

oralhealthgroup

WWW.ORALHEALTHGROUP.COM

MEDIA KIT 2021



EDITORIAL CALENDAR

JANUARY

PEDIATRIC DENTISTRY

AD BOOKING CLOSE | DECEMBER 1, 2020
AD MATERIAL CLOSE | DECEMBER 10, 2020

FEBRUARY

DENTAL PHARMACOLOGY & ANESTHESIA

AD BOOKING CLOSE | JANUARY 1, 2021
AD MATERIAL CLOSE | JANUARY 10, 2021

MARCH

GENERAL DENTISTRY

AD BOOKING CLOSE | FEBRUARY 1, 2021
AD MATERIAL CLOSE | FEBRUARY 10, 2021

APRIL

AESTHETIC DENTISTRY

AD BOOKING CLOSE | MARCH 1, 2021
AD MATERIAL CLOSE | MARCH 10, 2021

MAY

ENDODONTICS

AD BOOKING CLOSE | APRIL 1, 2021
AD MATERIAL CLOSE | APRIL 10, 2021

JUNE

ORAL SURGERY

AD BOOKING CLOSE | MAY 1, 2021
AD MATERIAL CLOSE | MAY 10, 2021

JULY

PRODUCT REPORT

AD BOOKING CLOSE | JUNE 1, 2021
AD MATERIAL CLOSE | JUNE 10, 2021

AUGUST

IMPLANTOLOGY

AD BOOKING CLOSE | JULY 1, 2021
AD MATERIAL CLOSE | JULY 10, 2021

SEPTEMBER

ORTHODONTICS

AD BOOKING CLOSE | AUGUST 1, 2021
AD MATERIAL CLOSE | AUGUST 10, 2021

OCTOBER

PERIODONTICS

AD BOOKING CLOSE | SEPTEMBER 1, 2021
AD MATERIAL CLOSE | SEPTEMBER 10, 2021

NOVEMBER

PROSTHODONTICS

AD BOOKING CLOSE | OCTOBER 1, 2021
AD MATERIAL CLOSE | OCTOBER 10, 2021

DECEMBER

PREVENTIVE DENTISTRY

AD BOOKING CLOSE | NOVEMBER 1, 2021
AD MATERIAL CLOSE | NOVEMBER 10, 2021

RATES AND MECHANICAL SPECS

4 COLOUR RATES

	1X	3X	6X	9X	12X	PREFERRED RATE
Full Page	\$5,610	\$5,470	\$5,330	\$5,190	\$5,050	\$4,770
1/2 Island	\$3,925	\$3,830	\$3,735	\$3,630	\$3,535	\$3,340
1/2 page	\$3,510	\$3,420	\$3,335	\$3,245	\$3,155	\$2,985
1/3 page	\$2,525	\$2,465	\$2,395	\$2,335	\$2,270	\$2,145
1/4 page	\$1,965	\$1,910	\$1,825	\$1,815	\$1,770	\$1,665

HIGH IMPACT UNITS: Inserts, outserts, tip-ons, gatefold are available by request.

FILE SUBMISSION: Print optimized CMYK PDF

All fonts and images must be supplied or embedded in the PDF file.

* **PLEASE NOTE:** All ads with bleed must include 0.125" bleed on all sides.

Also, please ensure there is a minimum of 0.35" type safety margin.

<http://www.oralhealthgroup.com/upload>

AD SIZE	WIDTH X DEPTH
Full page	7" x 10"
Full Page + bleed	8.375" x 11"
Double Spread	15.25" x 10"
Spread + bleed	16.5" x 11"
1/2 Vertical	3.375" x 10"
1/2 Horizontal	7" x 4.875"
1/2 Island	4.5" x 7.5"
1/3 Vertical	2.125" x 10"
1/3 Horizontal	7" x 3.25"
1/3 Square	4.5" x 4.875"
1/4 Vertical	3.375" x 4.875"
1/4 Horizontal	7" x 2.25"
PAGE TRIM	8.125" X 10.75"

oralhealth

BONUS ISSUE

AD BOOKING
AUGUST 20, 2021

MATERIAL CLOSE
AUGUST 30, 2021

DENTISTRY'S FUTURE:

THE STUDENT ISSUE



SPECIAL ISSUE

AD SIZE	WIDTH x DEPTH
Full page	6" x 8.5"
Full Page + bleed	7.125" x 9.25"
1/2 Vertical	3" x 8.25"
1/2 Horizontal	6" x 4.25"
Page Trim	6.875" X 9"

(ORAL HEALTH RATES APPLY)

* **PLEASE NOTE**

All ads with bleed must include 0.125" bleed on all sides.

