2027

MEDIA KIT

WHERE DENTISTRY MEETS COMMUNITY

Dentaltown

WHY DENTALTOWN

THE ORIGINAL DENTAL COMMUNITY

Trusted by dentists for more than 25 years

Dentaltown brings dental professionals together to learn, share experiences and find practical answers from people who understand the realities of dentistry. What began as an online community has grown into an integrated media and education platform—built around one enduring belief: No Dentist Will Ever Have to Practice Solo Again.

For marketers, that trust offers a powerful way to reach dental professionals through print, digital, email, education, podcasts and video. Dentaltown delivers more than an audience; it connects brands with an engaged community that returns for credible information, candid conversation and peer guidance.

- **DENTIST-FOUNDED AND COMMUNITY-DRIVEN**
- **TRUSTED BY DENTAL PROFESSIONALS FOR MORE THAN 25 YEARS**
- **PEER-TO-PEER CONVERSATIONS GROUNDED IN REAL-WORLD DENTISTRY**
- **INTEGRATED PRINT, DIGITAL, EMAIL, EDUCATION, PODCAST AND VIDEO CHANNELS**

Members have credited Dentaltown with helping them become better dentists and called it "absolutely essential" to their practices.

OUR COMMUNITY BY THE NUMBERS

Dentaltown brings dentists together through a trusted community spanning print, online discussions, e-communications, podcasts and continuing education.

278K
REGISTERED MEMBERS

101K
TOTAL AVERAGE QUALIFIED NON-PAID PRINT CIRCULATION*

800K
TOTAL ONLINE CE VIEWS TO DATE

7.5M
TOTAL MESSAGE BOARD POSTS TO DATE

88K
NEWSLETTER SUBSCRIBERS*

4.7K
AVAILABLE PODCAST EPISODES HOSTED BY PROMINENT DENTAL PERSONALITIES

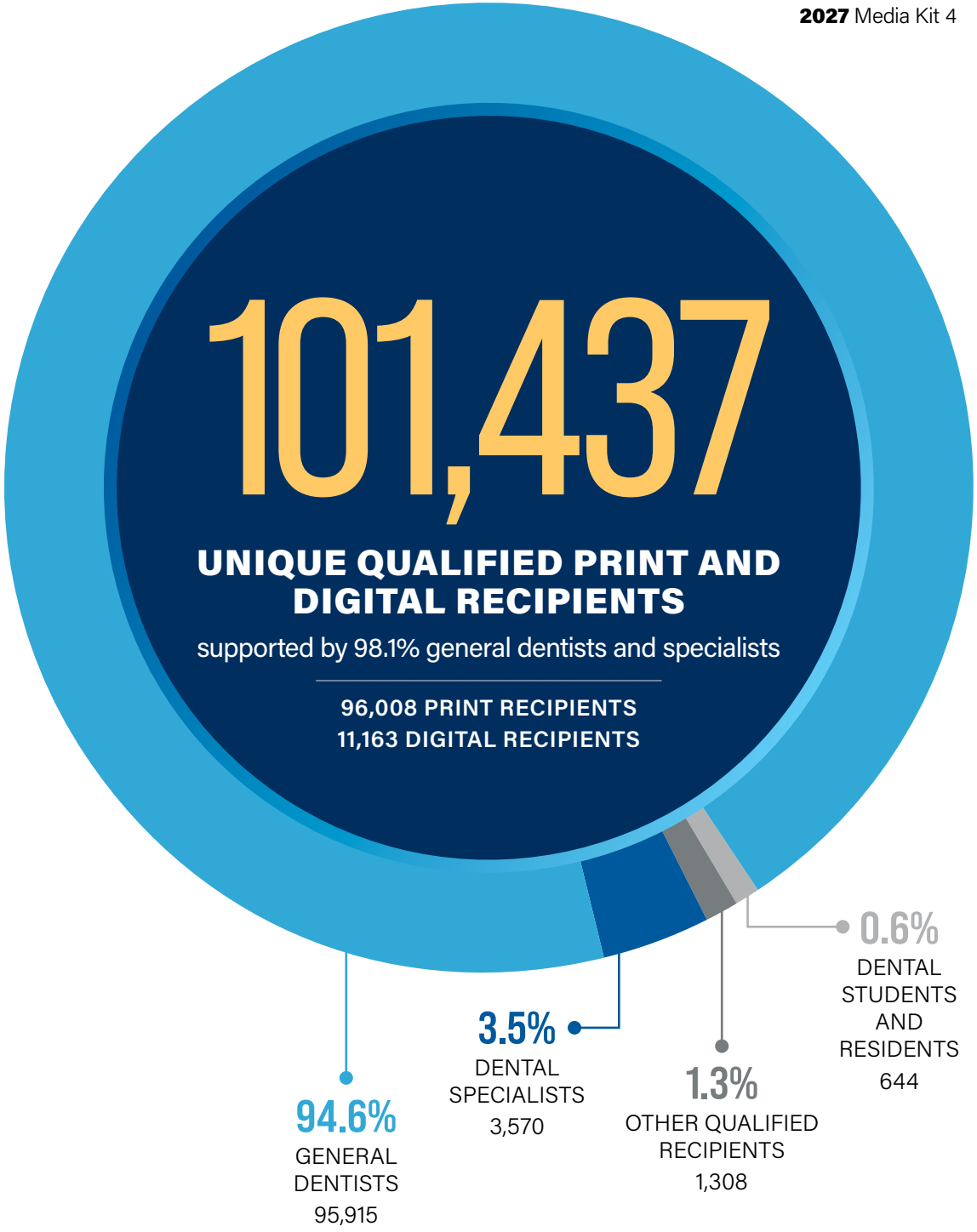
*Source: Alliance for Audited Media, as of June 2026.
All other metrics source: Dentaltown internal reporting, as of October 1, 2026.

