



H I N M A N  
A T L A N T A

THE THOMAS P. HINMAN DENTAL MEETING

MARCH 21 – 23, 2013

WHAT DO YOU  
WANT TO SAY TO  
THIS AUDIENCE?

*Hinman*

Georgia World Congress Center • Omni Hotel at CNN Center

Sponsored by the Hinman Dental Society of Atlanta

Dr. Bradley K. Greenway, General Chairman • Dr. James A. Roos, President

2013 ADVERTISING OPPORTUNITIES

## Dear exhibitor,

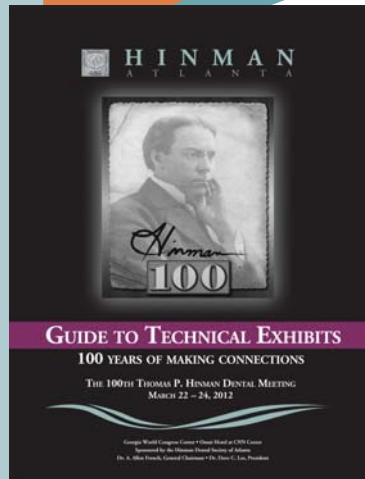
The Thomas P. Hinman Dental Meeting, one of the country's premier continuing education dental meetings, is partnering again with Ascend Integrated Media to produce *The Hinman Guide to Technical Exhibits* and the *Update* eNewsletter. As an exhibitor, you have the unique opportunity to advertise in these useful resources. Your advertising message will reach thousands of dental professionals, including those who make purchasing decisions.

An Ascend Integrated Media sales representative will contact you regarding these opportunities. In the meantime, if you have any questions or wish to secure a premium position, please contact Dee Busby at [dbusby@ascendintegratedmedia.com](mailto:dbusby@ascendintegratedmedia.com) or 913-344-1411.

Sincerely,

Wendy McGar  
Exhibits Manager

# Official HINMAN GUIDE TO TECHNICAL EXHIBITS



### Audience and distribution

Distributed to 21,000 attendees in key locations throughout the convention center

### Content

Provides comprehensive exhibitor listings, event information and Table Clinics to help attendees set itineraries at the event

### Deadlines

Space reservation due: Jan. 24, 2013

Materials due: Feb. 4, 2013

## PREMIUM PLACEMENTS COMMAND ATTENTION

### Gate Fold Cover

Three-page foldout on the front cover

### Official Directory Belly Band\*

Belly band wraps around the official directory

- Opportunity includes full-page, color ad within the publication

### Cover Positions

Back Cover, Inside Front Cover, Inside Back Cover

### Floor Map Premium



Sponsorship includes:

- Full-page color ad adjacent to the floor map page
- Banner ad on floor map page
- Highlighted listing with logo

### Two-Sided Bookmark\*

Bookmark that readers can use to mark their place in the directory. Perfect for call-to-action incentives.



### Pre-Printed Insert\*

Press overruns, pre-show mailers and product brochures make great inserts.

### Dining Dollar Sponsorship

Grab the attention of your prospects at one of the most important moments of their meeting, while they're buying lunch! Your Dining Dollar Sponsorship brands you on a perforated "dining dollar" coupon; your logo and acknowledgement on the front of the coupon plus your advertising message on the back of the coupon.

#### • Exclusive Dining Coupon Sponsor

Includes ad units on the back of three coupons and one half-page standard ad unit in Guide

**\$11,610**

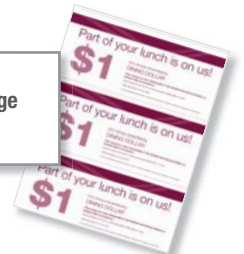
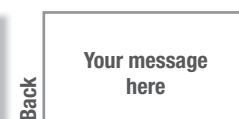
Deadline: Dec. 26, 2012

#### • Individual Dining Coupon Sponsors

(if available after 12/26/12)

Includes ad unit on the back of one coupon and one quarter-page standard ad unit in Guide

**\$5,160 net**



\* Advertiser provides Belly Bands, Bookmarks and Pre-Printed Inserts. Prototypes of all ads are required.

\*\* Ads include typesetting and one proof. Publisher reserves the right to edit descriptions for space and content.

