

IN PRINT, IN PERSON AND ONLINE.

What's New for You at LMT? We've Turned 'Lead Generation' on its Ear... Again!

FOR NEARLY THREE DECADES, you've known us for delivering must-read, trusted editorial content and cutting-edge business solutions for dental laboratory decision makers.*

We've also created a unique niche in our marketplace by DOUBLE-TEAMING THE IMPACT OF YOUR PRINT AD: We deliver bona fide, hard-core leads to you *in person*—over 5,000 strong!—at our three LAB DAY® shows where LMT's readers are your buyers.

Now, we've upped the ante again.

We're taking lead generation to an unprecedented level—by delivering buyers to you *online, 24/7!*

Here's how: LMTmag.com is where our readers go for the latest industry and product news, classified ads and LAB DAY® information. Now they can access that information by logging into The BRIDGE, LMT's new interactive online network dedicated exclusively to the dental laboratory community.

Here, they also connect with their peers—and YOU—to network, share ideas, ask questions, research and review products and services and more. Like LMT, the magazine; and LAB DAY, our trade shows; the BRIDGE, at LMTmag.com, is where your buyers are!

If you advertise in LMT or participate at LAB DAY, you'll want to have a strong presence on The BRIDGE.

LMT—cutting-edge business solutions under one roof—*in print, in person, and online.*



*A recent survey shows that 87% of our readers read the advertisements in LMT. Of those, 74% say they have purchased products and services as a result of reading these ads. That's powerful.

BUSINESS STRATEGIES FOR DENTAL LABORATORY DECISION-MAKERS

84 South Main Street • Newtown, CT 06470 • 203-459-2888 • fax 203-459-2889
info@LMTmag.com • www.LMTmag.com

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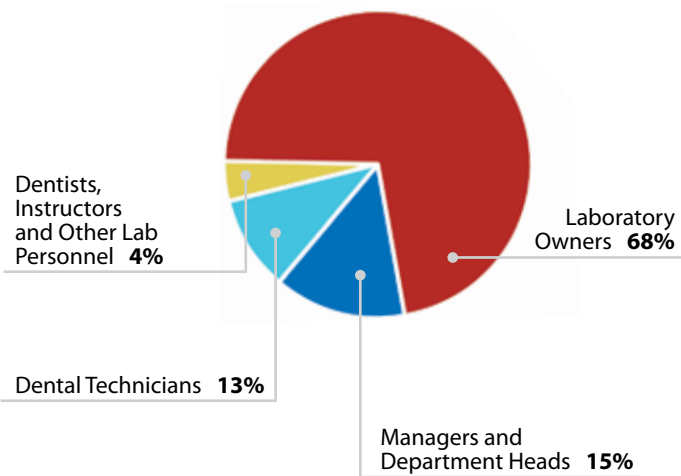
LMT'S CIRCULATION

Our current circulation of dental laboratory-related personnel in the U.S., with paid subscribers in Canada and abroad, is 18,140.

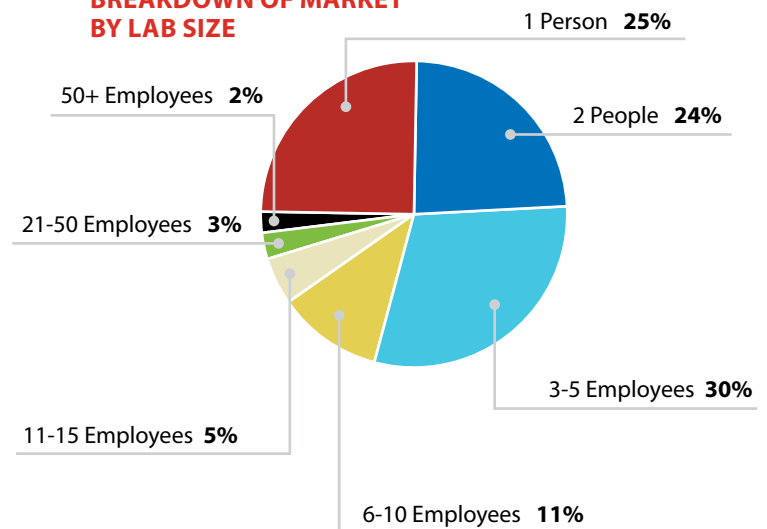
OUR SUBSCRIBERS make LMT look great! For 28 years we've carefully cultivated our subscriber list by updating it daily and filtering it regularly to assure that you are reaching an active buying audience.