DENTALTOWN

Magazine Audience

REACH THE DENTISTS WHO MAKE PRACTICE DECISIONS

Dentaltown magazine reaches 101,437 unique qualified recipients across print and digital editions. General dentists and dental specialists represent 98.1% of the audience, giving advertisers access to a highly concentrated dental readership.



Some recipients receive both editions; the combined unique audience counts each recipient once.
Source: Alliance for Audited Media, June 2026 analyzed issue. Figures represent the unique qualified audience across print and digital editions.

The Dentaltown Advantage

TRUSTED CONTENT BUILDS MEANINGFUL INFLUENCE

Dental professionals turn to Dentaltown for practical information, independent perspectives and candid peer discussion. Findings from the 2026 M3 MI Media Measurement Study demonstrate *Dentaltown*'s publication preference, treatment influence and sustained digital engagement.

Source: M3 MI, Dentistry 2026 Media Measurement Study, dentist respondents. Publication rankings are among publications surveyed. Website averages are based on responding visitors over the past six months; website comparisons include sites visited by at least 10% of respondents.



Dentaltown **is the No. 1 independent dental publication across all three readership measures.**

Dentaltown leads every other independent dental publication measured in all three categories. Only the two ADA association publications—ADA News and JADA—rank higher.

#1
TOTAL READERSHIP
(39%)

#1
AVERAGE-ISSUE READERSHIP
(29%)

#1
AVERAGE-PAGE EXPOSURE
(18%)

Dentaltown **is the independent dental publication dentists would most like to receive.**

Sixteen percent selected *Dentaltown* when asked which single publication they would choose—second overall only to JADA and twice the percentage selecting *Dental Economics*.

Seventeen percent cite *Dentaltown* among their most influential treatment resources—*Dentaltown* ranked ahead of *Dental Economics, Dentistry Today* and *Dental Product Shopper* for influence on treatment decisions.

19.7 MINUTES PER WEBSITE VISIT

Dentaltown.com recorded the longest average time per session among the professional websites shown in the study's comparison.

7.4 WEBSITE VISITS PER MONTH

Dentaltown.com visitors reported returning more frequently than visitors to Dental Economics, Dentistry Today, Inside Dentistry and Dr. Bicuspid.

One Brand
Multiple Channels

BUILD A CAMPAIGN THAT REACHES DENTISTS THROUGHOUT THEIR DAY

Dentaltown gives marketers the flexibility to create focused placements or coordinated, multichannel programs. Each channel plays a distinct role while benefiting from the credibility and connection of the Dentaltown community.

FARRAN MEDIA

- Dentaltown
- Orthotown
- Hygienetown
- Dentistry Uncensored with Howard Farran



MAGAZINE
Trusted editorial content delivered directly to dental professionals



DENTALTOWN.COM
Always-on access to articles, message boards, CE and member resources



E-COMMUNICATIONS
Direct access through e-newsletters and custom e-promotions



EDUCATION
Top educators offer online CE courses and live webinars for continuous learning and skill advancement



PODCASTS & VIDEOS
Long-form conversations and visual storytelling



APP & SOCIAL
Additional touchpoints that extend access and engagement

EDITORIAL

Focus & Content

ONLY THE BEST CONTENT MAKES IT TO PRINT

Dentaltown articles stand apart because they're shaped by the world's largest online dental community, Dentaltown.com. Features typically begin as an author post, then evolve through real-time community feedback. Ideas are sharpened, strengthened and validated before they reach our pages. When space is limited, the community helps decide what matters most: the discussions that resonate rise to the top. Every article links back to a live discussion thread, inviting readers to continue the conversation online. *Dentaltown* magazine delivers more than content—it delivers connection.



HOWARD SPEAKS

Dentaltown founder Dr. Howard Farran's front-of-book column is consistently one of the most-read items in the magazine, thanks to his unfiltered take on the clinical and business realities of practicing dentistry.

CLINICAL FEATURES

Every issue delivers in-depth clinical articles from practicing dentists, specialists and educators. Technique-driven, case-supported and written peer-to-peer, these features give Townies the step-by-step detail, materials insight and real-world outcomes they can apply in the operatory the next morning.

CONTINUING EDUCATION UPDATE

Dentaltown adds at least two new CE courses a month to the hundreds already available. Every month we spotlight the best offerings in a featured specialty, along with evergreen favorites and the newest additions to the lineup.

TOWNIE CASEFILES

Dentaltown's members-only message boards produce some of the most valuable clinical conversations in dentistry. Each month we highlight standout cases from the community, giving readers direct access to real-world insights, innovative techniques and peer-driven solutions.

HOT TOPICS

A snapshot of the most current and influential conversations across Dentaltown and Hygienetown, spotlighting leading news, emerging challenges and the issues dentists and hygienists are actively engaging with right now.

