

# Orthotown<sup>®</sup>

## 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.ORTHOTOWN.COM/ADVERTISING](http://WWW.ORTHOTOWN.COM/ADVERTISING)

Follow us on Social Media:      

# The Orthotown Community

Orthotown is the largest social and educational community for orthodontic professionals in the world. With more than 8,000 registered users, Orthotown connects specialists in a profession that can be isolating. It allows orthodontists to be part of something bigger, never practicing or learning alone. It's an avenue for specialists to share problems and passions, to ask questions—and to get questions answered.

## Orthotown members have access to insights and information they can't get anywhere else.

2026 marks the 19th anniversary of Orthotown. Since Day One, connecting, educating and essential content have been and remain the cornerstones of Orthotown. Only on Orthotown can members search for and find information in tens of thousands of message board posts cultivated for close to two decades.

### RELATIONSHIPS MATTER

For orthodontists, the idea of their favorite professional website (and maybe their favorite website, period) not existing seems inconceivable. But thanks to the foresight and strategic thinking of Orthotown's founder, Dr. Howard Farran—who believed in the power of orthodontic specialists collaborating to accomplish their goals, learn new techniques and lift each other in a profession that can be lonely and secluded—NO ORTHODONTIST WILL EVER HAVE TO PRACTICE SOLO AGAIN.®



## The Orthotown Team

# Trailblazers, Influencers and Respected Leaders in Dentistry!

Our team is dedicated to fostering a community where orthodontic specialists 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.



**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.



**CHAD FOSTER, DDS, MS** EDITORIAL DIRECTOR

Chad Foster, DDS, MS, is a board-certified orthodontist and the owner of Butterfly Orthodontics in Phoenix. He earned his Doctor of Dental Surgery, a master's degree in craniofacial biology and completed his orthodontic residency at the University of Southern California. Dr. Foster considers himself a lifelong student of orthodontics and loves to share with his orthodontic colleagues. He is an avid reader and prolific writer, and lectures internationally, most often on the topic of orthodontic aesthetics. "My favorite thing about serving as the editorial director of Orthotown is having the creative freedom to shine a well-deserved spotlight on some of the greatest minds in our profession!" he says. "As Teddy Roosevelt would say, these orthodontists are truly the 'men and women in the arena.' They deserve to have their voices heard, and their contributions are what continue to make Orthotown one of the most popular orthodontic communities in the world."

# Orthotown's Media Platform

## LEADING INDEPENDENCE

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



READERS FIND THESE EDITORIAL ELEMENTS IN *ORTHOTOWN*:

ACKNOWLEDGMENTS

## OCTOBER 2015 • 75 • GEDDY ET AL.

## OCTOBER 2008

## October 2000

• **CONCLUSIONS**

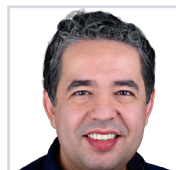
Every month, orthodontists across the community share their opinions on key topics, from brackets, aligners, and digital tools to staffing, leadership, and office design. The results offer a pulse on the specialty and provide readers with insights into how their peers think and practice.

## Meet Our Editorial Advisory Board

At the core of *Orthotown's* commitment to quality is our editorial advisory board, composed of leaders who've written articles about topics in their respective areas of expertise. These experts meticulously review clinical and practice management content to ensure accuracy and reliability, giving our readers confidence in the information they receive. The board members also guide our magazine's coverage and peer-review articles considered for publication throughout the year.