# Official UPDATE eNEWSLETTER

## SMALL BUDGET, BIG VISIBILITY

### New Product Showcase Ad\*\*

Showcase your products in this special section of the guide. You supply:

- Color photo
- 50-word description
- Booth number
- Company name and address
- Company logo



### Product Category Mini-Ad\*\*

Be the first product that buyers see when they search by a specific product category. Your ad is placed alphabetically. You supply:

- Color photo
- 15-word description
- Contact information
- Company logo



### Highlighted Listing with Logo

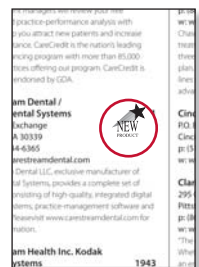
Stand out on your listing's page when buyers reference companies by name. We highlight your listing's background and logo. You supply:

- Company logo



### New Product Flag Alert buyers to

your new products with a black-and-white icon beside your main exhibitor listing.



### Audience and distribution

Delivered to past and current Meeting registrants from the Hinman database, these eBlasts build your brand connections, drive traffic to the Hinman website and extend your reach throughout the year.

### Contents

The *Update* eNewsletters build your brand connections, drive traffic to the Hinman website and extend your reach throughout the year.

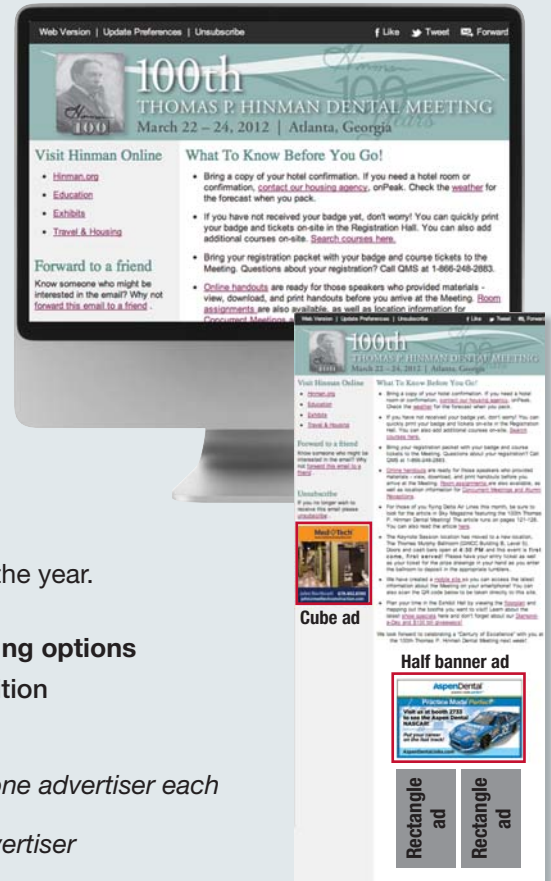
### Update eNewsletter advertising options

Rectangle Ad, 2nd or 3rd Position

*Limited to one advertiser*

Half Banner Ad — *Limited to one advertiser each*

Cube Ad — *Limited to one advertiser*



Launch date	Space reservation deadline	Materials deadline
Early December 2012	Nov. 12, 2012	Nov. 19, 2012
Early-January 2013	Dec. 14, 2012	Dec. 21, 2012
Mid-February 2013	Jan. 21, 2013	Jan. 28, 2013
Early March 2013	Feb. 11, 2013	Feb. 18, 2013
Early April 2013	March 11, 2013	March 18, 2013

Contact your media sales consultant today to reserve your preferred placement.

**Dee Busby (companies A-H)**  
913-344-1411 | Fax: 913-344-1417  
dbusby@ascendintegratedmedia.com

**Suzee Dittberner (companies I-Z)**  
913-344-1420 | Fax: 913-344-1492  
sdittberner@ascendintegratedmedia.com



*All rates are net. Cancellations are nonrefundable.*

# ASCEND INTEGRATED MEDIA ADVERTISING AGREEMENT

Subject to acceptance by Ascend Integrated Media LLC  
All advertising subject to Hinman approval.



