

Marketing Power

DENTAL-DEK is the cornerstone of a multi-media marketing program targeting the dentists and practice managers at general practice dental clinics nationwide. Your full-color card is included in the cooperative direct mail program as well as featured online at www.DENTAL-DEK.com.

2009 Publishing Schedule

Issue	Closing Date	Mailing Date
Jan	Dec 12	Mid-January
Mar/Apr	Feb 20	Late-March
May/Jun	Apr 24	Late-May
Oct	Sep 11	Mid-October

Create New Customers & Increase Sales

- Generate High Quality Sales Leads
- Drive Traffic to Your Website
- Drive Qualified Buyers to Your 800#
- Promote Your Show Exhibit
- Mass Market a Special Offer
- Launch New Products
- Build Your Prospect Database
- Conduct Market Research with our A/B Split Program

7 PT UNCOATED STOCK

4-Color/B&W without bleeds

Circulation	100,000	CPM
Standard Per Mailing	\$3,190	\$31.90
Jumbo Per Mailing	\$4,490	\$44.90

Card Size	Standard	Jumbo
Trim Size	3 ⁹ / ₁₆ " x 5 ³ / ₈ "	5 ³ / ₈ " x 7"
Image Area (No Bleeds)	3 ¹ / ₈ " x 5 ¹ / ₈ "	5 ¹ / ₈ " x 6 ³ / ₄ "

7 PT MATTE STOCK WITH GLOSSY FINISH

4-Color Both Sides With Bleeds

UV Coat One Side; Varnish Second Side

Circulation	100,000
Standard Per Mailing	\$6,990
Jumbo Per Mailing	\$8,990

Audience Profile

Solo General Dentistry Practices.....	76,612
General Dentistry Partnerships (2 Dentists).....	16,211
General Dentistry Offices with 3+ Dentists.....	6,502
Equipment, Supply Dealers & Distributors	675
Total	100,000

**Mini-Catalogs as low as
18 cents each for a single issue**

Add a solo email campaign to 30,000 dentists at a discounted multi-media rate.

2009 Rates, Dates & Data Cooperative Direct Mail Program



Published since 1993

Want to reach a market before or after a major trade show? We have a solution for you.

Looking to launch new products nationwide in multiple mediums? We have a solution for you.

*Looking to replace trade shows with a more cost-effective campaign to the market?
We have a solution for you.*

Looking to achieve sales goals with a shrinking budget? We have a solution for you.

Need new customers? We have a solution for you.

Additional Online & Direct Marketing Services

Online Card in Current Offers (Archived Online Indefinitely).....	\$295
Solo Email Campaign to 30,000+ buyers (must have qualifying offer)	\$2500
Solo Email Campaign Subject Line A/B Split.....	\$200
Card in DENTAL eDEK emailed to 30,000 + buyers	\$300
Mailing List Rental	Call for Quote

Card-DEK Program Enhancements

Four-Color on Second Message Side	\$495
Half Back Cover.....	\$695
Logo on Cover.....	\$195
First Card Position	\$395
2nd - 5th Position.....	\$95
A/B Split - Standard Card	\$275
A/B Split - Jumbo Card.....	\$450
Overruns (price per 1000)	\$150
Electronic Lead Delivery Program	\$150
Creative Services - Machalek Communications' Design	
Complete Creative Services – 1 Message Side	\$250
Complete Creative Services – 2 Message Sides	\$395
Redesign of Existing Layout.....	\$195
Code/Text/Minor Changes on Existing Layout.....	\$50
Re-sizing Incorrect Submissions of Customer Supplied Artwork.....	\$150