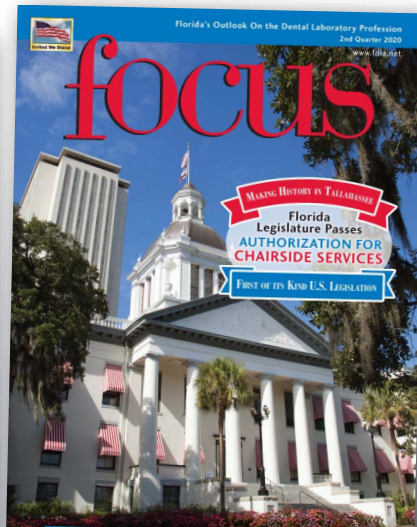
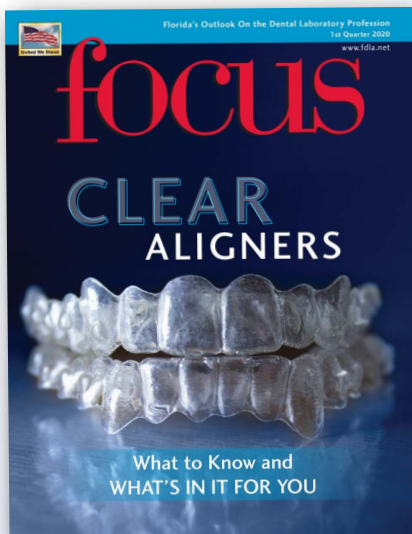


focus *on Florida's Dental Laboratory Market*

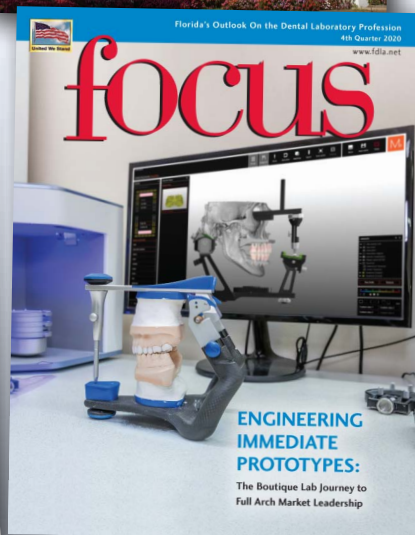
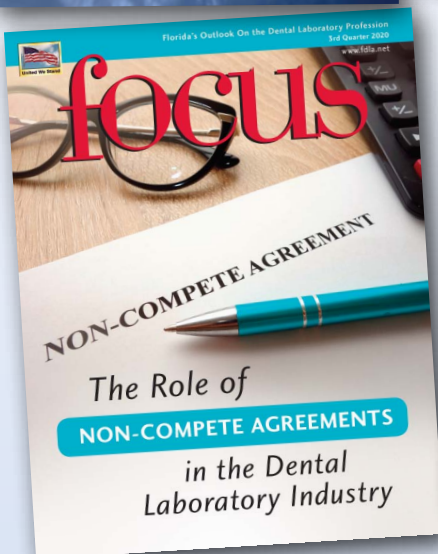
focus magazine captures the big picture of Florida's dental laboratory market. *focus* is the official voice of the 2nd largest dental laboratory market in the country. CDTs, RGs and laboratory owners and managers look to *focus* for information on everything from legislative and regulatory updates to technical tips and management trends. We strive to create maximum exposure for manufacturers through spotlight articles and free press releases on our website. We are here to help you bring your target market into *focus* with custom proposals and creative campaigns.



"We love partnering with the Laboratory Community of Florida, and Focus Magazine is a great way to support Florida Technicians as well as keep our partners abreast of new products, techniques, and solutions in restorative dentistry"

—Chris Bormes, MICOI, President, Preat Corporation

FDIA
Market
focus



Florida is the 2nd largest dental laboratory market in the country.

The Southern States Symposium & Expo meeting is the largest dental laboratory industry meeting in the country run by a nonprofit association.

70 percent of *focus* readers visit the advertisers' websites they view in *focus* magazine.