**DR. KEVIN  
BAHARVAND**  
Dallas-Fort Worth, TX



**DR. WASSIM  
BOUZID**  
El Khroub, Algeria



**DR. JOHN  
GRAHAM**  
Salt Lake City, UT



**DR. BRYAN  
LOCKHART**  
Charlotte, NC



**DR. NICK  
RICCIO**  
Hinsdale, IL



**DR. COURTNEY  
BARRY**  
New York, NY



**DR. CHRISTOPHER  
CETTA**  
Tampa, FL



**DR. DANIEL  
GROB**  
Scottsdale, AZ



**DR. JEFFREY  
MILLER**  
Baltimore, MD



**DR. DAVID  
RICHTER**  
Greeley, CO



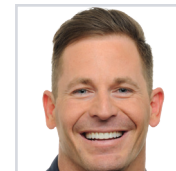
**DR. SEBASTIAN  
BAUMGAERTEL**  
Cleveland, OH



**DR. MICHAEL  
DELUKE**  
Naples, FL



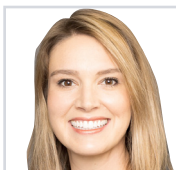
**DR. EDMUND  
KHOO**  
New York, NY



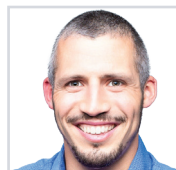
**DR. TREVOR  
NICHOLS**  
Mesa, AZ



**DR. ANDREW  
SARPOTDAR**  
Surprise, AZ



**DR. SUSAN  
BLAIR**  
Hinsdale, IL



**DR. MIKE  
DEPASCALE**  
East Lyme, CT



**DR. ASHLEY  
KISLING**  
Rancho Mission Viejo, CA



**DR. JONATHAN  
NICOZIS**  
Princeton, NJ



**DR. ILIES  
TIBAOUI**  
Algiers, Algeria



**DR. GLENN  
KRIEGER**  
Plano, TX



**DR. CHRISTOS  
PAPADOPOULOS**  
Quispamsis, New Brunswick



**DR. ADITH  
VENUGOPAL**  
Dunedin, New Zealand

# Editorial Calendar

| JANUARY/FEBRUARY                                                                                                                                                                                                                                                                                                                                                | MARCH                                                                                                                                                                                                                                                                                                                                | APRIL                                                                                                                                                                                                                                                                                    | MAY                                                                                                                                                                                                                                                                                                              | JUNE                                                                                                                                                                                                                                                                                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>MECHANICS</b></p> <p>Virtual Monitoring Systems<br/>Evidence-Based Orthodontics</p> <p><b>MANAGEMENT</b></p> <p>AI Integration in Practice Operations</p> <p><b>MARKETING</b></p> <p>Digital Workflows and<br/>Patient Communication</p> <p><b>SPECIAL ISSUE</b> <i>2025 Townie Choice Award Winners!</i></p> <p><b>POLL</b></p> <p>CE and Networking</p> | <p><b>MECHANICS</b></p> <p>Virtual Articulators<br/>Occlusal Plane Control<br/>Interceptive Techniques</p> <p><b>MANAGEMENT</b></p> <p>TC Metrics, Scheduling<br/>&amp; Leadership</p> <p><b>MARKETING</b></p> <p>SEO, Website Optimization<br/>&amp; Patient Engagement</p> <p><b>POLL</b></p> <p>Bonding, Brackets &amp; Wires</p> | <p><b>MECHANICS</b></p> <p>Braces vs. Aligners<br/>Esthetic Treatment Planning</p> <p><b>MANAGEMENT</b></p> <p>Office Design, Branding<br/>&amp; Same-Day Starts</p> <p><b>MARKETING</b></p> <p>Digital Storytelling<br/>&amp; Branding</p> <p><b>POLL</b></p> <p>Office Technology</p>  | <p><b>MECHANICS</b></p> <p>Extractions vs. Non-Extraction<br/>Airway &amp; Sleep Case Planning</p> <p><b>MANAGEMENT</b></p> <p>Fee-for-Service Strategies<br/>&amp; Team Efficiency</p> <p><b>MARKETING</b></p> <p>Referral Growth<br/>&amp; Patient Retention</p> <p><b>POLL</b></p> <p>Practice Management</p> | <p><b>MECHANICS</b></p> <p>Self-Ligation Systems<br/>3D Printing &amp; Digital Bonding</p> <p><b>MANAGEMENT</b></p> <p>Operations, Training<br/>&amp; Delegation</p> <p><b>MARKETING</b></p> <p>Social Media<br/>&amp; Online Presence</p> <p><b>POLL</b></p> <p>Aligners &amp; Aesthetics</p> |
