



2012 Cooperative Direct Mail Program

DENTAL-DEK multi-media program promotes your offer to qualified buyers at dental clinics across the United States. Together we will create a cost effective way to gain new customers for your business.

You supply:

- The offer and art materials

We provide:

- Direct mail and email lists maintained in house
- Creative services by our team of experts
- Business Development consultants to strategize with about generating and following up on sales leads

We deliver:

- 100,000 postcards mailed through the DENTAL-DEK
- 25,000 cards emailed with DENTAL eDEK cooperative email
- Ad featured online at dental.greatvaluezone.com

Your results:

- More traffic directed to your website
- Calls to your 800 number
- New prospects for your marketing database
- More traffic at your trade show booth
- Increased sales!

“Each time we utilize DENTAL-DEK, we see immediate results! DENTAL-DEK has been great in getting our advertising message to our target audience.”

Paul Zajjas, Dental Elite



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

2012 Publishing Schedule

Issue	Closing Date	Mailing Date
April (Pre-CDA Issue)	Feb 17	Late March
October (Pre-GNY Issue)	Sept 14	Mid October

7 PT UNCOATED STOCK / 4-COLOR/B&W with out bleeds

Full 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"

2012 Cooperative Direct Mail Program cont.

Here are some of DENTAL-DEK's recent advertisers...



"DENTAL-DEK has been a key part of my company's marketing efforts for the last few years. It has provided us with an economical and quality way to reach the entire country. Unlike magazines where an ad can easily be lost in a page filled with information, DENTAL-DEK's unique card approach allows 100% attention while the potential customer reviews the information. If they're not quite in the market yet, they can take that card and pin it up on their bulletin board for when they're ready to buy."

Jim Jacobson, Image Max

Card-DEK Program Enhancements

Four-Color on Second Message Side.....	\$395
Half Back Cover.....	\$695
Logo on Cover	\$195
First Card Position	\$295
2nd - 5th Position	\$95
A/B Split - Standard Card.....	\$275
A/B Split - Jumbo Card	\$450
Overruns (priced per thousand)	\$150
Electronic Lead Delivery Program	\$100
<i>Creative Services - Machalek Communications' Design</i>	
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



Check out the DENTAL-DEK co-operative email blast sent to over 51,000 dentists at <http://DENTAL-DEK.com/eDEK/DEN/1204/index.cfm>



Check out the current offers online at www.DENTAL-DEK.com