Each of these charts represents our market. Note that one- and two-person laboratories represent 49% of our community and, together with 3-5-person laboratories, they represent a whopping 79%!

BREAKDOWN BY TITLE



BREAKDOWN OF MARKET BY LAB SIZE



OUR MARKET REGIONAL DISTRIBUTION*

■ New England..... 5%	■ South Atlantic17%	■ Mountain 8%
■ Middle Atlantic.....14%	■ East South Central 4%	■ Pacific/U.S. Territories including APO/FPO23%
■ East North Central.....16%	■ West South Central 7%	■ Paid Canadian & Foreign 1%
■ West North Central 6%		

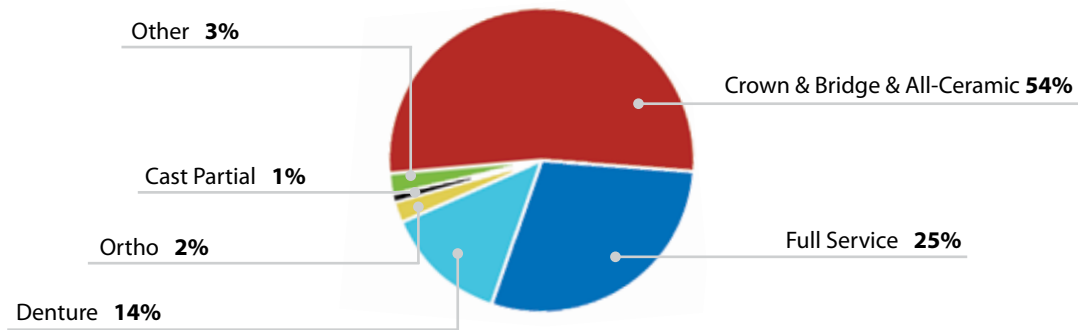
*Percentages are rounded to the closest whole number.

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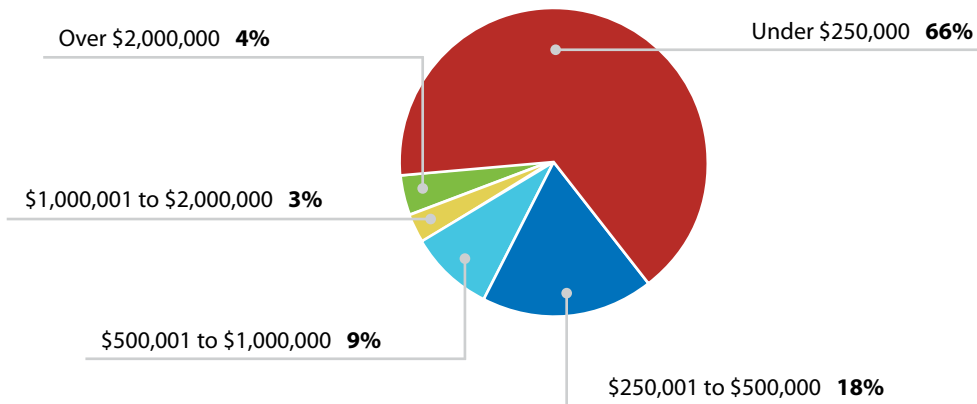
LMT SUBSCRIBERS: ONE-PER-SITE ANALYSIS

THROUGHOUT THE LAST THREE DECADES, the number of C&B (crown & bridge) laboratories has been relatively consistent, representing about half of all laboratories in the U.S. community.

BREAKDOWN BY LAB SPECIALTY*



ANNUAL REVENUE*



*Percentages are rounded to the closest whole number.

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2012 DISPLAY ADVERTISING RATES

No Increase for 2012!

