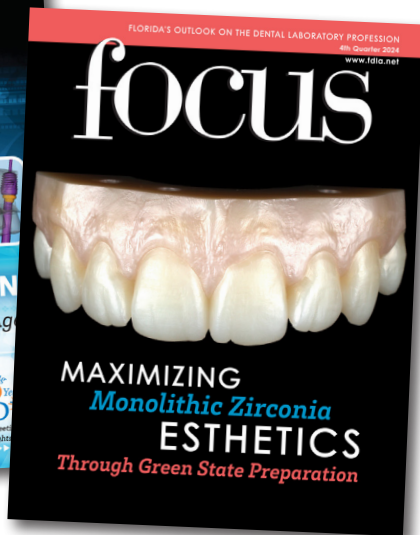
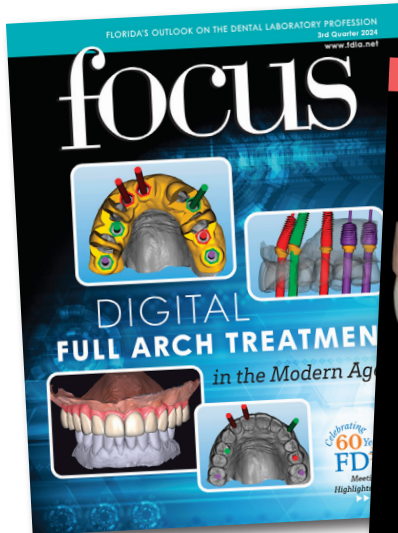
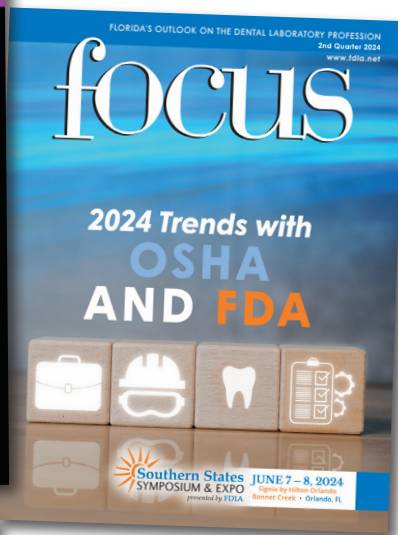
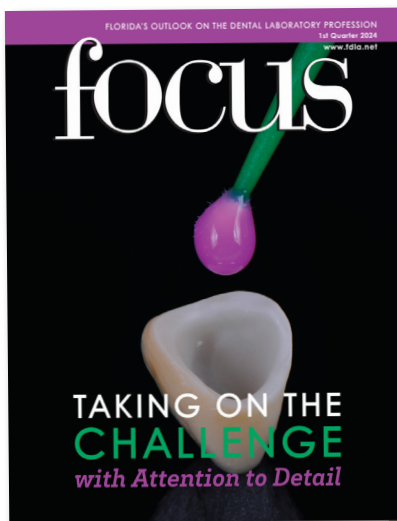


# focus ON FLORIDA'S DENTAL LABORATORY MARKET

focus magazine is the official voice of the 2nd largest dental laboratory market in the country. CDTs, RGs, 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 our business partners through spotlight articles and free press releases on our website. We are here to help bring your target market into focus with custom proposals and creative campaigns.



*"Kulzer has advertised in FDIA's focus for years. This publication provides our company the opportunity to be seen by labs throughout Florida and furthers our lab partnerships as a provider of refining services. Focus always delivers the latest updates on the ever-changing techniques and equipment in the dental world as well as offers business management guidance. We are very happy working with focus and gain value from its direct connection to Floridian dental laboratories."*

—Tony Circelli, Kulzer, LLC



Florida has the **2nd largest** number of commercial laboratories in the country



The Southern States Symposium & Expo meeting is the **largest dental laboratory industry meeting in the country** run by a non-profit association



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

**CONTACT:** Maureen Turner, Advertising Director • Phone: (850) 224-0711 • Fax: (850) 222-3019 • [advertising@fdia.net](mailto:advertising@fdia.net)

**FDIA HEADQUARTERS:** 325 John Knox Rd, Ste. L103, Tallahassee, FL 32303 • [www.fdia.net](http://www.fdia.net)

## Advertising Rates

(NOTE: All ads are in full color)

Ad Size	1x	2x	3x	4x
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.

## 2025 focus Deadlines

	Ad Deadline	Publication Mail Out
1st Quarter:	Dec 9, 2024	Feb. 3, 2025
2nd Quarter:	Feb. 17, 2025	April 9, 2025
Symposium Program*:	April 19, 2025	(available onsite)
3rd Quarter:	June 23, 2025	Aug. 6, 2025
4th Quarter:	Sept. 15, 2025	Nov. 5, 2025

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

*"Advertising in the FDIA focus magazine is a great investment. It provides Ivoclar with a cost-effective approach to target dental laboratories in Florida. The magazine is full of great information and the FDIA is a wonderful resource for the dental community."*

—John Isherwood, Ivoclar

## Guidelines & Specifications

All artwork must be received in electronic format. 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

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 FDIA's website for one quarter. There are both print and online classified advertising opportunities.

## Press Release Opportunities

Industry press releases submitted by members or advertisers can be published in focus print edition. Non-product related only.

Do you have a new product to announce? FDIA publishes press releases for members and advertisers online at [www.fdia.net/press-releases](http://www.fdia.net/press-releases).



## Florida Dental Laboratory Association

325 John Knox Rd, Ste. L103, Tallahassee, FL 32303

Maureen Turner, Advertising Director

Phone: (850) 224-0711 • Fax: (850) 222-3019

[advertising@fdia.net](mailto:advertising@fdia.net)

## Display Ad Sizes

<p><b>Full Page or Cover</b></p> <p>8.5" x 11" trim size 8.75" x 11.25" bleed 8" x 10.5" live area</p>	<p><b>1/2 Page Horizontal</b></p> <p>7.5" x 4.625"</p>	<p><b>1/2 Page Vertical</b></p> <p>3.5" x 9.625"</p>	<p><b>1/3 Page Vertical</b></p> <p>2.25" x 9.625"</p>	<p><b>1/4 Page</b></p> <p>3.5" x 4.625"</p>	<p><b>1/6 Page</b></p> <p>4.875" x 2.25"</p>
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