Also, please ensure there is a minimum of 0.35" type safety margin.

Oral Hygiene serves dental hygienists right across Canada featuring the same level of editorial excellence that Oral Health is known for! The editorial environment speaks to dental hygienists as professionals, helping them build and develop clinical skills, master new products and technologies and increase their productivity and effectiveness as key members of the dental team.



MARCH

AD BOOKING CLOSE | **JANUARY 25, 2021**
AD MATERIAL CLOSE | **JANUARY 30, 2021**

MAY

AD BOOKING CLOSE | **MARCH 25, 2021**
AD MATERIAL CLOSE | **MARCH 30, 2021**

SEPTEMBER

AD BOOKING CLOSE | **JULY 25, 2021**
AD MATERIAL CLOSE | **JULY 30, 2021**

NOVEMBER

AD BOOKING CLOSE | **SEPTEMBER 25, 2021**
AD MATERIAL CLOSE | **SEPTEMBER 30, 2021**

4-COLOUR RATES

	1X	MULTIPLE BOOKINGS
Full page	\$3,500	\$2,000
1/2 page	\$1,900	\$1,500

new

oralhygiene

E-NEWSLETTER
WILL BE SENT OUT
8 TIMES PER YEAR.

SPONSORSHIP
OPPORTUNITIES ARE
AVAILABLE.

PLEASE CONTACT US
FOR RATES AND DETAILS.

OPTION 1 EXCLUSIVE SPONSORSHIP

OPTION 2 SHARED SPONSORSHIP

MECHANICAL REQUIREMENTS

TRIM SIZE:
8.125" X 10.75"

BLEED:
ADD .125" TO ALL SIDES

PRINT SPECIFICATIONS:
WEB OFFSET

SCREEN:
133 LINE
SADDLE STITCHED

Full page 7" x 10"	Full Page + bleed 8.375" x 11"	Double Spread 15.25" x 10"	Spread + bleed 16.5" x 11"
1/2 Vert 3.375" x 10"	1/2 Horizontal 7" x 4.875"	1/2 Island 4.5" x 7.5"	1/3 Vert 2.125" x 10"
1/3 Horizontal 7" x 3.25"	1/3 Square 4.5" x 4.875"	1/4 Vert 3.375" x 4.875"	1/4 Horizontal 7" x 2.25"



BANNER AD RATES

LEADERBOARD

DESKTOP SIZE: 728 X 90 PIXELS
MOBILE SIZE: 300 X 90 PIXELS

BIG BOX

DESKTOP SIZE: 300 X 250 PIXELS
MOBILE SIZE: 300 X 250 PIXELS

RICH MEDIA | ADDITIONAL 50% CHARGE | 60 KB max file size • GIF/JPEG or htmL5

1X > \$1,250	6X > \$1,125	12X > \$1,000
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WALLPAPER

Wallpaper ads allow you to command prominent real estate on our site with creative that captures and focuses viewer attention.
 ★ Exclusive one day per week, per month.

\$2,000 PER MONTH | 480 X 800 PIXELS (2X, LEFT & RIGHT)
 100 KB static single image GIF/JPEG

REMARKETING

FOLLOW YOUR CUSTOMERS AND EXTEND YOUR REACH

You don't have to settle for just our website to reach your clients. Remarketing your message allows you to follow visitors that have been to our website, reinforcing your message as they browse the web. It's an extremely effective way to reinforce your message long after users have left our site.

PRICING | \$35 PER 1,000 IMPRESSIONS

Only available with an online ad program. Ask your Oral Health Consultant for details.

OralHealthGroup.com
 had 175,073 new visitors
 in July 2020.**

**GOOGLE ANALYTICS

E-NEWSLETTER SPONSORSHIP

Oral Health Weekly goes out to 13,927* subscribers on a weekly basis providing our readers with up-to-date news, features, videos, blogs and much more. E-newsletter sponsorships help increase brand awareness by providing a receptive and engaging environment.

