

# ENGAGED. INTERACTIVE. CONNECTED.

**WHEN IT COMES TO TODAY'S MEDIA BUYS, THESE MAY BE THE LATEST BUZZ WORDS BUT LMT'S BEEN DOING IT ALL FOR OVER 26 YEARS.**

The importance of creating an ENGAGED and INTERACTIVE readership has been at the forefront of our operating philosophy since our inception. Through LMT magazine, we stay CONNECTED with our readers in person, on the phone, through extensive survey participation, at industry events and through our research projects such as our ground-breaking exclusive Crown Challenge.

A recent survey shows that 87% of our readers read the advertisements in LMT. Of those, 75% say they have purchased products and services as a result of reading these ads. That's powerful.

LMT magazine built its reputation as the industry leader by delivering an engaged and interactive readership to you in print but also, *in person*. This is our UNIQUE VALUE PROPOSITION.

We consistently deliver over 5,500 laboratory decision-makers every year at our three LAB DAY events. They are there because they read about them in LMT.

Our goals are to maximize your reach, deliver your message into the hands of decision-makers and deliver it with editorial content that gives decision-makers the tools they need to succeed.

No publication works harder—or smarter—to create a dynamic, results-oriented environment for your advertising message.



*Judy Fishman*

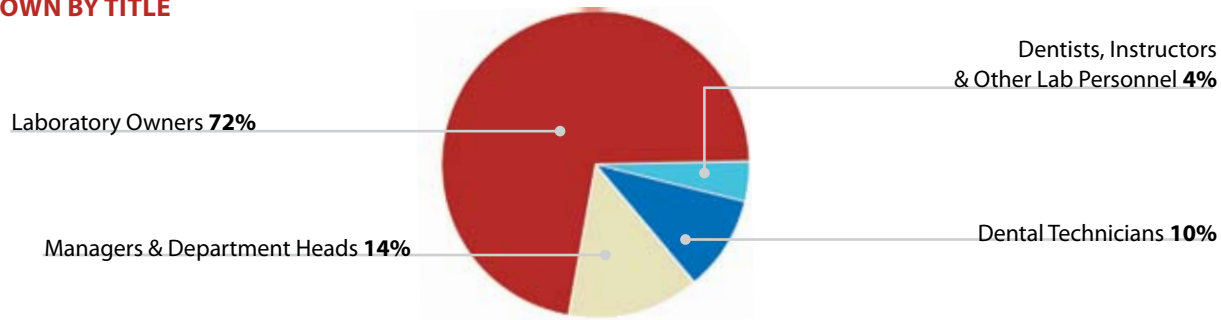
Judy Fishman  
President/Publisher



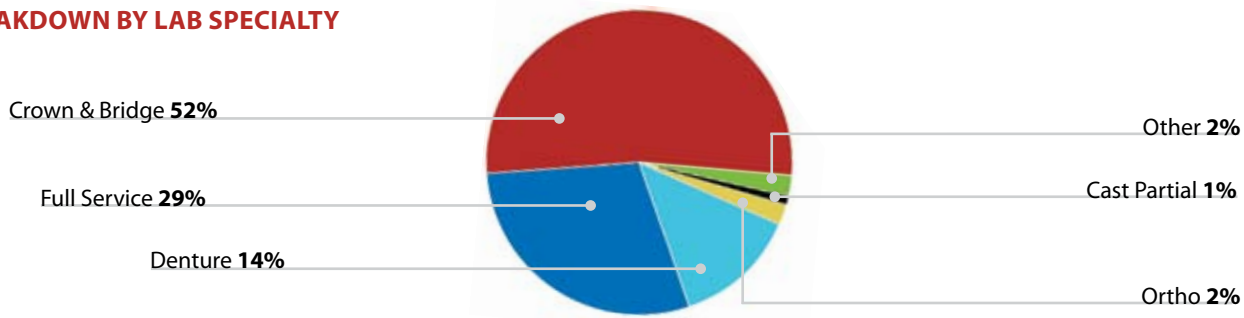
# LMT'S SUBSCRIBERS

Our circulation list is updated daily and filtered to assure that you are reaching an active buying audience. Current circulation: 17,956 in the U.S. with paid subscribers in Canada and abroad.