SAVVY MARKETERS KNOW that, when it comes to brand recognition, frequency trumps size. Our multiple frequency discount rates are designed with this in mind. High-frequency advertisers in LMT can also take advantage of a multitude of value-added services.*

	COLOR			B&W		
	1x	5x	10x	1x	5x	10x
TABLOID (FULL PAGE)	\$6625	\$6345	\$6095	\$5125	\$4845	\$4595
JUNIOR OR 1/2 TABLOID	\$5115	\$4815	\$4595	\$3615	\$3315	\$3095
2/3 JUNIOR	\$4390	\$4175	\$3995	\$2890	\$2675	\$2495
1/2 JUNIOR	\$3165	\$3030	\$2895	\$2165	\$2030	\$1895
1/3 JUNIOR	\$2620	\$2520	\$2445	\$1620	\$1520	\$1445
Budget Pleasers 1/4 JUNIOR	\$1690	\$1585	\$1495	\$1190	\$1085	\$995
1/6 JUNIOR	\$1480	\$1380	\$1290	\$980	\$880	\$790
Custom Sizes Available, Contact Publication for Details						

* Call 203-459-2888 or e-mail Laurie Freddino at laurie@LMTmag.com or Jessica Fila at jessica@LMTmag.com for details. They will be happy to work with you to ensure we meet your advertising needs.

2/COLOR \$500 Black plus one Process or Standard Color (choices as shown below)



MATCHED COLOR \$750 Specify PMS Color METALLIC INK Please contact LMT

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SPECIFICATIONS, TERMS & CONDITIONS

AD SIZE		WIDTH		HEIGHT
TABLOID (FULL PAGE)	Bleed *	10-7/8"	x	14-1/2"
	Non-bleed	9-1/2"	x	13-1/2"
JUNIOR OR 1/2 TABLOID	Bleed *	7-3/4"	x	10-5/8"
	Non-bleed	7"	x	10"
	Vertical	4-5/8"	x	13"
	Horizontal	9-1/2"	x	7"
2/3 JUNIOR	Vertical	4-5/8"	x	10"
	Horizontal	7"	x	6-5/8"
1/2 JUNIOR	Vertical	3-1/2"	x	10"
	Horizontal	7"	x	4-7/8"
	Island	4-5/8"	x	7-1/2"
1/3 JUNIOR	Vertical	2-1/4"	x	10"
	Horizontal	7"	x	3-1/8"
	Square	4-5/8"	x	4-7/8"
1/4 JUNIOR	Vertical	3-1/2"	x	4-7/8"
	Horizontal	4-5/8"	x	3-3/4"
1/6 JUNIOR	Vertical	2-1/4"	x	4-7/8"
	Horizontal	4-5/8"	x	2-1/2"

SPECIAL POSITIONS A fixed rate and special terms apply to Covers and to the Page 5 position; call to inquire. Other specific page, positioning or multi-ad sequencing requests are charged at a 10% premium on space and color.

DIGITAL ADVERTISING REQUIREMENTS PDF files preferred. Please use PDF/X-1a format when exporting your pdfs (native applications accepted, however, you must include all fonts and images separately). For details on PDF settings, please contact Kate Conetta at kate@LMTmag.com or 203-459-2888.

PROOFS You must include a high-resolution, true-to-color, full-size proof for all ads. Laser proofs are not an accurate guide for color reproduction; LMT assumes no liability for color problems when a proof is not provided or when a laser proof is the only guide provided by the advertiser.

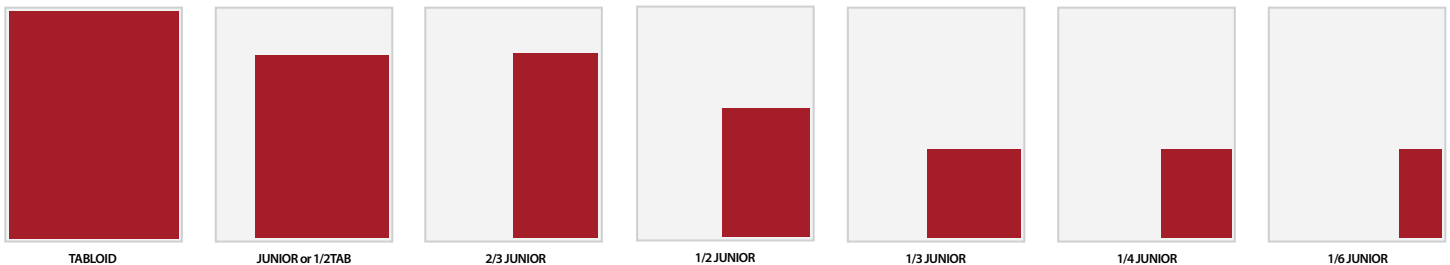
RATE POLICY COMMISSION AND TERMS Contract advertisers are rate-protected for the calendar year. Unfulfilled contracts are short-rated to the best-earned frequency rate. Alterations to ad materials may incur a small production charge. Advertisements are billed upon publication. Terms: net 30 days.