EDITORIAL

Calendar

PLAN AROUND THE CONVERSATIONS SHAPING DENTISTRY

Monthly focuses highlight areas of editorial emphasis but do not limit the scope of each issue. *Dentaltown* may also include articles from any of its ongoing coverage areas throughout the year. Final topics are confirmed monthly.

IN EVERY ISSUE

- Howard Speaks
- Townie Casefile
- Hot Topics
- Hygienetown Hot Topics

ONGOING COVERAGE

- Implants & Oral Surgery
- Endodontics
- Restorative & Materials
- Digital Workflows & Imaging
- Labs & Lab Technology
- Artificial Intelligence & Technology
- Sleep & Airway
- Periodontics
- Hygiene & Prevention
- Orthodontics
- Pediatric Dentistry
- Practice Management
- Finance & Insurance
- Marketing & Practice Growth
- Team & HR

	CLINICAL FOCUS	PRACTICE & BUSINESS	CE SPOTLIGHT	TOWNIE POLL	SPECIAL ISSUE
JANUARY	Oral Medicine, Pathology & Cariology	Insurance & Coding	Oral Pathology	Digital Imaging	
FEBRUARY	Endodontics	Practice Finance	Restorative Dentistry	Implants	
MARCH	Pediatric & Interdisciplinary Care	Leadership & Mentorship	Practice Management, HR & Accounting	HR & Staffing	*Women in Dentistry*
APRIL	Clinical Technology & Artificial Intelligence	Practice Systems & Efficiency	Implants	Artificial Intelligence	
MAY	Restorative Dentistry & The Dental Lab	Fee-for-Service & Practice Independence	Prosthodontics	Labs	*Dental Lab Spotlight*
JUNE	Implants & Oral Surgery	Early Career & Associateships	Oral Surgery	Orthodontics & Sleep	
JULY	Regeneration & Biologics	Marketing & Practice Growth	Specialties Roundup	Practice Management Software	*TCA Product Showcase Preview*
AUGUST	Sleep & Airway	Patient Communication & Case Acceptance	Sleep Medicine	Pathology & Radiology	
SEPTEMBER	Full-Arch & Prosthodontics	Practice Transitions & Buy-Ins	Orthodontics	Finance	
OCTOBER	Periodontics & Soft Tissue	Ownership Readiness & Burnout	Periodontics	Hygiene	*New Grad*
NOVEMBER	Implant Complications & Troubleshooting	Practice Models & Growth	Anesthesia & Pharmacology	Practice Design & Remodeling	
DECEMBER	Minimally Invasive & Adhesive Dentistry	Year-End & Tax Planning	Pediatric Dentistry	Marketing	*TCA Winners Announced*

Themes are subject to change. Subscribe to the monthly Editorial Preview for confirmed lineups and ad close dates. **Email:** Marylou.botto@farranmedia.com

CLINICAL FOCUS TOPICS DEFINED

ORAL MEDICINE, PATHOLOGY & CARIOLOGY:
Oral and systemic health; oral lesions and disease; oral cancer; diagnostics and biopsies; caries detection, prevention and management.

ENDODONTICS:
Diagnosis and treatment planning; root canal therapy; instrumentation and irrigation; endodontic technology; retreatment and post-treatment restoration.

PEDIATRIC & INTERDISCIPLINARY CARE:
Pediatric diagnosis and treatment; prevention and restorative care; behavior and parental communication; growth and development; coordination of care across specialties.

CLINICAL TECHNOLOGY & ARTIFICIAL INTELLIGENCE:
Artificial intelligence; digital diagnostics and imaging; intraoral scanning; CAD/CAM; 3D printing; digital workflows and emerging clinical technologies.

RESTORATIVE DENTISTRY & THE DENTAL LAB:
Direct and indirect restorations; restorative materials; crown and bridge; digital restorative workflows; dentist-lab communication; laboratory technology and case planning.

IMPLANTS & ORAL SURGERY:
Implant treatment planning and placement; surgical guides; extractions; bone and tissue grafting; reconstructive procedures; surgical techniques and technologies.

REGENERATION & BIOLOGICS:
Bone and soft-tissue regeneration; grafting materials; membranes; biologics; platelet concentrates; wound healing and regenerative techniques.

SLEEP & AIRWAY:
Sleep-disordered breathing; obstructive sleep apnea; airway evaluation; oral appliance therapy; screening, diagnosis and interdisciplinary treatment.

FULL-ARCH & PROSTHODONTICS:
Full-arch rehabilitation; implant-supported prosthetics; dentures and partials; complex restorative treatment planning; digital prosthodontic workflows.

PERIODONTICS & SOFT TISSUE:
Periodontal disease and inflammation; nonsurgical and surgical therapy; soft-tissue management; periodontal regeneration; grafting and peri-implant tissue care.

IMPLANT COMPLICATIONS & TROUBLESHOOTING:
Implant complications and failures; peri-implant disease; prosthetic and restorative complications; diagnosis, prevention, maintenance and corrective treatment.

MINIMALLY INVASIVE & ADHESIVE DENTISTRY:
Conservative treatment approaches; adhesive techniques; direct restorations; bonded indirect restorations; enamel and dentin preservation; restorative materials and techniques.

EDITORIAL

Profiles & Sponsored Content

TELL YOUR STORY IN A TRUSTED EDITORIAL ENVIRONMENT

Dentaltown Profiles give brands, products, services and KOLs room to educate, demonstrate value and build credibility through professionally presented sponsored content. Profiles can be tailored to a company's objectives and developed as a single feature or an ongoing series.