## BREAKDOWN BY TITLE



## BREAKDOWN BY LAB SPECIALTY



READERS BY LAB SIZE	OUR MARKET	ANNUAL REVENUE																				
<b>PEOPLE</b>	<b>REGIONAL DISTRIBUTION</b>																					
1-2 <b>45%</b>	<table border="0"> <tr> <td>■ New England <b>5%</b></td> <td>■ West South Central <b>7%</b></td> </tr> <tr> <td>■ Middle Atlantic <b>15%</b></td> <td>■ Mountain <b>8%</b></td> </tr> <tr> <td>■ East North Central <b>16%</b></td> <td>■ Pacific/U.S. Territories including APO/FPO <b>21%</b></td> </tr> <tr> <td>■ West North Central <b>6%</b></td> <td>■ Paid Canadian &amp; Foreign <b>2%</b></td> </tr> <tr> <td>■ South Atlantic <b>17%</b></td> <td></td> </tr> <tr> <td>■ East South Central <b>3%</b></td> <td></td> </tr> </table>	■ New England <b>5%</b>	■ West South Central <b>7%</b>	■ Middle Atlantic <b>15%</b>	■ Mountain <b>8%</b>	■ East North Central <b>16%</b>	■ Pacific/U.S. Territories including APO/FPO <b>21%</b>	■ West North Central <b>6%</b>	■ Paid Canadian & Foreign <b>2%</b>	■ South Atlantic <b>17%</b>		■ East South Central <b>3%</b>		<table border="0"> <tr> <td><b>UNDER \$250,000</b></td> <td><b>62%</b></td> </tr> <tr> <td>\$250,001 to \$500,000</td> <td>17%</td> </tr> <tr> <td>\$500,001 to \$1,000,000</td> <td>11%</td> </tr> <tr> <td><b>OVER \$1,000,000</b></td> <td><b>10%</b></td> </tr> </table>	<b>UNDER \$250,000</b>	<b>62%</b>	\$250,001 to \$500,000	17%	\$500,001 to \$1,000,000	11%	<b>OVER \$1,000,000</b>	<b>10%</b>
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6-10 <b>11%</b>																						
11-15 <b>4%</b>																						
16-20 <b>3%</b>																						
21-50 <b>5%</b>																						
50 plus <b>4%</b>																						

## THE STRATEGIES MAGAZINE FOR DENTAL LABORATORY DECISION-MAKERS

# 2010 PRINT ADVERTISING RATES

*Held over from 2009*

**PLEASE NOTE THIS IMPORTANT CHANGE:**  
 The customary 15% commission **has already been deducted** from these rates.

**SAVVY MARKETERS KNOW** that, when it comes to brand recognition, frequency trumps size. Our multiple frequency discounts 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)	\$6325	\$6060	\$5825	\$4880	\$4615	\$4380
JUNIOR OR 1/2 TABLOID	\$4890	\$4635	\$4420	\$3445	\$3190	\$2975
2/3 JUNIOR	\$3985	\$3800	\$3635	\$2750	\$2570	\$2400
1/2 JUNIOR	\$3080	\$2970	\$2850	\$2060	\$1950	\$1830
1/3 JUNIOR	\$2560	\$2490	\$2415	\$1540	\$1470	\$1395
<b>Budget Pleasers</b> 1/4 JUNIOR	\$1530	\$1445	\$1360	\$1105	\$1020	\$935
1/6 JUNIOR	\$1360	\$1275	\$1190	\$935	\$850	\$765
<b>Custom Sizes Available, Contact Publication for Details</b>						

\* Call 203-459-2888 or e-mail Laurie Freddino at [laurie@LMTmag.com](mailto:laurie@LMTmag.com) or Jessica Fila at [jessica@LMTmag.com](mailto: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

## THE STRATEGIES MAGAZINE FOR DENTAL LABORATORY DECISION-MAKERS

# 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"
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 Jessica Fila at [jessica@LMTmag.com](mailto:jessica@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.