Advertisers are responsible for payment in the event of non-payment by their agencies. Ad files are stored for one year only and then destroyed.

Reservations deadline is also the last day on which advertising cancellations can be accepted.

The publisher reserves the right to reject inappropriate advertising materials.

* On bleed ads, keep live matter 3/8" within trim edges. Allow at least 1/4" of background area beyond ad size (on all sides) for trimming.



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ADDITIONAL PROMOTIONAL OPPORTUNITIES

INSERTS AND OUTSERTS are supplied by the advertiser. Regional distribution available; minimum quantity: 5000. Inserts must be pre-trimmed: top, bottom and side. There is a surcharge for paper stock over 80lbs.

OUTSERTS are polybagged with the issue and cannot have a postal indicia. Overall size must not exceed the size of LMT. Check issue availability and get a written quote in advance. Contact Laurie Fred-dino at laurie@LMTmag.com or call 203-459-2888.

BUSINESS REPLY CARDS (BRCs) are available only in conjunction with standard page or larger advertisements. They can be bound in or glued in. Net cost: \$950 for advertiser-supplied 4" x 5-7/8" card (vertical or horizontal). Bound-in cards require a blank lip a minimum of 3-1/2" long. Add \$350 net for printing on lip. Tipped-in card requires 1/2" perforated lip. Call for quote on alternative card sizes. Contact Laurie Freddino at laurie@LMTmag.com or call 203-459-2888.

MARKETPLACE is an economical way to add visibility to your products in every issue. Organized by product category for easy reference, Marketplace ads can include a photograph, logo and details on your product. A minimum three-issue commitment is required. Marketplace ads must be prepaid. No agency commission.

Dimensions and three-time, black-and-white, net rates are:

		for each insertion	
■ 1.75" x 1"	or	3.75" x .5"	\$175
■ 1.75" x 2"	or	3.75" x 1"	\$275
■ 1.75" x 3"	or	3.75" x 1.5"	\$355
■ 1.75" x 4"	or	3.75" x 2"	\$435
■ 1.75" x 5"	or	3.75" x 2.5"	\$515

Color is available for Marketplace ads at \$30 per inch for a process or standard color (see color choices on 2012 Print Advertising Rates page) or \$60 per inch for 4/color. Deadline: the 10th of the month preceding each issue (exception: the deadlines for combined issues—June/July and November/December—are May 20 and October 20 respectively). Contact Jessica Fila at jessica@LMTmag.com or call 203-459-2888.

CLASSIFIED ADVERTISING LMT Classified's are also posted on our website, www.LMTmag.com. Regular Classifieds cost \$75 for the first 25 words. Additional words, to a maximum of 75 words, are \$1 each. There is a \$5 discount for consecutive insertions after the first insertion. Display Classifieds, in boxes, can include logos and photos. Cost: \$135 per column inch. For consecutive insertions, there is a 10% discount after the first insertion.

For Extra Impact: Color is available for Display Classifieds only, at \$30 per column inch for a process or standard color or \$60 per column inch for 4/color (see color choices on 2011 Print Advertising Rates page). LMT box numbers are available at \$30 per insertion. Prepayment required. Deadline: the 10th of the month preceding each issue (exception: the deadlines for combined issues—June/July and November/December—are May 20 and October 20 respectively). Contact Maribeth Marsico at maribeth@LMTmag.com or call 203-459-2888.

LAB DAY ADS Promote your presence before and at the show with a LAB DAY AD! This special 3-in-1 print advertising opportunity is available in LMT magazine, direct mail pieces and show programs for LAB DAY Chicago, East and West. Contact Jessica Fila at jessica@LMTmag.com or call 203-459-2888.