PROFILE APPLICATIONS

- Corporate or leadership profile
- Product or service profile
- Specialty-focused profile
- Clinical or case profile
- Thought-leadership profile
- Client or practice success story
- Event profile
- Book profile

CONTENT POSSIBILITIES

- Case studies and real-world results
- Expert interviews and trend perspectives
- Infographics, photography and data visualization
- QR codes or links to videos, demos and supporting resources



OPTIONAL COVER OPPORTUNITY

Subject to availability and approval, a Corporate Profile may include a *Dentaltown* cover featuring a C-suite executive, founder or key opinion leader. Logos, product packaging and product-focused imagery are not permitted on the cover.

A *Dentaltown* Corporate Profile gives established dental companies space to share their mission, milestones, leadership and industry contributions in a professionally edited, magazine-style feature.

PRICING AND AVAILABILITY

Contact your Account Manager for a custom quote: www.dentaltown.com/advertising

PRINT

Advertising

PUT YOUR BRAND IN THE HANDS OF DENTAL PROFESSIONALS NATIONWIDE

Dentaltown magazine surrounds advertising with practical clinical, business and community-driven content. Choose from standard display sizes, high-visibility preferred positions and frequency programs that include bonus pages with qualifying commitments.

2027 NET RATES

ALL RATES INCLUDE 4-COLOR

	1x	6x	12x
Full Page	$9,250	$8,450	$7,650
Spread	$15,000	$14,600	$14,200
2/3 page	$7,700	$7,100	$6,500
1/2 page	$4,800	$4,400	$4,000
1/3 page	$3,300	$3,000	$2,700
1/4 page	$2,400	$2,200	$2,000

PREFERRED POSITIONS

OPEN RATE PLUS PREMIUM

CVR 2	20%
CVR 3	10%
CVR 4	30%
Page 1	20%
Opposite TOC 1	10%
Opposite TOC 2	10%
Facing staff box/masthead	10%
Facing monthly features	10%

AD CLOSING DEADLINES

SPACE RESERVATIONS

For each issue, the 3rd of the month preceding (e.g., May 3 for June issue).

ALL AD MATERIALS

For each issue, the 10th of the month preceding (e.g., May 10 for June issue).

Material extensions are available by request.

HIGH-IMPACT

Print Opportunities

MAKE YOUR BRAND STAND OUT IN PRINT

Extend your print campaign beyond a standard display ad with custom units designed to stand apart as readers move through the magazine. Availability, production requirements and pricing vary by format and issue.

Inserts and outserts may be supplied by the advertiser or printed through Dentaltown's printing partner.







COVER TIPS

Two-page or four-page units attached to the cover.

OUTSERTS

Standalone pieces distributed inside the polybag along with the magazine.

INSERTS

Printed on heavier stock and tipped into the magazine, inserts create a natural break that increases visibility and impact.

BRCS

Response cards are designed to encourage direct action.

CUSTOM SUPPLEMENTS

Brand-supported editorial or educational pieces distributed with *Dentaltown*.

POLYBAG OPPORTUNITIES

Supplements or supplied materials distributed securely with the magazine.

PRICING AND AVAILABILITY

For more information or to request a custom quote, please contact your Account Manager: www.dentaltown.com/advertising

DIGITAL

Placements

EIGHT DIGITAL ADVERTISING OPPORTUNITIES

Eight advertising placements are available across the Dentaltown platform: six native placements plus Homepage Spotlight and Featured Video. Web and iOS/Android availability varies by placement, as shown below.

The six native placements share one creative asset kit: advertiser name, logo, headline, call to action and click-through URL. Body copy is used only for in-feed and in-thread placements. The entire native ad unit is clickable, so the creative does not need to display a web address.

Homepage Spotlight and Featured Video have separate submission requirements; see page 14.

FOUR IMAGE SHAPES SUPPORT THE SIX NATIVE PLACEMENTS

The six native placements use four image sizes. One 1200 × 675 image serves in-feed, in-thread, the slider and the wide interstitial. The right rail and narrow interstitial use one 1200 × 900 image. The leaderboard requires a wide and narrow version.

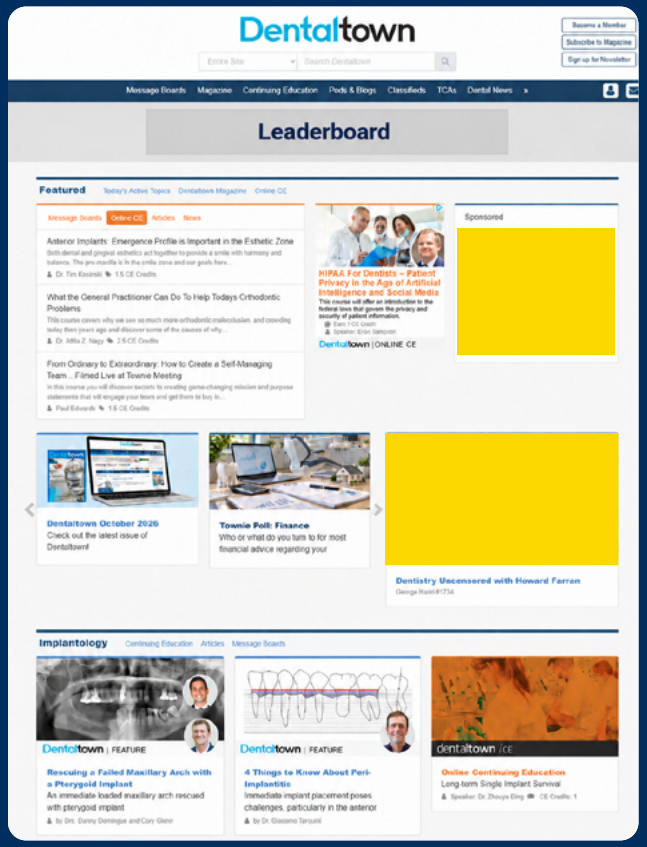
PLACEMENT	AVAILABILITY	IMAGE REQUIREMENT
In-Feed	Web + app	1200 × 675
In-Thread	Web + app; *forum targeting available*	1200 × 675
Leaderboard	Web + app	1456 × 180 and 640 × 100
Right Rail	Web only	1200 × 900
Slider	Web + app	1200 × 675
Interstitial	Web + app	1200 × 675 and 1200 × 900