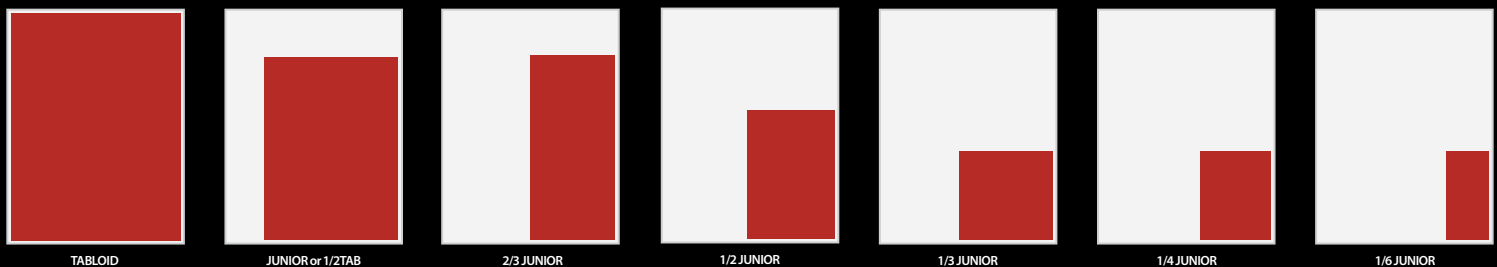
**RATE POLICY COMMISSION AND TERMS** Contract advertisers are rate-protected for the calendar year. Unfulfilled contracts are short-rated to the best-earned frequency rate; 15% commission given for a complete, error-free digital file. Alterations to ad materials are charged at 20% above publisher's cost. Advertising 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 advertising materials and assumes no liability for accurate reproduction of ads received past our materials due date or without an accurate color proof.

\* 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.



TABLOID

JUNIOR or 1/2TAB

2/3 JUNIOR

1/2 JUNIOR

1/3 JUNIOR

1/4 JUNIOR

1/6 JUNIOR

## THE STRATEGIES MAGAZINE FOR DENTAL LABORATORY DECISION-MAKERS

## ADDITIONAL PROMOTIONAL OPPORTUNITIES

**COVER ADVERTORIAL** This FRONT COVER position is available to contract advertisers only. Cost: \$4210, net. Special requirements apply. Call 203-459-2888 for details.

**MARKETPLACE** 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"	\$150
■ 1.75" x 2"	or	3.75" x 1"	\$250
■ 1.75" x 3"	or	3.75" x 1.5"	\$330
■ 1.75" x 4"	or	3.75" x 2"	\$410
■ 1.75" x 5"	or	3.75" x 2.5"	\$490

Color is available for Marketplace ads at \$30 per inch for a process or standard color (see color choices on 2010 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 Debra Oshrin at [debra@LMTmag.com](mailto:debra@LMTmag.com) or call 203-459-2888.

**ANNUAL BUYERS GUIDE MINI-ADS** 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](mailto:jessica@LMTmag.com) or call 203-459-2888.

**LAB DAY ADS** Promote your presence before and at the show! Contact Jessica Fila at [jessica@LMTmag.com](mailto:jessica@LMTmag.com) or call 203-459-2888 for details on this exceptional opportunity.

**CLASSIFIED ADVERTISING** LMT Classified's are also posted on our website, [www.LMTmag.com](http://www.LMTmag.com). Regular Classifieds cost \$70 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: \$125 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 2010 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 Debra Oshrin at [debra@LMTmag.com](mailto:debra@LMTmag.com) or call 203-459-2888.

**INSERTS AND OUTSERTS** 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. Additional postage costs must be prepaid to LMT's printer. Check issue availability and get a written quote in advance. Contact Laurie Freddino at [laurie@LMTmag.com](mailto:laurie@LMTmag.com) or call 203-459-2888.