| JULY/AUGUST                                                                                                                                                                                                                                                                                                                                                     | SEPTEMBER                                                                                                                                                                                                                                                                                                                            | OCTOBER                                                                                                                                                                                                                                                                                  | NOVEMBER                                                                                                                                                                                                                                                                                                         | DECEMBER                                                                                                                                                                                                                                                                                       |
| <p><b>MECHANICS</b></p> <p>Advanced Aligner Mechanics<br/>Product Innovations</p> <p><b>MANAGEMENT</b></p> <p>HR, Staffing<br/>&amp; Practice Culture</p> <p><b>MARKETING</b></p> <p>Branding &amp; Web Design</p> <p><b>SPECIAL ISSUE</b> <i>TCA Product Showcase Preview</i></p> <p><b>POLL</b></p> <p>HR and Staffing</p>                                    | <p><b>MECHANICS</b></p> <p>Vertical Control<br/>Bite Management<br/>&amp; Habit Correction</p> <p><b>MANAGEMENT</b></p> <p>Multi-Location Growth<br/>&amp; Office Flow</p> <p><b>MARKETING</b></p> <p>Creating a Strong<br/>Brand Identity</p> <p><b>POLL</b></p> <p>Office Design</p>                                               | <p><b>MECHANICS</b></p> <p>Complex Case Planning<br/>&amp; Mid-Course Corrections</p> <p><b>MANAGEMENT</b></p> <p>Leadership, Mentorship<br/>&amp; Burnout Prevention</p> <p><b>MARKETING</b></p> <p>Patient and Parent<br/>Touchpoints</p> <p><b>POLL</b></p> <p>Treatment Planning</p> | <p><b>MECHANICS</b></p> <p>Pediatric-Ortho Collaboration<br/>Distalization &amp; Biomechanics</p> <p><b>MANAGEMENT</b></p> <p>Insurance Strategies<br/>&amp; Financial Planning</p> <p><b>MARKETING</b></p> <p>Year-End<br/>Growth Strategy</p> <p><b>POLL</b></p> <p>Insurance</p>                              | <p><b>MECHANICS</b></p> <p>Digital Treatment Planning<br/>&amp; Case Finishing</p> <p><b>MANAGEMENT</b></p> <p>Career Transitions<br/>&amp; Practice Ownership</p> <p><b>MARKETING</b></p> <p>Online Reviews<br/>&amp; Reputation Management</p> <p><b>POLL</b></p> <p>Practice Finance</p>    |

## The Future of Brand Content in 2026

### PROFILES

# In 2026, *Orthotown* 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 orthodontic specialists.

Profiles range from 1–4 pages at a flat rate of \$2,500 per page and can be tailored to meet your specific goals. Whether you want to highlight a technique, 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 PROFILES

- Oral Surgeon
- Pediatric Dentist
- Orthodontist
- Orofacial Pain Specialist
- Oral Medicine

**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 *Orthotown*
- 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 orthodontic specialists.*

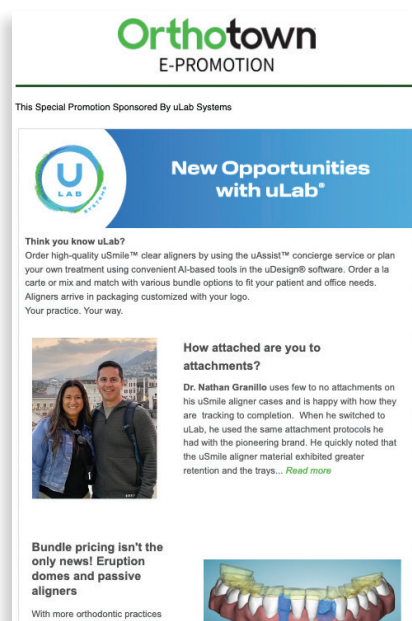
**TO RESERVE A PROFILE OR DISCUSS  
THE BEST APPROACH FOR YOUR BRAND,  
CONTACT OUR TEAM TODAY.**