How to read the mockups

The surrounding platform is intentionally muted so the advertising area stands out. Yellow identifies where the advertiser's image appears, and its shape reflects the aspect ratio required for each placement.

DIGITAL

Homepage Spotlight & Featured Video



HOMEPAGE SPOTLIGHT

1 POSITION • 3 ADVERTISERS ROTATE • MONTHLY FLIGHT

Homepage-only sponsored image area at upper right. Supply the banner image and destination URL. This is separate from Right Rail on content pages.

Image	300 x 250 pixels (6:5) Recommended delivery: JPG or PNG, sRGB

FEATURED VIDEO

1 POSITION • 10-DAY HOMEPAGE PLACEMENT

Homepage featured video area below Spotlight. Supply MP4 video and its display title.

Format	MP4 file; H.264 video; progressive scan (no interlacing)
Resolution	16:9. 1280 x 720 recommended; 640 x 360 minimum
Max File Size	75 MB
Max Duration	2 minutes, 30 seconds (150 seconds)
Frame Rate	29.97 or 30 fps preferred; preserve the original recording frame rate.
Audio	AAC-LC; 192 kbps recommended. 48 kHz recommended; 44.1 kHz accepted.

DIGITAL

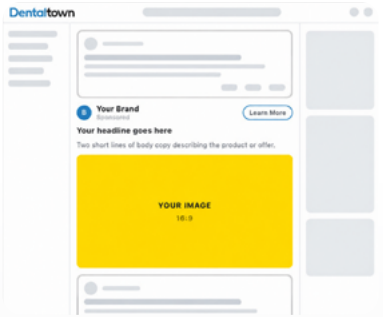
In-Feed & In-Thread

TWO NATIVE PLACEMENTS FOR REACH AND RELEVANCE

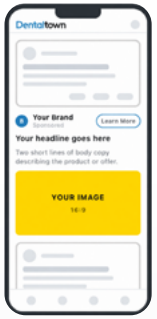
In-feed places a native card between topics in the main feed. As the platform's home surface, the feed is ideal for broad reach, product awareness and campaigns that need scalable exposure.

In-thread places a native card between replies inside active discussions. Advertisers may run across eligible conversations or target selected forums to align their message with a relevant clinical or business topic.

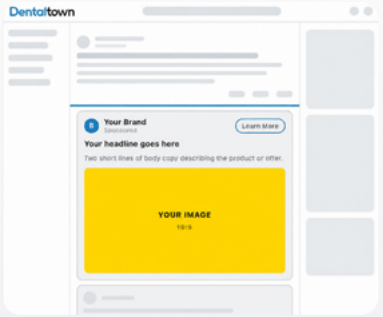
In-feed and in-thread are purchased separately but use the same creative specifications. Advertisers booking both placements can supply one creative asset kit.



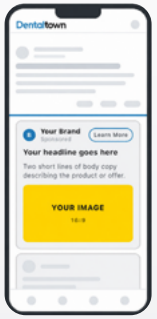
WEB IN-FEED



APP IN-FEED



WEB IN-THREAD



APP IN-THREAD

CREATIVE SPECIFICATIONS

ASSET	REQUIREMENT
Image	1200 × 675 (16:9); one file for both placements
Headline	Up to 90 characters; two lines
Body	Up to 250 characters; three lines
Logo	256 × 256 minimum; transparent PNG
Call to Action	Up to 15 characters
Advertiser	Brand name up to 30 characters

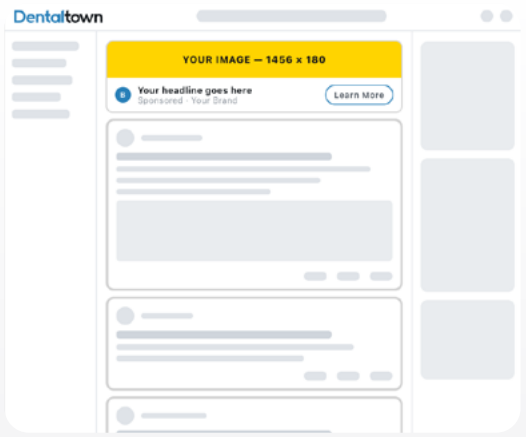
Keep type out of the image. The platform renders the headline, logo and button in the reader's own theme, so baked-in text appears duplicated. Supply photography or product imagery. In-thread, the first card appears five replies from the reader's entry point, then every eight replies, capped at five per thread.