CONTACT:

Maureen Turner, Advertising Director

Call Maureen at (850) 224-0711, Fax (850) 222-3019 or

e-mail advertising@fdla.net.



focus Advertising Rates

Ad Size	1X Ad Cost	2X Ad Cost	3X Ad Cost	4X Ad Cost
Full Page	\$900	\$875	\$850	\$825
1/2 Page	\$800	\$775	\$750	\$725
1/3 Page Vertical	\$700	\$675	\$650	\$625
1/4 Page	\$650	\$625	\$600	\$575
1/6 page	\$575	\$550	\$525	\$500
Inside Front Cover	\$1,000	\$975	\$950	\$925
Inside Back Cover	\$1,000	\$975	\$950	\$925
Outside Back Cover	\$1,050	\$1,025	\$1,000	\$975
Center Spread	\$1,650	\$1,625	\$1,600	\$1,575
Poly Bag	\$1,650	n/a	n/a	n/a

* Custom proposals available upon request (NOTE: All ads are in full color)

2021 focus Deadlines

	Material Deadline	Publication Mail Out
1st Quarter:	Dec. 30, 2020	Feb. 1, 2021
2nd Quarter:	March 31, 2021	April 30, 2021
Symposium Program*:	April 9, 2021	June 10, 2021
3rd Quarter:	May 31, 2021	June 30, 2021
4th Quarter:	Sept. 29, 2021	Nov. 1, 2021

*Please contact Maureen Turner for special information and rates regarding the Southern States Symposium & Expo Program.


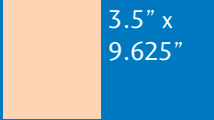
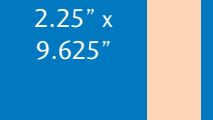
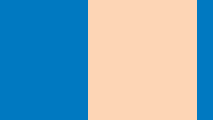

FDLA Online Advertising Options

Take your ads live! *Focus* offers online advertising on the FDLA website. FDLA provides up to the minute information on everything from the Southern States Symposium & Expo to legislative information.

	1x	4x	8x	12x
Skyscraper: 120 px x 240 px	\$300	\$275	\$250	\$225
Full Banner: 468 px x 60 px	\$250	\$225	\$200	\$175
Half Banner: 234 px x 60 px	\$225	\$200	\$175	\$150
Button Ad: 95 px x 95 px	\$175	\$150	\$125	\$100

Online ads should be submitted as 72dpi .jpg or .gif files at the pixel (px) dimensions provided above. Please allow two weeks for artwork to be posted on the FDLA website.

Ad Sizes

Full Page or Cover 8.5" x 11" trim size 8.75" x 11.25" bleed 8" x 10.5" live area	1/2 Page Horizontal 7.5" x 4.625" 	1/2 Page Vertical 3.5" x 9.625" 	1/3 Page Vertical 2.25" x 9.625" 	1/4 Page 3.5" x 4.625" 	1/6 Page 4.875" x 2.25" 
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"Advertising in the FDLA focus magazine is a great investment. It provides Ivoclar Vivadent with a cost effective approach to target dental laboratories in Florida. The magazine is full of great information and the FDLA is a wonderful resource for the dental community."

—John Isherwood, Ivoclar Vivadent, Inc.

Guidelines & Specifications

All artwork must be received in electronic format. PC-compatible CD, e-mail delivery or FTP transfer of files is acceptable. Ads must be saved as high-resolution PDF files, Tiff files or EPS files. All artwork resolution must be a minimum of 300 dpi. EPS files must be accompanied by all graphics and fonts (both screen and printer versions).

All ad materials must be received by the publisher by the deadline date. When new materials are not received by the closing date, the publisher will repeat the latest ad of similar size. If there was no previous insertion, the client is liable for the cost of the contracted space not used, and the unused space will be allocated at the publisher's discretion.

Classified Line Advertising

(print and online opportunities)

Classified Line Ads are \$125 (members) and \$175 (non-members) for the first 50 words, and \$.25 for each additional word. Ads will run in one issue of the publication and on FDLA's website for one quarter.



Florida Dental Laboratory Association
325 John Knox Rd, Ste. L103
Tallahassee, FL 32303

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