Maximize Your Article's Impact

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

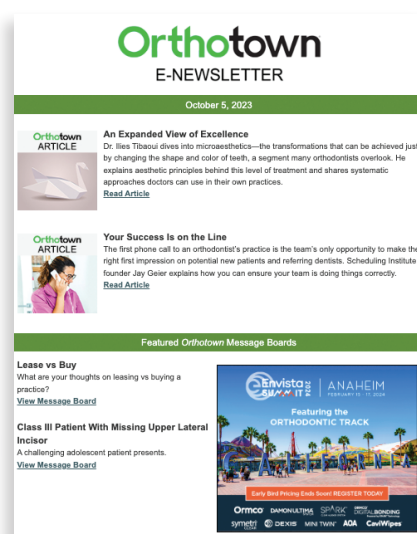
## CUSTOM E-PROMOTION

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



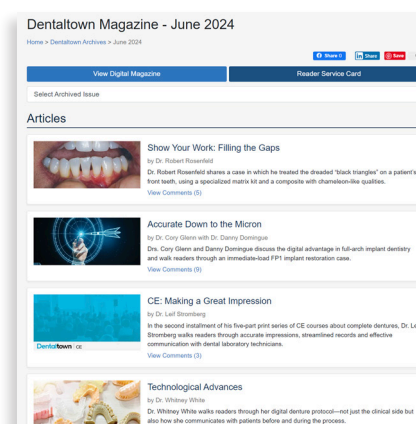
## E-NEWSLETTER

Your article will be featured in our Orthotown e-newsletter, reaching 5,000 opt-in subscribers.



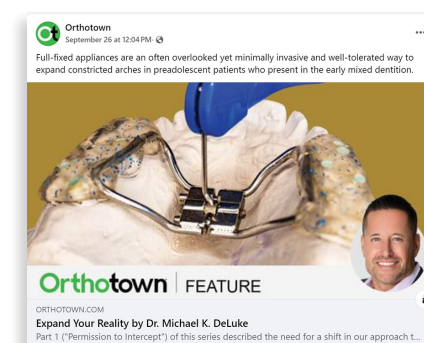
## ONLINE

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 Orthotown" magazine package—now available at special pricing!*

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

[www.orthotown.com/advertising](http://www.orthotown.com/advertising)