DIGITAL

Leaderboard

A CLASSIC BANNER ACROSS WEB AND APP

A banner strip appears at the top of a board or forum, above the first post. It creates the first advertising impression of the session and is the only placement with a classic banner shape.



WEB WIDE



APP NARROW

CREATIVE SPECIFICATIONS

ASSET	REQUIREMENT
Wide Image	1456 × 180; renders at 728 × 90 on desktop and tablet
Narrow Image	640 × 100; renders at 320 × 50 on phones
Headline	One line; keep it short
Logo, CTA and Advertiser	Same shared specifications as in-feed
Body	Not used; the strip displays the headline only

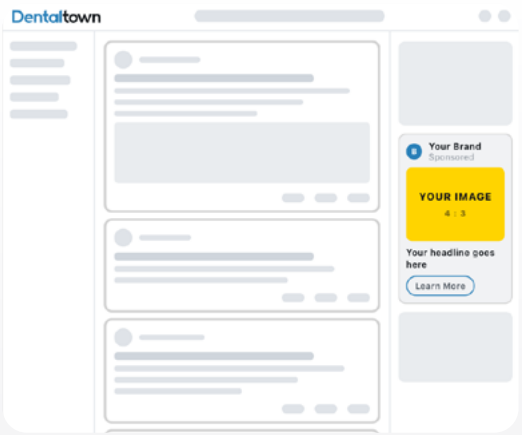
The leaderboard is the only placement requiring two dedicated images. The platform measures the screen and serves the shape that fits, preventing squeezing or cropping. Both files should contain imagery only; the headline and button are rendered by the platform.

DIGITAL

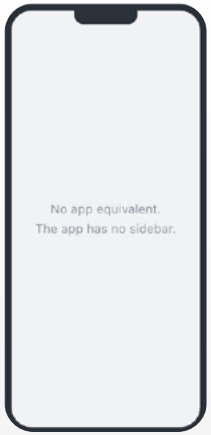
Right Rail

PERSISTENT VISIBILITY BESIDE THE FEED

The right rail is a sidebar widget beside the feed on desktop and large tablets. It remains visible while the member reads and stays in view as the page scrolls. There is no app equivalent because the app does not have a sidebar.



WEB



APP - NOT OFFERED

CREATIVE SPECIFICATIONS

ASSET	REQUIREMENT
Image	1200 × 900 (4:3)
Headline	Up to 90 characters; two lines
Logo, CTA and Advertiser	Same shared specifications as in-feed
Body	Not used; the widget displays the headline only

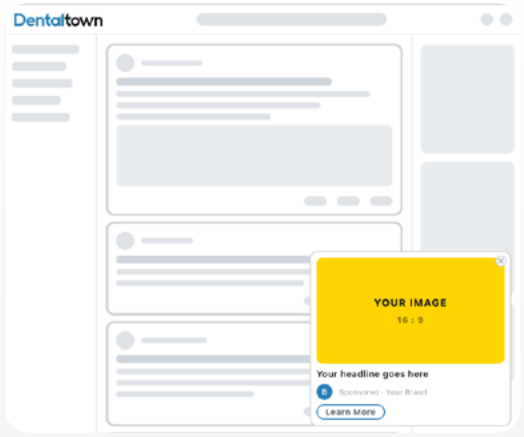
At roughly 300 pixels wide, this is the narrowest placement in the network. The 4:3 shape provides greater image depth than a widescreen crop. The same 1200 × 900 file also serves the interstitial on a phone.

DIGITAL

Slider

PREMIUM SINGLE-ADVERTISER VISIBILITY

On web, the slider moves into the bottom corner after the member begins reading. In the app, it appears in the navigation drawer. The unit is dismissible and shown once per session.



WEB CORNER CARD



APP DRAWER

CREATIVE SPECIFICATIONS

ASSET	REQUIREMENT
Image	1200 × 675 (16:9); the same asset used for in-feed
Headline	Up to 90 characters; two lines
Logo	256 × 256 minimum; transparent PNG
CTA and Advertiser	Same shared specifications as in-feed
Body	Not used; the card displays the headline only

Single-buyer inventory: one advertiser holds this unit for the entire flight, with no rotation or competing advertiser in the placement.

DIGITAL

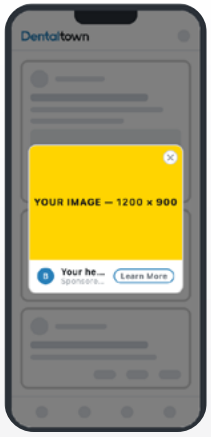
Interstitial

THE LARGEST DIGITAL CANVAS IN THE NETWORK

The interstitial creates a full-screen moment over the platform: a lightbox on web and a modal in the app. It is the network's largest digital canvas and its most tightly controlled placement, shown once per session on web and once per launch in the app.



WEB 16:9



APP 4:3

CREATIVE SPECIFICATIONS

ASSET	REQUIREMENT
Wide Image	1200 × 675 (16:9) for wide screens
Narrow Image	1200 × 900 (4:3) for phones
Headline	Up to 90 characters; shown on one line
Logo, CTA and Advertiser	Same shared specifications as in-feed
Body	Not used on this placement

Two images support one consistent layout. The platform selects the appropriate image based on the member's screen. Both versions include the same thin caption bar beneath the image so the unit reads consistently across devices.

