

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.GreatValueZone.com.

2010 Publishing Schedule

Issue	Closing Date	Mailing Date
January	December 18 th	Mid-January
April	February 26 th	Early-April
May/June	April 23 rd	Late-May
October	September 17 th	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

**Insert a mini-catalog for as low as
10 cents each!**

DENTAL-DEK Mailing List Audience Profile

Solo General Dentistry Practices.....	76,642
General Dentistry Partnerships (2 Dentists).....	16,201
General Dentistry Offices with 3+ Dentists.....	6,482
Equipment, Supply Dealers & Distributors	675
Total	100,000

7 PT UNCOATED STOCK

4-Color/B&W without bleeds

	100,000	CPM
Circulation		
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

*Add a Solo Email Blast to 30,000 Dentists at a discounted multi-media special rate.

Our Solutions . . . Your Profits

**Direct Mail experts agree there are three critical components
for a successful direct mail campaign:**

Mailing List

- We mail to dental clinics numerous times each year so we invest significant resources in the quality.
- NCOA processing before mailing.
- Regular updates of newly established facilities.
- Regular purging of closed facilities and retired dentists.
- Trade show attendee enhancement.
- Daily responder updates.

Creative

- We have over 23 years experience creating effective postcards.
- We routinely hear from our customers that our designers are the best they've ever worked with.

Offer

The best way to generate response quickly is to give buyers an offer they can't refuse. Our multi-media programs deliver your offer to prequalified buyers while they are in "buying" mode.

Additional Online & Direct Marketing Services

Online Card in DENTAL-DEK Online (Archived Online Indefinitely).....	\$295
Solo Email Blast to 30,000+ buyers (Must have qualifying offer).....	\$2000
Solo Email Blast Subject Line A/B Split.....	\$100
Card in DENTAL eDEK emailed to 30,000 + buyers	\$400
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