ANNUAL BUYERS GUIDE MINI-ADS are available in LMT's Annual Buyer's Guide—our August issue. With more company listings and more product categories than any other publication, this issue is the dental laboratory industry's #1 product sourcebook. MINI-ADS print with your company listings, providing you with extra visibility in the issue. Contact Jessica Fila at jessica@LMTmag.com or call 203-459-2888.

REPRINTS Take any LMT article, case study or survey, add your own display ad or logo and what do you get? An effective marketing tool otherwise known as an LMT reprint. Attention-grabbing and economical, LMT's reprints can be customized for your next direct mail promotion or trade show handout. For price quotes, contact Kim Molinaro at kim@LMTmag.com or 203-459-2888.

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FREEBIES!

Free

9 More Ways to Help You Stand Out

TO AUGMENT YOUR ADVERTISING MESSAGE, LMT INVITES YOU TO PARTICIPATE IN OUR EDITORIAL CONTENT IN A VARIETY OF WAYS THAT INCREASE YOUR EXPOSURE TO DENTAL LABORATORY DECISION-MAKERS:

The Education Connection:

1 Promote your upcoming clinics and webinars in our *Calendar*, which is published in every issue of LMT and online at www.LMTmag.com. To maximize your exposure, please send your event information at least 12 weeks in advance if possible.

2 After your event takes place, remember to send us a photo and release about the meeting and we'll publish it in our *Continuing Education News*.

NewsBriefs:

3 If you're moving to a new location, want to announce personnel changes or have exciting news about your company, share it with prospective customers through LMT. Ideally, news releases should be between 50 and 300 words and can be accompanied by a black-and-white or color photograph.

Today's Products & Services:

4 As a service to those manufacturers and suppliers who make LMT possible through their advertising support, we publish their products in our *Today's*

Products section at no charge. Product releases should be approximately 75 words long and may be accompanied by a black-and-white photograph or line drawing. You also have the option to pay \$150 to run the photograph in color.

Product Focus:

5 This frequent section is devoted to a specific product category—porcelain, CAD/CAM systems or implants, for example—to give our readers a comprehensive, one-stop-shopping overview of a particular market category. All manufacturers and exclusive distributors of the product are invited to participate.

Letters to the Editor:

6 Have a comment on an article, an opinion on a hot industry topic or expertise to share with our readers? We want to hear from you!

Lab Technology Today (LTT):

7 This special section provides technical strategies and useful information to help technicians augment their technical skills and enable owners and managers to enhance their laboratory's pro-

duction, efficiency and profitability. Articles—such as case studies, step-by-step techniques, technician's gallery of cases and other technical overviews—should be approximately 500-1,000 words with 5 to 10 photos and must not have been previously published or be awaiting publication by another laboratory magazine.

LMT's Annual Buyer's Guide:

8 LMT's August issue is the industry's most comprehensive Yellow Pages directory of industry resources. With listings from over 450 industry suppliers, our Guide is an indispensable, invaluable sourcebook in which every manufacturer/supplier is entitled to free listings in the manufacturer, products and trade names directories. Subcontractors are invited to participate in the subcontractor and subcontracting services directories.

LAB DAY Products Catalog:

9 January is our LAB DAY Chicago Pre-Show Issue and we invite all exhibitors (nearly 200 companies) to showcase their newest or most popular products to be featured at the show.

2012 EDITORIAL & ADVERTISING SCHEDULE

JANUARY

LAB DAY Chicago Pre-Show Issue!

Editorial & Advertising Deadline: 12/6

Ad Materials Due: 12/9

Mail Date: 1/4

Product Focus: Lab Day Products

FEBRUARY

LAB DAY Chicago Show Issue!
also LAB DAY East Pre-Show Issue!

Editorial & Advertising Deadline: 1/12

Ad Materials Due: 1/17

Mail Date: 2/8

Product Focus: Articulators

MARCH

LAB DAY East Show Issue!

Editorial & Advertising Deadline: 2/7

Ad Materials Due: 2/10

Mail Date: 3/7

Product Focus: Porcelain

APRIL

LAB DAY West Pre-Show Issue!

Editorial & Advertising Deadline: 3/13

Ad Materials Due: 3/16

Mail Date: 4/9

Product Focus: Porcelain Furnaces

MAY

LAB DAY West Show Issue!