DIGITAL

The Native Advertising Asset Kit

SUPPLY THE WRITTEN ASSETS ONCE

One set of written assets serves all six native placements. Supply it once per campaign, along with the images required for your selected placements. For Homepage Spotlight and Featured Video requirements, see page 14.

FILE REQUIREMENTS:

- JPG, PNG or WebP; sRGB color
- 150 KB or less per image
- Do not include text in the image.
- These native placements render the headline, logo and button in the reader's own theme and at the correct size for the screen.

SHARED WRITTEN ASSETS

ASSET	REQUIREMENT	WHERE IT APPEARS
Advertiser Name	Up to 30 characters	All six placements
Logo	256 × 256 minimum; transparent PNG	All six placements
Headline	Up to 90 characters	All six placements
Body	Up to 250 characters	In-feed and in-thread only
Call to Action	Up to 15 characters	All six placements
Click-Through URL	Required; the entire unit is clickable	All six placements

IMAGES BY PLACEMENT

PLACEMENT	IMAGE
In-Feed	1200 × 675
In-Thread	1200 × 675
Slider	1200 × 675
Right Rail	1200 × 900
Interstitial	1200 × 675 and 1200 × 900
Leaderboard	1456 × 180 and 640 × 100

The same file may be used

MAILINGS

e-Newsletters

PLACE YOUR MESSAGE ALONGSIDE TRUSTED CONTENT

Dentaltown e-newsletters keep opt-in subscribers connected to the community with timely clinical, business and continuing education content. Advertisers can select the format that best supports awareness, education, product promotion or event registration.

DENTALTOWN E-NEWS

88,000 OPT-IN SUBSCRIBERS WEEKLY

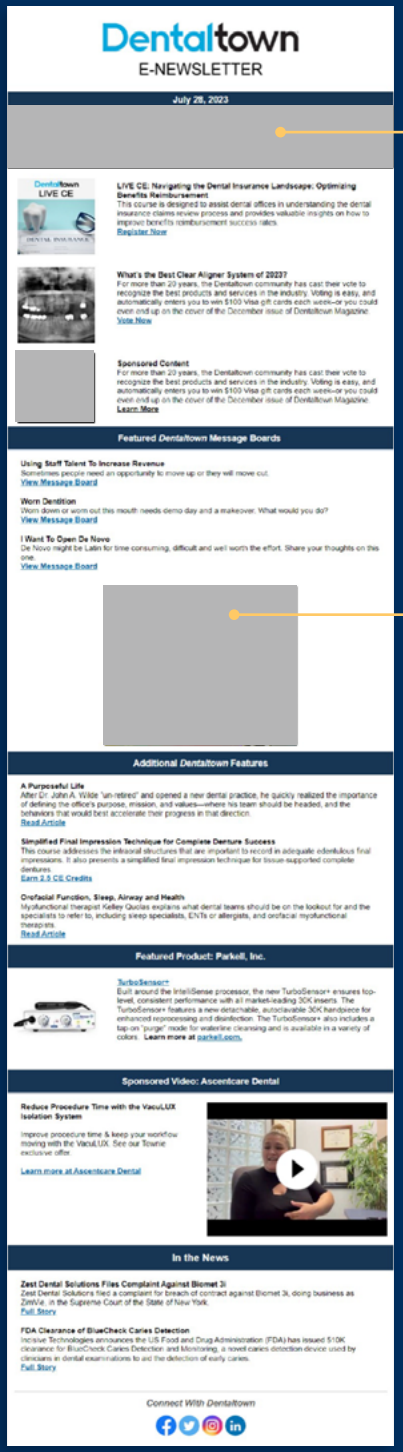
Lead Position	Priority visibility	$3,500
Native Ad	Detailed product story	$2,500
Medium Rectangle	Display visibility	$2,000
Featured Product/Service/Event	Context-rich promotion	$2,500
Sponsored Video	Video + optional homepage run	$1,000

DENTALTOWN CE E-NEWS

70,000 OPT-IN SUBSCRIBERS • TWICE MONTHLY

Medium Rectangle (top)	Top CE visibility	$3,500
Featured Product/Service/Event	Context-rich promotion	$2,500
Custom CE e-Newsletter	Dedicated CE message	$3,500

Source: Dentaltown internal reporting, as of October 1, 2026



LEAD BANNER

NATIVE AD

MEDIUM RECTANGLE

FEATURED PRODUCT/SERVICE OR EVENT

SPONSORED VIDEO

MAILINGS

e-Promotion

DELIVER A DEDICATED MESSAGE TO TOWNIE INBOXES

Reach Dentaltown's opt-in subscribers with a dedicated e-promotion using advertiser-supplied HTML. Campaigns can support product launches, lead generation, event registration, special offers and brand awareness.