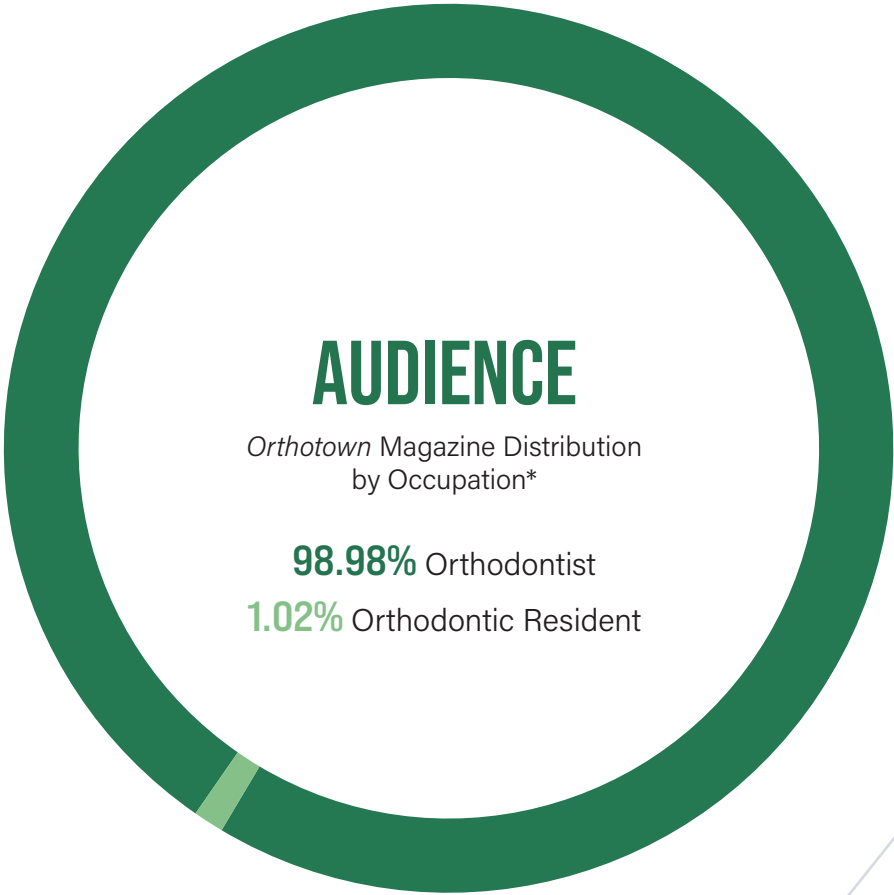
## Orthodontists Trust Orthotown

Orthotown's strong bond with its members translated into an exceptional reading experience. Orthotown.com boasts an impressive archive of 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 |
|----------------------|-------------------------|------------------|--------|---------|
| Orthodontist         | 10,559                  | 98.98%           | 10,019 | 1,677   |
| Orthodontic Resident | 109                     | 1.02%            | 80     | 68      |
| TOTAL                | 10,668                  | 100%             | 10,099 | 1,745   |

\*Unique Total Qualified represents unique recipients, not the sum of Print and Digital  
Source: Alliance for Audited Media (June 2025)



## 2026 Net Rates

ALL RATES INCLUDE 4-COLOR

|                  | 1X      | 6X      | 10X     |
|------------------|---------|---------|---------|
| <b>FULL PAGE</b> | \$3,500 | \$3,100 | \$2,900 |
| <b>SPREAD</b>    | \$5,820 | \$5,420 | \$5,220 |
| <b>1/2 PAGE</b>  | \$2,200 | \$1,800 | \$1,600 |
| <b>1/4 PAGE</b>  | \$1,400 | \$1,000 | \$800   |

## PREFERRED POSITIONS

### OPEN RATE PLUS PREMIUM

|               |     |
|---------------|-----|
| CVR 2         | 20% |
| CVR 3         | 20% |
| CVR 4         | 50% |
| Page 1        | 10% |
| Opposite TOC  | 10% |
| Center Spread | 10% |

## Ad Closing Deadlines

### SPACE RESERVATIONS

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

### ALL AD MATERIAL

For each issue, the 15th of the month preceding (ex.: May 15th for June issue).

Material extensions are available by request.

## 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.orthotown.com/advertising](http://www.orthotown.com/advertising)