**HINMAN**  
A T L A N T A

## HINMAN 2013

Please complete the following information:

Advertiser: \_\_\_\_\_ Agency (if applicable): \_\_\_\_\_  
Billing Information:  Agency  Advertiser Contact Name: \_\_\_\_\_  
Billing Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### GUIDE TO TECHNICAL EXHIBITS #131100

#### Standard options

Full Page \_\_\_\_\_ \$7,830  
1/2 Page \_\_\_\_\_ \$5,480  
1/3 Page \_\_\_\_\_ \$4,300  
1/4 Page \_\_\_\_\_ \$3,130

#### Preferred placement

Back Cover \_\_\_\_\_ \$12,530  
Inside Front Cover \_\_\_\_\_ \$10,960  
Inside Back Cover \_\_\_\_\_ \$9,790  
Floor Plan Premium \_\_\_\_\_ \$13,815  
Dinning Dollar Sponsorship \_\_\_\_\_ \$5,160

#### Specialty options

Gatefold Cover \_\_\_\_\_ \$30,150  
Belly Band \_\_\_\_\_ \$13,750  
Two-sided Bookmark \_\_\_\_\_ \$9,010  
Pre-Printed Insert, Tip-in, Bind-in \_\_\_\_\_  
*Price upon request*

#### Options we can create for you

New Product Showcase Ad \_\_\_\_\_ \$1,960  
Product Category Mini-Ad \_\_\_\_\_ \$825  
Highlighted Listing with Logo \_\_\_\_\_ \$350  
New Product Flag \_\_\_\_\_ \$275

### DECEMBER UPDATE eNEWSLETTER #123367

Half Banner Ad \_\_\_\_\_ \$1,750  
Rectangle Ad, 2nd Position \_\_\_\_\_ \$1,250  
Rectangle Ad, 3rd Position \_\_\_\_\_ \$1,250  
Cube Ad \_\_\_\_\_ \$1,250

### JANUARY UPDATE eNEWSLETTER #133365

Half Banner Ad \_\_\_\_\_ \$1,750  
Rectangle Ad, 2nd Position \_\_\_\_\_ \$1,250  
Rectangle Ad, 3rd Position \_\_\_\_\_ \$1,250  
Cube Ad \_\_\_\_\_ \$1,250

### FEBRUARY UPDATE eNEWSLETTER #133366

Half Banner Ad \_\_\_\_\_ \$1,750  
Rectangle Ad, 2nd Position \_\_\_\_\_ \$1,250  
Rectangle Ad, 3rd Position \_\_\_\_\_ \$1,250  
Cube Ad \_\_\_\_\_ \$1,250

### MARCH UPDATE eNEWSLETTER #133368

Half Banner Ad \_\_\_\_\_ \$1,750  
Rectangle Ad, 2nd Position \_\_\_\_\_ \$1,250  
Rectangle Ad, 3rd Position \_\_\_\_\_ \$1,250  
Cube Ad \_\_\_\_\_ \$1,250

### APRIL UPDATE eNEWSLETTER #133369

Half Banner Ad \_\_\_\_\_ \$1,750  
Rectangle Ad, 2nd Position \_\_\_\_\_ \$1,250  
Rectangle Ad, 3rd Position \_\_\_\_\_ \$1,250  
Cube Ad \_\_\_\_\_ \$1,250

Please write your initials next to selected ad sizes.

Total Amount: \$ \_\_\_\_\_

### Terms

Signing this agreement indicates firm space commitment in accordance with the corresponding rate card. A faxed, signed copy of this agreement is also binding.

Advertising agency and/or client are liable should one or the other default. Cancellations are nonrefundable.

All rates are net. Payment is due at space deadline. No agency or cash discounts are permitted. A minimum \$500 late fee will be charged for materials received after the materials deadline.

Advertiser agrees that the publisher's liability (if any), due to omissions or errors in such advertising, shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred; liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred. No adjustments will be made to any free listing or advertisement.

### Option to pay by credit card

VISA  MasterCard  American Express  Discover Expiration Date \_\_\_\_\_

Card Number \_\_\_\_\_ Authorized Signature \_\_\_\_\_

I have read and agree to the terms as set forth on this document.