DENTALTOWN E-PROMO

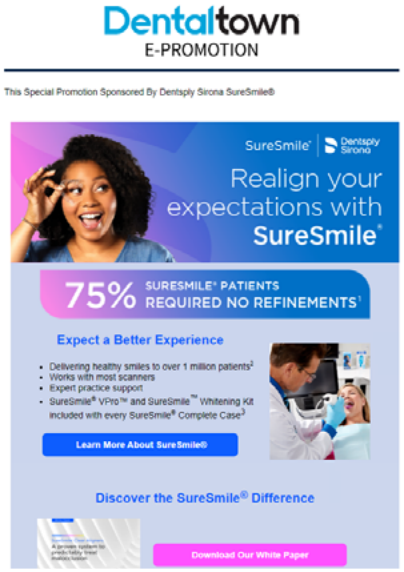
54,000 OPT-IN SUBSCRIBERS

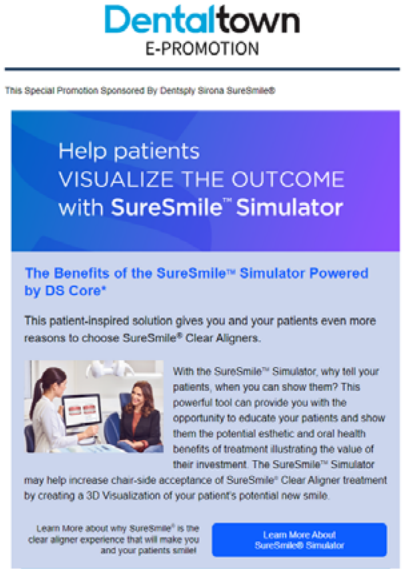
Advertiser-supplied HTML

$7,000 net*

*Print and digital advertisers or Townie members may qualify for additional discounts.

INITIAL MAILING → RECIPIENT ENGAGEMENT → OPTIONAL FOLLOW-UP





OPTIONAL RE-ENGAGEMENT CAMPAIGN

Extend the campaign with a second mailing to recipients who opened the original message but did not take the desired action. The follow-up can resend the original creative or introduce a new subject line, offer, incentive or deadline. Re-engagement is available only with the full opt-in list.

SEGMENTATION

Provides targeted delivery based on subscriber criteria or behavior. Pricing varies with list size and is quoted using a CPM calculation.

A/B TESTING

Provides testing of subject lines, content or offers to identify the approach that generates stronger engagement.

RE-ENGAGEMENT

Provides a second opportunity to reach recipients who opened but did not act on the original mailing.

BUNDLES

Integrated Campaign Packages

EXTEND YOUR CAMPAIGN ACROSS DENTALTOWN

These bundled programs combine print, e-communications and community visibility around a single objective. Audience figures are presented in the corresponding channel sections so buyers can evaluate each component using the current 2027 data.

PLANNING NOTES

- Podcast message-board placement is selected according to available inventory and the best fit for the episode.
- Event posts are limited to programs that offer continuing education credit.
- All placements are subject to availability, production requirements and scheduling deadlines.

PODCAST AMPLIFICATION

BEST FOR EXTENDING THE LIFE OF A DENTALTOWN PODCAST APPEARANCE



Half-page magazine ad



200–250-word podcast spotlight with direct episode link or QR code



One E-News spotlight



Message-board visibility selected according to availability

$5,000 (net)

EVENT PROMOTION

BEST FOR WEBINARS, SEMINARS, LIVE EVENTS AND HANDS-ON TRAINING



Half-page print ad in the CE department



Banner in the CE e-newsletter



Leaderboard in the Continuing Education forum



One CE forum event post for a program offering continuing education credit

$7,000 (net)

SPONSORSHIPS

Webinars

EDUCATE DENTISTS AND GENERATE QUALIFIED LEADS

Dentaltown-hosted webinars give sponsors a focused way to share valuable education, demonstrate expertise and connect with dental professionals. Programs may be developed as continuing education or training webinars and feature industry experts or key opinion leaders selected by the sponsor, subject to Dentaltown approval.

WHAT SPONSORSHIP INCLUDES:

HOSTED PRESENTATION

A professional audio/video webinar hosted through Dentaltown, with a live question-and-answer session.

AUDIENCE ENGAGEMENT

Interactive polling questions that help measure attendee interests and engagement.

PROMOTION

A coordinated promotional campaign designed to encourage registration and participation.

LEAD GENERATION

Registration and engagement information delivered to the sponsor in accordance with applicable consent requirements.

POST-EVENT REPORTING

A campaign and webinar performance summary provided after the live event.

PRICING AND SCHEDULING

Contact your Account Manager for availability and a custom quote: www.dentaltown.com/advertising

SPONSORSHIPS

Podcast

ALIGN YOUR BRAND WITH DENTISTRY'S CANDID CONVERSATIONS

Dentistry Uncensored with Howard Farran gives sponsors access to long-form conversations with dental professionals, educators, industry leaders and innovators. Listeners engage with episodes whenever and wherever it fits their day, creating an opportunity for brands to support relevant, thought-provoking content in an attentive environment.

dentistry uncensored with HOWARD FARRAN

EPISODE SPONSORSHIP

Associate your brand with a selected episode through approved sponsor recognition and supporting promotion.

EVENT COVERAGE

Record interviews at an industry or private corporate event with selected speakers, company representatives or C-suite executives.

PODCAST AMPLIFICATION

Extend a Dentaltown podcast appearance through print, E-News and message-board visibility. See the Integrated Campaign Packages page for details.

PRICING AND AVAILABILITY

Contact your Account Manager for current sponsorship options and a custom recommendation. www.dentaltown.com/advertising

LET US BUILD A CAMPAIGN FOR YOU

Ready to see what Dentaltown can do for your brand? Connect with my team to create a campaign that brings your message to the right audience and supports your marketing goals.

I look forward to seeing your brand become part of the conversation.

DR. HOWARD FARRAN
FOUNDER & CEO
howard.farran@farranmedia.com

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