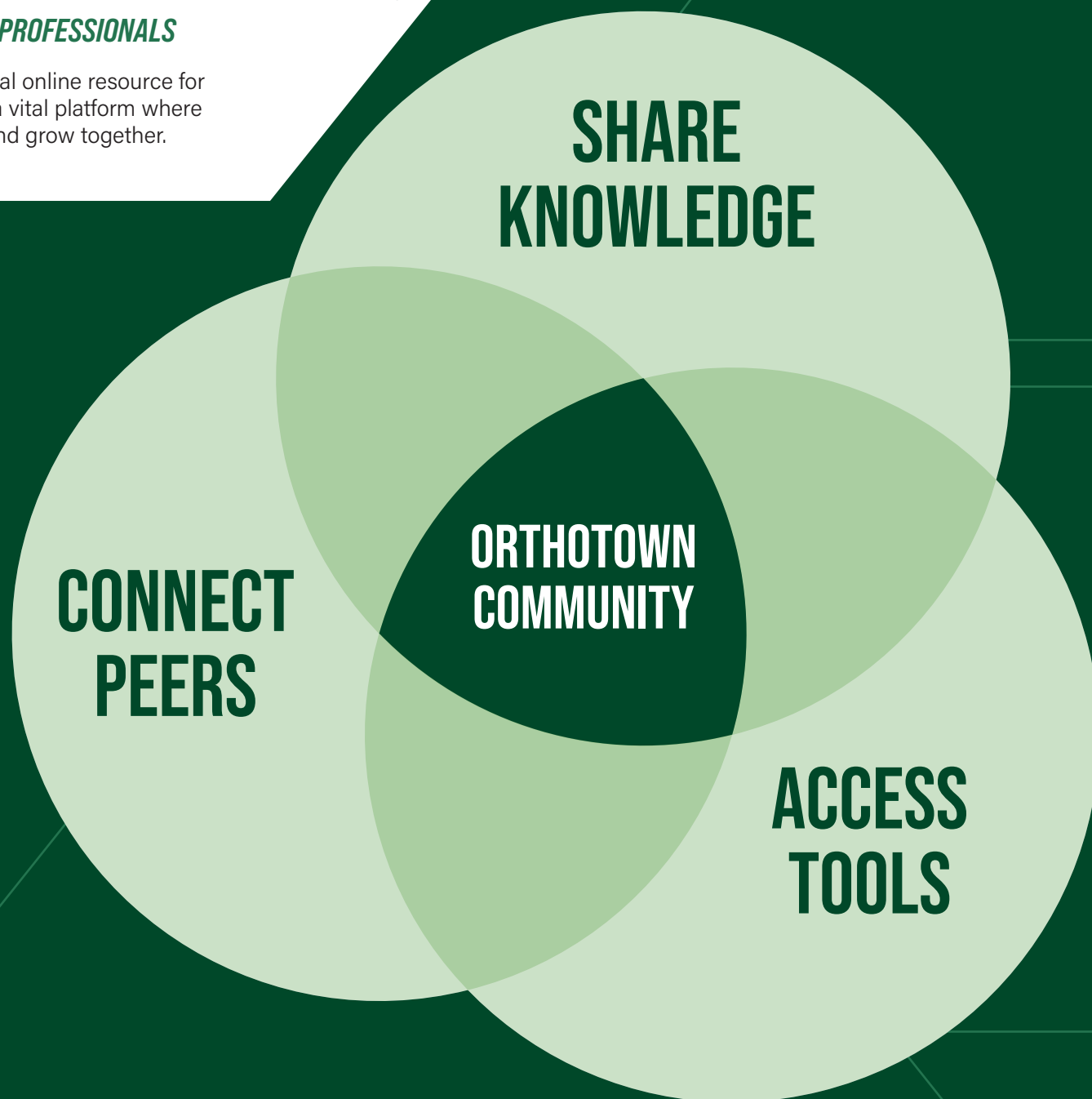
Welcome to Orthotown, where orthodontics meets community.

***THE ULTIMATE RESOURCE FOR ORTHODONTIC PROFESSIONALS***

Orthotown is the most comprehensive and practical online resource for orthodontic professionals worldwide. It serves as a vital platform where orthodontists and specialists can connect, learn and grow together.

