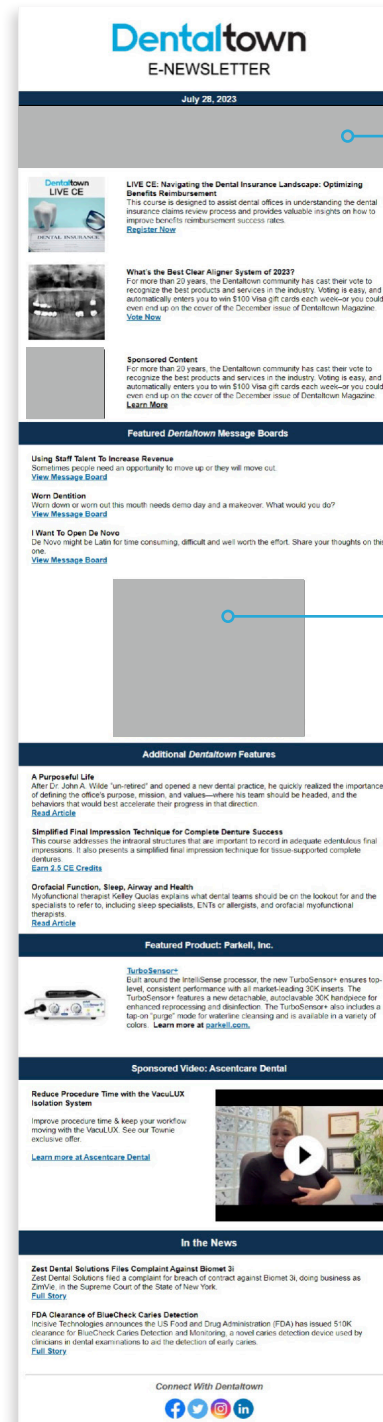
DENTALTOWN CE E-NEWS

80,000 opt-in subscribers

RATE PER BIMONTHLY MAILING

Medium rectangle (top)	\$3,500
Featured product/service/event	\$2,500
Custom CE e-newsletter	\$3,500

Unless otherwise noted, data is publisher's own.



LEAD BANNER: This placement appears at the top of the e-newsletter, and gets the most attention from subscribers.

NATIVE AD: Often the most popular placement due to its native appearance. This spot is perfect if you want space to describe your product or service in more detail.

MEDIUM RECTANGLE: This cost-effective position often provides a good return on investment (ROI) and can be packaged with a Homepage banner to maximize exposure.

FEATURED PRODUCT/SERVICE OR EVENT: This content position can enhance your brand's credibility and build trust with the Townie audience, leading to a more positive perception of your product or service.

VIDEO SPOTLIGHT: A well-crafted short video can guide viewers toward taking the desired action, such as clicking a link or filling out a form. Packaged together with a 10-day run on Dentaltown homepage potential customers can see how your offering works, its features and its benefits, which can boost their confidence in making a purchase.

e-Promotion Mailings

Reach Townies in their inbox through a Dentaltown opt-in subscriber e-Promotion campaign. Farran Media uses your HTML formatted file to deploy a custom ePromo to a predetermined target audience. Mailings can be used as a traffic driver, lead generator or branding vehicle.

Optional re-engagement campaign

Re-engagement campaign sends a second round of mailings to recipients who opened but did not engage with the first mailing. This type of campaign aims to rekindle the recipient's interest or encourage them to take the desired action by sending a second email with a different subject line, content or incentive to capture their attention and encourage engagement. The goal is to increase the likelihood of recipients interacting with the email and achieving the intended outcomes.

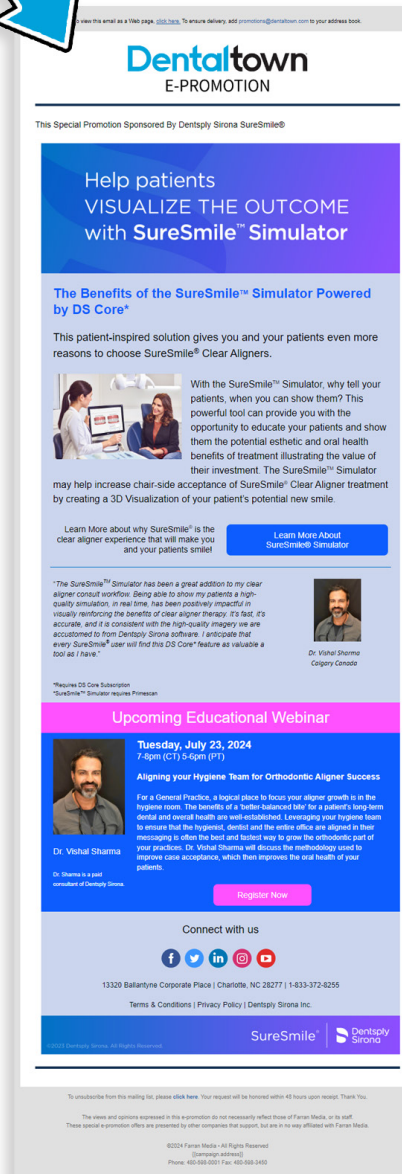
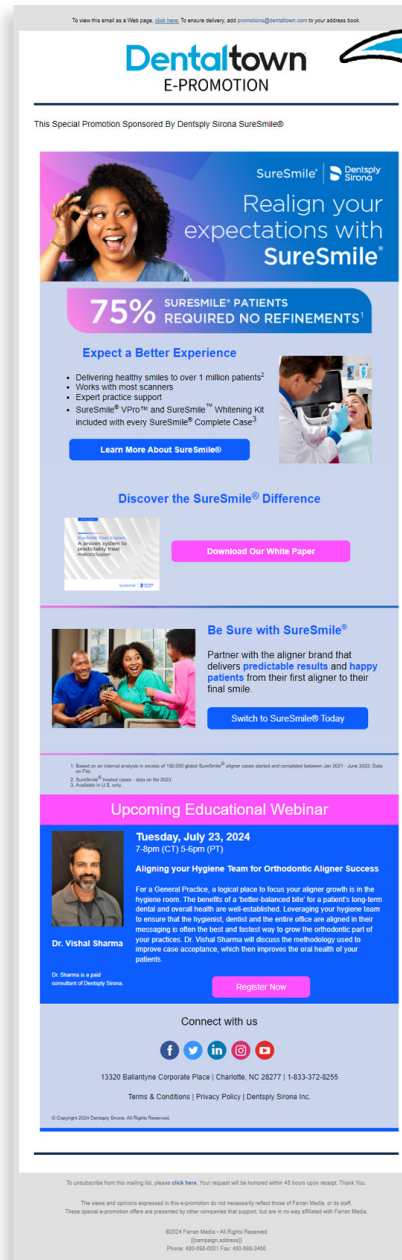
CHOOSE THE STRATEGY THAT WORKS FOR YOUR CAMPAIGN:

- Resend original creative to subscribers who opened but did not act.
- Submit a new set of creative with a different subject line. Include an offer, incentive or deadline.
- Available to full opt-in list only. Opt-in list of subscribers = 56,000

DENTALTOWN E-PROMO OPEN RATE

\$8,000 net*

*Print/digital advertisers or Townie members may earn additional discounts.



ADDITIONAL OPTIONS TO ENSURE A SUCCESSFUL EMAIL CAMPAIGN:

SEGMENTATION:

Customize delivery of your email content based on subscriber behavior. Segmentation allows you to send highly targeted and relevant e-Promotion mailings, increasing the likelihood of engagement and conversions. Pricing can vary based on the size of the list. Once a list count has been determined, a rate will be provided based on a CPM calculation.

A/B TESTING: Experiment with different strategies, content formats or subject lines to determine what resonates with recipients. A/B testing can help you optimize your campaigns for better results.

High-Impact Sponsorship Opportunities

Influence Beyond Impressions

SPONSORSHIP OPPORTUNITIES INCLUDE:

WEBINARS

Generate high-quality sales leads when you sponsor an educational webinar (CE) or training webinar, hosted by Dentaltown. Each webinar features a professional audio/video presentation from industry experts and/or key opinion leader of your choice. A live Q&A session, interactive polling questions and exit surveys are included with each event. Sponsorship includes an aggressive marketing campaign and postevent follow-up mailings. A lead-gen report and webinar breakdown are sent at the conclusion of the live event.

ON-DEMAND CE COURSES

Dentaltown continuing education (CE) is fueled by leading clinicians, who produce top-notch courses, accredited by AGD PACE and ADA CERP. Once complete, we utilize a full array of media to distribute and expose our education electronically via Dentaltown.com. This results in an unparalleled reach to both domestic and international clinicians.

eBOOKS

The creative and editorial teams will create a custom eBook on the topic of your choice. Consistent with the principles of content marketing, the goal of the ebook will be to provide the reader with useful content on a topic while creating awareness of your brand at the same time.

CONTENT MARKETING: After the initial 30 days, content reverts back to the sponsor and the sponsor is free to direct dentists to the landing page via other avenues.

THIRD-PARTY ENDORSEMENT: Branding as a Dentaltown eBook gives the content weight throughout the Dentaltown community.

PROMOTION

There will be extensive promotion to encourage downloads, views or participation.

THOUGHT LEADERSHIP

Sponsor will be associated with the valuable information being shared with Dentaltown community members.

LEADS

Lead capture will occur during download process or registration and information will be provided to sponsor. Leads will be processed in real time and delivered to client and/or agency.

With more than 10 million downloads* on iTunes alone,

Dentistry Uncensored With Howard Farran Is the Most Popular Podcast Show Available for Dental Professionals.

Unlike traditional media channels, podcasts are consumed by dental professionals whenever and wherever their busy life takes them—in the car, at the gym, cleaning house or walking the dog. Each 60-minute show is filled with pearls and insights that you can get only from casual conversation over lunch with your favorite dental influencer.

*Source: LibsynStatistics (as of Sept. 2022)

ADVERTISING OPPORTUNITIES INCLUDE:

PRE- AND POST-ROLL AUDIO COMMERCIALS

These 15-second audio commercials allow you to cut through the clutter and align your brand with unique, thought-provoking content delivered to a highly engaged audience of dental professionals.

EVENT COVERAGE

Produced at key industry or private corporate events, these podcasts are recorded live and provide the perfect setting to arrange group or individual podcast interviews with your speakers. Corporate meeting sponsorship includes podcast interviews with all speakers, company spokesperson, or network of C-suite executives.



Dentaltown, Where Dentistry Meets Community.

OUR CHANNELS:



MAGAZINE

Articles are powered by the Dentaltown community, with content contributed, shared, and influenced by practicing dentists everywhere



DIGITAL

Banner Ads,
e-Communication Mailings



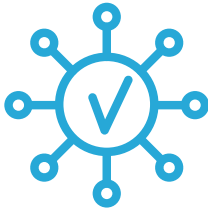
AUDIO

Podcasts



VIDEO

CE Courses, Sponsored
Webinars, Interviews



APP

Next-generation apps use AI to transform discussions into richer, more powerful exchanges of ideas.

Let Us Build a Successful Campaign for You

We value your support above all else and look forward to continuing our partnership and delivering high levels of service and performance to help grow your business. We encourage you to contact your Farran Media account manager to learn more about any of the components described in this media kit or to request information about additional channels that would be beneficial to your business and deliver a strong return on your investment.

We look forward to working with you.

Contact Us

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