*MEDIAVIEW: AUGUST 26, 2020

PACKAGE	PER MONTH	PACKAGE INCLUDES	MINIMUM BOOKING THREE CONSECUTIVE MONTHS
Platinum	\$2,500	TOP BANNER + 1ST BIG BOX	
Gold	\$2,300	2ND BANNER + 2ND BIG BOX	
Silver	\$1,600	3RD BANNER + 3RD BIG BOX	
Bronze	\$1,600	4TH BANNER + 4TH BIG BOX	
Mega Box	\$2,200	UNIQUE BOX AD	

BANNER AD

DESKTOP SIZE	MOBILE SIZE	BIG BOX AD	MEGA BOX AD
640 X 90 PIXELS	300 X 90 PIXELS	300 X 250 PIXELS	300 X 500 PIXELS
60 KB max file size GIF/JPEG			



The preview shows the following layout from top to bottom:

- PLATINUM:** Top banner and 1st big box.
- GOLD:** 2nd banner and 2nd big box.
- MEGA BOX:** Unique box ad.
- SILVER:** 3rd banner and 3rd big box.
- BRONZE:** 4th banner and 4th big box.

SPOTLIGHT SHOWCASE E-NEWSLETTER

The screenshot shows the 'spotlightshowcase' section with three featured products:

- Philips - DiamondClean Smart:** A toothbrush advertisement.
- VOCO - Futurabond U:** A dental bonding material advertisement.
- GC - G-aenial™ Universal Injectable:** A dental restorative material advertisement.

Get your product/promotions/company news featured in our monthly **Spotlight Showcase E-newsletter** that goes to our list of **12,000 dentists and hygienists!** The ideal digital supplement to your print campaign!

\$500 PREMIUM WITH YOUR PRINT CAMPAIGN

ASK US ABOUT DIGITAL-ONLY PRICING

CUSTOM E-BLASTS > YOUR MESSAGE, OUR LIST

E-Blasts are an extremely effective and cost-efficient way to extend your brand to the online market, giving you the opportunity to get your message out - when and how you want. Sent in HTML* format, e-blasts provide a gateway directly to your website, or to any online offers you may have, through links, videos and other interactive media.

RATES FOR E-BLASTS START AT \$500 PER THOUSAND NAMES.

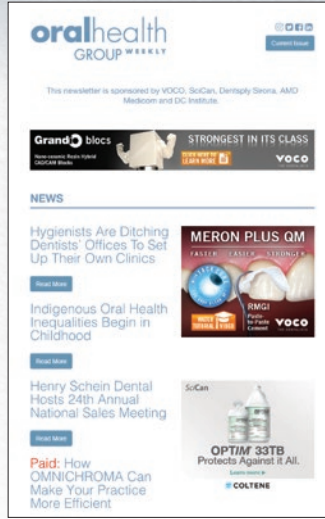
(MINIMUM 2,000 NAMES PER E-BLAST)

*Extra charges may be applied for creative and production

The Oral Health Weekly e-newsletter has a **27% open rate.***

*MEDIAVIEW: JULY 2020

NATIVE ARTICLE PACKAGE > \$5,000/MONTH (MAXIMUM 4 NATIVE PACKAGES PER MONTH)



- ▶ Native article is posted on Oral Health group website
- ▶ Included in our weekly e-newsletter
- ▶ A custom eblast to our entire 3rd party list is included
- ▶ A social media boost is included
- ▶ Final content is due 5 business days prior to posting

new



WEBINARS

ORAL HEALTH WILL NOW HOST AND PROMOTE YOUR WEBINARS TO OUR TARGETED, QUALIFIED AUDIENCE!



GOLD
\$19,500

INCLUDED IN PACKAGE:

Webinar management hosting plus below marketing package

- ▶ Onboarding support, reminder and thank you emails, analytics
- ▶ Program management

Custom Eblast promoting webinar

- ▶ 2 CASL compliant 3rd party list of ALL dentists across Canada

ROS Media promoting webinar

- ▶ Site-wide Wallpaper ad driving to client-content page and/or webinar registration page - 4 weeks on 1 specific day
- ▶ 1 run of site Leaderboard ad & 1 Big Box ad on Oral Health Group website for 4 weeks
- ▶ Remarketing to 100,000 impressions of Oral Health Group web traffic
- ▶ Social Media boost promoting webinar

WEBINARS PROVIDE EDUCATION, SHOW THOUGHT LEADERSHIP, HELP BUILD BRAND AWARENESS AND PRESENCE.