Editorial & Advertising Deadline: 4/9

Ad Materials Due: 4/12

Mail Date: 5/4

Product Focus: Implants

JUNE/JULY

Editorial & Advertising Deadline: 5/17

Ad Materials Due: 5/22

Mail Date: 6/14

Product Focus:

Digital Fabrication Equipment

AUGUST

Annual Buyer's Guide

Editorial & Advertising Deadline: 7/13

Ad Materials Due: 7/18

Mail Date: 8/6

SEPTEMBER

Editorial & Advertising Deadline: 8/10

Ad Materials Due: 8/15

Mail Date: 9/8

Product Focus: Dentures

OCTOBER

Editorial & Advertising Deadline: 9/13

Ad Materials Due: 9/18

Mail Date: 10/10

Product Focus:

CAD/CAM Subcontracting Services

NOVEMBER/DECEMBER

DLOAC CAD/CAM Symposium Issue

Editorial & Advertising Deadline: 10/22

Ad Materials Due: 10/25

Mail Date: 11/16

Product Focus: Refining Services



LAB DAY® DELIVERS YOUR TARGET AUDIENCE



LAB DAY WEST 2011

IN PRINT AND IN PERSON FOR OVER 27 YEARS

LMT is not just another magazine. We've also created a unique niche in our marketplace by DOUBLE-TEAMING THE IMPACT OF YOUR PRINT AD: We deliver bona fide, hard-core leads to you *in person*—over 5,000 strong!—at our three LAB DAY shows where LMT's readers are your buyers.

LMT sponsors the three biggest dental laboratory trade shows in North America: LMT LAB DAY® Chicago, LAB DAY® West in Southern California and LAB DAY® East in the heart of New York City.

From networking with their peers to researching cutting-edge products to taking advantage of free continuing education courses, there's an energy to LAB DAY® that makes attendees feel good about their community and ability to succeed.

If you exhibit or host a clinic at any of our LAB DAY shows, it makes excellent sense to promote your show presence in LMT magazine and via The **BRIDGE** at www.LMTmag.com. It's a one-two-three punch that spells SELLING POWER!

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2012 LAB DAY® SHOW INFORMATION



What began in 1985 with just 31 exhibitors and about 400 attendees has quickly grown to over 200 exhibitors, over 3,000 attendees and two days of exhibits and clinics. LAB DAY® Chicago is currently the largest dental laboratory trade show in North America.

FRIDAY, FEBRUARY 24, 2012

Exhibit Hall: 2:00pm - 6:00pm
Clinics: 8:00am - 6:00pm

SATURDAY, FEBRUARY 25, 2012

Exhibit Hall: 8:00am - 5:00pm
Clinics: 7:45am - 5:45pm

Sheraton Chicago Hotel & Towers
301 E. North Water Street
Chicago, IL

Contracts Due:
October 21, 2011



Since its debut in 2000, LAB DAY® East has become a must-attend event on the East Coast and is now the *only* dental laboratory tradeshow in the northeast! With nearly 1,000 attendees, LAB DAY East has captured the attention of eager audiences who appreciate the central location, educational clinics and busy exhibit hall.

SATURDAY, MARCH 31, 2012

Exhibit Hall: 9:00am - 4:00pm
Clinics: 8:00am - 5:00pm

Grand Hyatt New York
109 East 42nd Street
New York, NY

Contracts Due:
November 23, 2011



LAB DAY® West is the second largest dental laboratory trade show in North America—second only to LAB DAY Chicago—and continues to grow every year. Crowded with busy shoppers and buzzing with industry news and education, LAB DAY West embodies the good vibrations for which Southern California is famous.

FRIDAY, MAY 4, 2012

Clinics: 8:00am - 8:00pm

SATURDAY, MAY 5, 2012

Exhibit Hall: 9:00am - 4:00pm
Clinics: 8:00am - 6:00pm

Hyatt Regency Orange County
11999 Harbor Boulevard
Garden Grove, CA

Contracts Due:
January 6, 2012

EXHIBITOR CONTRACT INFORMATION

Contact Jenny Abbott-Cole at jenny@LMTmag.com or 203-459-2888 to obtain your exhibitor contract for LAB DAY Chicago, East or West. If the contract deadline has passed, please contact us for space availability. Exhibit space is available on a first-come, first-served basis after contract deadline.