# What sets Orthotown apart as a unique and exclusive community?

Its foundation is built on  
three core principles:





Avg. Monthly Sessions

**13,500**



Avg. Number Monthly  
Visitors

**8,300**



Avg. Monthly Page Views

(total of desktop & mobile)

**19,500**



Avg. Number of Message  
Board Posts per Month

**20,000**

## Influence Beyond Impressions

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

| UNIT TYPE                         | PIXEL SIZE                   | ROTATIONS                      | RATE    |
|-----------------------------------|------------------------------|--------------------------------|---------|
| <b>LEADERBOARD</b>                | 728 x 90 (320 x 50 mobile)   | 1 position, 2 rotate           | \$1,200 |
| <b>CAMPAIGN PAGE</b> (prestitial) | 700 x 400 (300 x 250 mobile) | 1 positions, 1 advertiser      | \$1,700 |
| <b>HOMEPAGE SPOTLIGHT</b>         | 300 x 250                    | 1 position, 2 rotate           | \$1,000 |
| <b>TOWER BANNER</b>               | 160 x 600                    | Right-hand side, run-of-site   | \$800   |
| <b>FEATURED VIDEO</b>             | n/a                          | 1 position per month, homepage | \$1,000 |

## E-Newsletters

Orthotown 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.

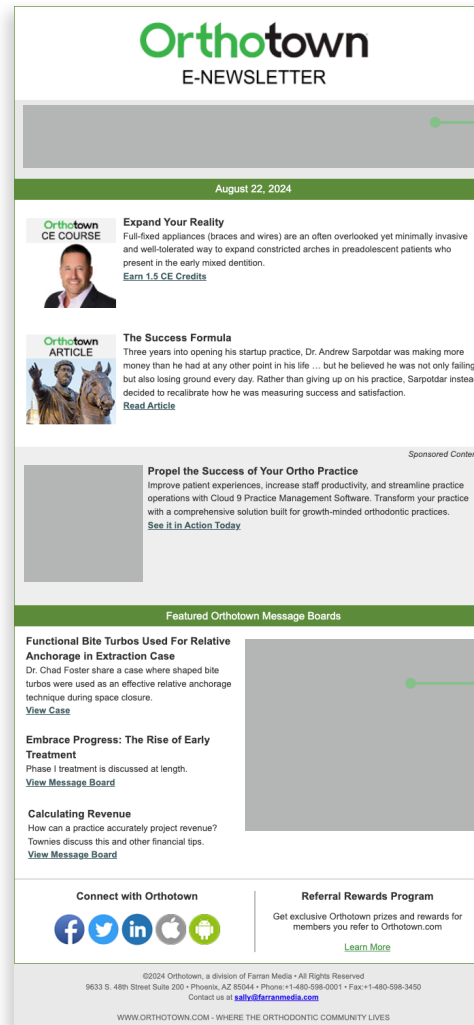
**CROSS-PLATFORM CONSISTENCY:** Leaderboard and Medium Rectangle ad sizes are used on the Orthotown.com website as well. Using a consistent ad size can help maintain a cohesive brand presence across different platforms.

## ORTHOTOWN E-NEWS

5,450 opt-in subscribers

### RATES PER WEEKLY MAILING

|                                |        |
|--------------------------------|--------|
| Lead position                  | \$1000 |
| Native ad                      | \$900  |
| Medium rectangle               | \$850  |
| Featured Product/Service/Event | \$850  |
| Featured Video                 | \$500  |



**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 Orthotown 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 an Orthotown 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:

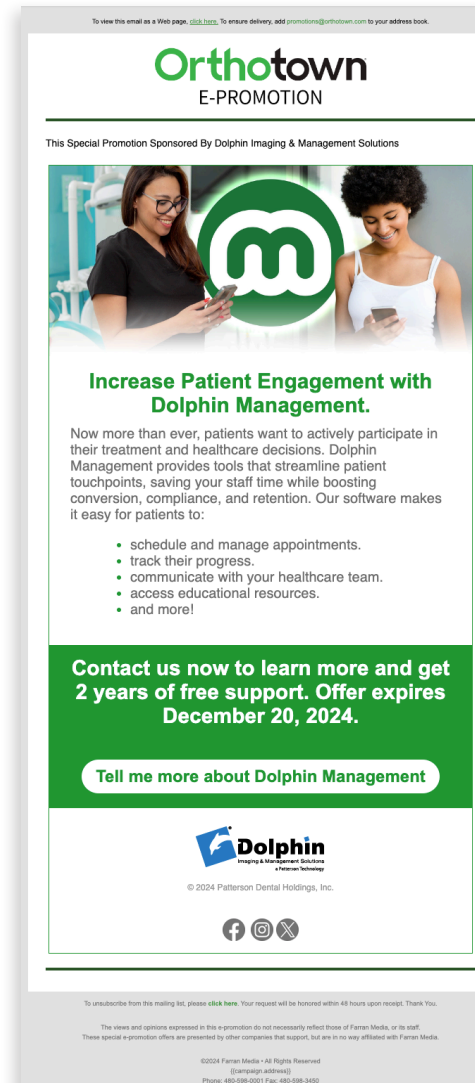
- Resend original creative to subscribers who opened but did not act.
- Submit a new set of creative with a different subject line. Include an offer, incentive or deadline.
- Available to full opt-in list only. Opt-in list of subscribers = 4,500

## ORTHOTOWN E-PROMO

### OPEN RATE

\$2,300 net\*

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



### ADDITIONAL OPTIONS TO ENSURE A SUCCESSFUL EMAIL CAMPAIGN:

**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:

#### LIVE WEBINARS

Generate high-quality sales leads when you sponsor an educational webinar (CE) or training webinar, hosted by Orthotown. 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

Orthotown 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 Orthotown.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 an Orthotown eBook gives the content weight throughout the Orthotown 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 Orthotown 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. 2025)

### **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.



This powerful and effective tool allows you to engage with customers and positions your company at the top of its field.

## TRADESHOW SHOWCASE

Orthotown Editorial Director Dr. Chad Foster interviews a diverse array of forward-thinking exhibitors, from promising startups to established industry leaders. These videos can be shared on your company's website, in social media posts, embedded in the digital edition of *Orthotown* magazine, and can appear in the Orthotown e-newsletter and on the Orthotown.com homepage.



Orthotown, Where Orthodontics Meets Community.

OUR CHANNELS:



**MAGAZINE**

Articles, High-Impact Ad Units,  
Custom Supplements



**DIGITAL**

Banner Ads, e-Communication  
Mailings



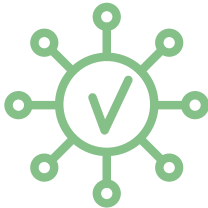
**AUDIO**

Podcasts



**VIDEO**

CE Courses, Sponsored  
Webinars, Interviews



**CUSTOM RESEARCH**

Polls, e-Survey Product  
Evaluations, Focus Groups

# 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

### SALES DIRECTOR

**Mary Lou Botto**

marylou.botto@farranmedia.com  
602.329.6707

### TRAFFIC COORDINATOR

**Tanya Anderson**

tanya.anderson@farranmedia.com

### PRESIDENT

**Jacob Kitchen**

jacob.kitchen@farranmedia.com

### WILLINGER MEDIA GROUP

**Gregg Willinger**

greggwillinger@gmail.com  
914-588-0545

### DIGITAL MEDIA DEVELOPER

**Michael Perrotta**

michael.perrotta@farranmedia.com

### PUBLISHER

**Michele Jerrell**

michele.jerrell@farranmedia.com

### NATIONAL SALES MANAGER

**Stephan Kessler**

steve.kessler@farranmedia.com  
732.357.7501

### RECEIVABLES SPECIALIST

**Suzette Harmon**

suzette.harmon@farranmedia.com

### IT DIRECTOR

**Brandon Jerrell**

brandon.jerrell@farranmedia.com

### NATIONAL ACCOUNT MANAGER

**Valerie Berger**

valerie.berger@farranmedia.com  
224.482.3080