SILVER
\$12,500

INCLUDED IN PACKAGE:

Webinar management hosting plus below marketing package

- ▶ Onboarding support, reminder and thank you emails, analytics
- ▶ Program management

Custom Eblast promoting webinar

- ▶ 2 CASL compliant 3rd party list of ALL dentists across Canada

ROS Media promoting webinar

- ▶ Site-wide Wallpaper ad driving traffic to client-content page and/or webinar registration page - 4 weeks on 1 specific day



BRONZE
\$7,500

INCLUDED IN PACKAGE:

Webinar management hosting plus below marketing package

- ▶ Onboarding support, reminder and thank you emails, analytics
- ▶ Program management

Custom Eblast promoting webinar

- ▶ 1 CASL compliant 3rd party list of ALL dentists across Canada

ROS Media promoting webinar

- ▶ 1 run of site Leaderboard OR Big Box ad on Oral Health Group website for 4 weeks

ASK US ABOUT À LA CARTE MARKETING OPTIONS YOU CAN ADD TO EACH PACKAGE!

OralHealthGroup.com had 199,487 feature article views in July 2020**

**GOOGLE ANALYTICS

DENTAL & eDENTAL MARKETPLACE

The **Oral Health Group** publications offer a classified advertising section in each issue. We carry more classified ad pages than all other Canadian dental magazines combined. With our eDental Marketplace, your ad receives additional exposure on the Oral Health Group website. Real-time, online classified ads with posting guaranteed within 72 hours.

DENTAL MARKETPLACE RATES

	WIDTH X DEPTH	B&W	4-COLOUR
1/8 PAGE	3.375" X 2.25"	\$485	\$570
1/4 PAGE	3.375" X 4.875"	\$895	\$1,010
1/3 PAGE	4.5" X 4.875"	\$1,060	\$1,155
1/2 PAGE	7" X 4.875"	\$1,570	\$1,665
2/3 PAGE	7" X 7"	\$1,730	\$1,900
FULL PAGE	7" X 10"	\$2,850	\$2,950
FULL PAGE + BLEED	8.375" x 11"	\$2,850	\$2,950
PAGE TRIM	8.125" X 10.75"		

PER COLUMN INCH | \$220

MAKE YOUR AD STAND OUT WITH COLOUR | \$40 (ADDITIONAL)

PROFESSIONAL DIRECTORY/BUSINESS CARDS

	WIDTH X DEPTH	1X	6X	12X	1X	6X	12X
SINGLE CARD	3.375" X 1.25"	\$395	\$350	\$325	\$470	\$425	\$390
DOUBLE CARD	3.375" X 2.5"	\$690	\$525	\$490	\$765	\$600	\$555

ONLINE OPPORTUNITIES

PRINT & ONLINE LISTING | \$220

Includes one column inch printed ad + uploaded to our website

+ PREMIUM LISTING | \$75

Guarantees your listing will be towards the top of our eDental Marketplace page

(MUST BE RUNNING PRINT/ONLINE LISTINGS)

MONTHLY eDENTAL NEWSLETTER

Sent on the first Saturday of each month.

Limited spaces available

+ PREMIUM PLUS LISTING | \$100

(MUST BE RUNNING PRINT/ONLINE AND PREMIUM LISTINGS)

BANNER SPONSORSHIP OPPORTUNITIES AVAILABLE. LIMITED SPACE. ASK FOR DETAILS AND PRICING

FOR MORE INFORMATION ON ANY OF THESE ADVERTISING OPPORTUNITIES OR TO RESERVE YOUR SPACE

CONTACT: **KAREN SHAW**
PHONE: 416-510-6770
CELL: 437-991-7187

E-mail: karen@newcom.ca



WITH OVER
280,000

PAGE VIEWS

OVER
185,000

UNIQUE VISITORS*

YOUR AD WILL RECEIVE GREAT EXPOSURE AT VERY COST-EFFECTIVE RATES!

*GOOGLE ANALYTICS: JULY 2020

OVERVIEW

Oral Health has been published for over 100 years and reaches dentists and dental labs across Canada with a circulation of 22,445***

The only national monthly clinical publication of its kind in Canada, providing you with consistent and comprehensive coverage of the complete dental profession.

***AAM DECEMBER 31, 2019 CONSOLIDATED MEDIA REPORT



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ORAL HEALTH GROUP



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“*Oral Health* is an essential part in integrating new products and techniques into my practice.”**

**SIGNET AD STUDY, JULY 2019

NEWCOM
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