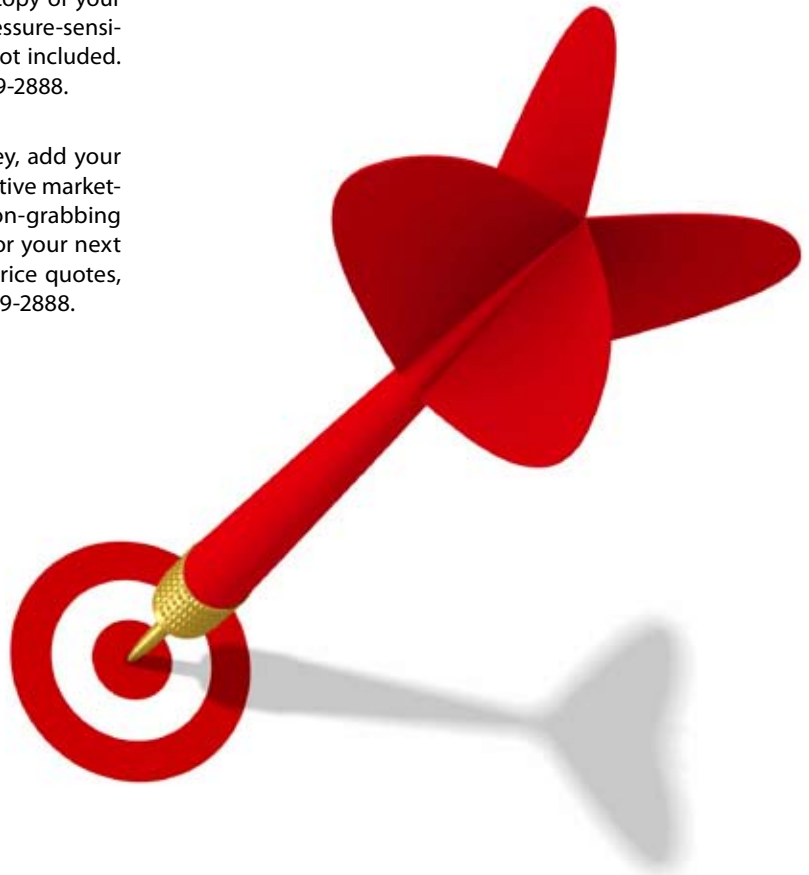
**BUSINESS REPLY CARDS** BRCs are available only in conjunction with standard page or larger advertisements. They can be bound-in or glued in. Net cost: \$1200 for advertiser-supplied 4" x 5-7/8" card (vertical or horizontal). Bound-in cards require a blank lip a minimum of 3-1/2" long. Add \$350 net 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](mailto:laurie@LMTmag.com) or call 203-459-2888.

# MAKE THE MOST OF YOUR PROMOTIONS

**E-BLASTS TO OVER 4,000 NAMES** Send the same e-mail message to a large number of recipients without it being identified and discarded as spam. LMT's e-mail broadcasting is efficient, effective and easy. Turnaround time is 5 business days. Specific e-mail dates require 10 days advance notice. HTML files should not be larger than 1MB or wider than 600 pixels. Reports including delivery, open and bounceback rates available one week after blast. For more details, contact Debra Oshrin at [debra@LMTmag.com](mailto:debra@LMTmag.com) or 203-459-2888.

**MAILING LIST RENTALS** LMT's mailing list (or targeted parts of it) may be rented on a one-time usage basis for direct mail research or promotion. The list cannot be used for employee solicitation purposes or to promote programs or publications that conflict with our business. A signed rental agreement and a copy of your mailing are required. Mailing lists are available on pressure-sensitive labels or emailable file. Telephone numbers are not included. Contact Kate Conetta at [kate@LMTmag.com](mailto:kate@LMTmag.com) or 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](mailto:kim@LMTmag.com) or 203-459-2888.



# 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](http://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** Product releases should be approximately 75 words long and may be accompanied by a black-and-white photograph or line

drawing. All releases are subject to editing for clarity and/or space considerations; promotional copy will be deleted.

### **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 and LMT Live! Blog:**

**6** Chime in on industry issues in print and online at [www.LMTmag.com](http://www.LMTmag.com).

### **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 production, 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 nor 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.

### **LAB DAY Products Catalog:**

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

# ONLINE: LMTmag.com



**@ LMTMAG.COM** LMT's website averaged 8,500 visitors a month in 2009. They come to our site looking for up-to-the-hour industry news, trade show information, archived articles, blog updates, expert knowledge, interactive tools and more web exclusives. This is an effective, affordable way to reach an active buying audience.

**HOMEPAGE PACKAGE** Banner and Badge Ads appear in seven places: LMT's homepage and portal pages of the website's six main sections.