INTERESTED IN HOSTING A CLINIC?

Clinic spaces are also available on a first-come, first-served basis. For information and space availability, contact Jenny Abbott-Cole at jenny@LMTmag.com or Laurie Freddino at laurie@LMTmag.com or call 203-459-2888.

New for 2012!

THE BRIDGE AT LMTMAG.COM

ENGAGE. INTERACT. CONNECT.

*A Facebook-like site
for lab techs...brilliant!*

~ Victor Nin, Dental Lab Tech, Crown and Bridge Manager/Technician at West Palm Beach VAMC

THERE'S NO OTHER WEBSITE QUITE LIKE THIS.

The **BRIDGE** at LMTmag.com is LMT's new interactive online network dedicated exclusively to the dental laboratory community. Here, our readers connect with their peers—and YOU—to network, share ideas, ask questions, research and review products and services, and more. It's like LAB DAY® 24/7!

Currently with over 1,000 Users and growing every day, The **BRIDGE** offers a unique, easy-to-navigate format that gives you *a seat at the table filled with the laboratory community's decision makers.*

Once a Reader/User is logged into The **BRIDGE** he can access everything on our site—from the latest LAB DAY clinic information, to technical, management or marketing articles, to a complete calendar of industry events, classified ads or product news—and comment or review anything he sees. He can also create his own User page, upload photos, ask questions, follow other Users and Vendors, join targeted Groups, and even send private messages.

Once you purchase a Vendor page, Users can interface with your company directly—and you with them. Your Vendor page can house everything you currently have on your own company website plus, on The **BRIDGE**, you can carry on discussions with laboratory decision makers that are either shared or private.

Your presence on The **BRIDGE** is especially valuable during show season when it becomes the LAB DAY® hub. All show registration funnels through The BRIDGE, delivering a ready-made, specifically targeted audience of over 5,000 laboratory decision makers looking for the latest information on products, services, equipment and education that will be showcased at LAB DAY. Be sure you meet them there!

Like LMT, the magazine; and LAB DAY, our trade shows; The **BRIDGE** is where your buyers are.



Built by LMT. ... Powered by You!

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New for 2012!

VENDOR PAGES ON THE BRIDGE

ON OUR WEBSITE, each company has the opportunity to have its own Vendor page that it can use to post information on all its product and services as well as interact directly with dental laboratory decision makers. The BRIDGE is your direct portal to your customer base!

The BRIDGE is Built by LMT...but it's Powered by You. The more information you offer and the more you interact with Users on your Vendor Page, the more readers will use it as a resource: you get back what you put in!

SPECIAL INTRODUCTORY RATE: \$1,500/quarter; \$5,400/year

WITH A VENDOR PAGE SUBSCRIPTION, YOU CAN:

UPLOAD

- Your entire product line with images, spec sheets, videos and more. Create a link that takes them right to your website's product order form!
- Comments, links and company news
- Case studies, how-tos and other photos
- Files and links to videos—on YouTube or elsewhere
- Your calendar of events

INTERACT

- Comment on User posts and questions
- Track conversations about all things related to your company
- Get User testimonials and product reviews and post your feedback
- Write your own blog and articles
- Private message others Users on the site
- Join groups and have private conversations with their members
- Create your own groups

SHOWCASE

- Your presence at LAB DAY® and connect with our 5,000 LAB DAY® attendees. Since all LAB DAY® show registration funnels through The BRIDGE, it delivers a ready-made, specifically targeted audience of laboratory decision makers looking for the latest information on products, services, equipment and education that will be showcased at LAB DAY®. You can also get a heads up on who's planning to attend your LAB DAY® clinics
- Your LMT-published article
- Company promotions or specials

PLUS, YOU CAN ALSO:

- Update your product listings in LMT's Buyer's Guide
- Get personalized analytics about how you're reaching your audience
- Add or change your company's LMT subscriptions
- And more!

Call 203-459-2888 or e-mail
Laurie Freddino at laurie@LMTmag.com or
Jessica Fila at jessica@LMTmag.com for more details
on this exciting new opportunity!

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