**SECTION PACKAGE** Banner & Badge Ads appear on all of the secondary pages of the section of your choice.

		per quarter
■ Banner Homepage Package	(705pix x 70pix)	\$1500
■ Badge Homepage Package	(220pix x 140pix)	\$950
■ Banner Section Package	(705pix x 70pix)	\$1050
■ Badge Section Package	(220pix x 140pix)	\$700

**LOCATION** In either package, Banner Ads appear at the top of the pages. Badge Ads appear in the bottom right column of the pages.

**SPECIFICATIONS** Ads must have links embedded and the link must pop up in its own window.

**PREFERRED FILE TYPE** Animated ads should be .swf files. Non-animated ads should either be .jpg or .gif files.

**RESOLUTION** All ads should be set to 72dpi.

**SIZE** Ads cannot exceed a maximum of 15K.

**ROTATION** Ads will rotate with up to five ads per location.

**LOOPS** Animated ads may have a maximum of five loops.

## THE STRATEGIES MAGAZINE FOR DENTAL LABORATORY DECISION-MAKERS

# LAB DAY® DELIVERS YOUR TARGET AUDIENCE



## IN PRINT AND IN PERSON

LMT is not just another magazine: it is the only magazine that delivers decision-makers to you in print *and in person*. Those who read LMT are the decision-makers who purchase your products and services at LMT LAB DAY. For 26 years we have served as your strategic planner and can comfortably claim we've added to your bottom line. The power of print has never been more evident in our community.

LMT LAB DAY Chicago is the largest dental laboratory trade show ever realized in the history of North America. Our tabletop-format formula puts attendees at ease and every exhibitor is given equal opportunity to attract prospective buyers. The show is so well attended that our concurrent clinics and workshops never thin out the exhibit hall floor; in fact, the opposite is true—it sometimes feels like Grand Central Station at rush hour!

## THE SYNERGY OF SUCCESS

There's an energy to LAB DAY that fills the air with a sense of power and progress. Attendees feel good about their ability to succeed when so many networking opportunities are before them in such quantity.

The clinics are presented by you—the manufacturer/supplier—and attendees greatly appreciate both the education and the CE credits they receive.

This formula is mimicked in Southern California with LAB DAY WEST and in the heart of New York City with LAB DAY EAST.

If you exhibit at LMT LAB DAY it makes excellent sense to be present in LMT the magazine. It's a one-two punch that spells **SELLING POWER!**



# 2010 EDITORIAL & ADVERTISING DEADLINES

## JANUARY

LAB DAY Chicago Preview Issue

Editorial & Advertising Deadline: 12/4

Ad Materials Due: 12/9

Mail Date: 1/5

## FEBRUARY

LAB DAY Chicago Show Issue

Editorial & Advertising Deadline: 1/12

Ad Materials Due: 1/15

Mail Date: 2/8

## MARCH

LAB DAY EAST Preview Issue

Editorial & Advertising Deadline: 2/8

Ad Materials Due: 2/11

Mail Date: 3/8

## APRIL

LAB DAY EAST Show Issue;

LAB DAY WEST Preview Issue

Editorial & Advertising Deadline: 3/12

Ad Materials Due: 3/17

Mail Date: 4/8

## MAY

LAB DAY WEST Show Issue

Editorial & Advertising Deadline: 4/9

Ad Materials Due: 4/14

Mail Date: 5/6

## JUNE/JULY

Editorial & Advertising Deadline: 5/18

Ad Materials Due: 5/21

Mail Date: 6/15

## AUGUST

Annual Buyer's Guide

Editorial & Advertising Deadline: 7/13

Ad Materials Due: 7/16

Mail Date: 8/4

## SEPTEMBER

IECDT Show Issue

Editorial & Advertising Deadline: 8/11

Ad Materials Due: 8/16

Mail Date: 9/8

## OCTOBER

Editorial & Advertising Deadline: 9/13

Ad Materials Due: 9/16

Mail Date: 10/8

## NOVEMBER/DECEMBER

LAB DAY Chicago Pre-Show Issue

Editorial & Advertising Deadline: 10/22

Ad Materials Due: 10/27

Mail Date: 11/18