Authorized Advertiser/Agency Signature & Title \_\_\_\_\_

PO# (if necessary) \_\_\_\_\_

**GET A 15% DISCOUNT**  
by reserving your space  
by Dec. 15.

#### Deadlines

#### Hinman Guide to Technical Exhibits

Space/payment due: Jan. 24, 2013  
Materials due: Feb. 4, 2013

#### December Update eNewsletter

Space/payment due: Nov. 12, 2012  
Materials due: Nov. 19, 2012

#### January Update eNewsletter

Space/payment due: Dec. 20, 2012  
Materials due: Dec. 31, 2012

#### February Update eNewsletter

Space/payment due: Jan. 21, 2013  
Materials due: Jan. 28, 2013

#### March Update eNewsletter

Space/payment due: Feb. 11, 2013  
Materials due: Feb. 18, 2013

#### April Update eNewsletter

Space/payment due: March 11, 2013  
Materials due: March 18, 2013

#### Dee Busby (companies A-H)

913-344-1411  
Fax: 913-344-1417  
dbusby@ascendintegratedmedia.com

#### Suzee Dittberner (companies I-Z)

913-344-1420  
Fax: 913-344-1492  
sdittberner@ascendintegratedmedia.com

#### Please remit payments to:

Ascend Integrated Media LLC  
P.O. Box 870939  
Kansas City, MO 64187-0939

#### Sign and return to:

#### Dee Busby

Ascend Integrated Media LLC  
7015 College Blvd., Suite 600  
Overland Park, KS 66211  
Fax: 913-344-1417  
dbusby@ascendintegratedmedia.com





### Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at [www.swop.org](http://www.swop.org) or <http://www.adobe.com/designcenter/acrobat/articles/acr6pdfx.html>.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (12-point offset).
- Only one ad per PDF document. (Submit full-page spreads as single-page files, indicating right-hand page [RHP] and left-hand page [LHP] in file names.)

### Document setup

- Use QuarkXPress or Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit [www.adobe.com](http://www.adobe.com).
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be Type 1 or OpenType (Multiple Master Fonts are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).
- Reversed text must be a minimum of 10 points.

### Unacceptable file types

Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted. If you need assistance with your ad creation, contact your Ascend Integrated Media sales representative.

### Product logos

Logos for Highlighted Listings should be submitted at 300 dpi at a minimum size of 2-1/4" x 1" in TIF, JPG or EPS format (vector EPS preferred).

### Specifications for eBlasts

- Ads must be in GIF or JPG format at 72 dpi, RGB and submitted at actual size. (SWF files are not accepted).
- URL must be submitted along with creative material by email or in a Word document. Both the ad and the URL for linking are subject to the approval of the association.
- The maximum ad file size is 100kb–125kb.

- All third-party vendor supplied tags are subject to approval and must be accompanied by actual GIF or JPG image(s) and destination URL. In addition, tags need to be distinct for email or site usage.

### Submitting digital files

Contact your Ascend Integrated Media representative for your upload instructions and unique login and password.

### Proofs

Contract proofs are required for all ads. A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP-approved. View specifications online at [www.swop.org](http://www.swop.org). Without an accurate SWOP-provided proof, Ascend Integrated Media cannot be held responsible for the outcome of color on press.

### Submitting required proofs

Mail proofs to:  
Ascend Integrated Media LLC  
Attn: Hinman 2013  
7015 College Blvd., Suite 600  
Overland Park, KS 66211  
913-469-1110

### Important notes

- All advertising is subject to Hinman approval.
- A minimum \$500 late fee will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. Cancellations are nonrefundable.
- No agency commission or cash discounts accepted.
- All quantities are based on projected attendance and room blocks at the time the rate card is printed.

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication. Although every effort is made to preserve advertising materials in their original condition, publisher is not responsible for lost or damaged advertising materials after publication.

**Please remit payments to:**  
Ascend Integrated Media LLC  
P.O. Box 870939  
Kansas City, MO 64187-0939

### Directories ad sizes and dimensions

Publication size: 8-3/8" x 10-7/8" (trim)

Trim: Final page dimensions.

Bleed: Size required for an ad to bleed off the edges of a page. (1/8" past trim)

Safety/Live Area: All text and graphics not intended to bleed. (1/4" from trim)

#### Covers and Full Page

##### Bleed

8-5/8" x 11-1/8"

##### Trim

8-3/8" x 10-7/8"

##### Safety/Live Area

7-7/8" x 10-3/8"

##### Non-Bleed Ad

7" x 10"

#### 1/2 Page Horizontal

7" x 5"

(no bleed)



#### 1/3 Page

2-1/4" x 10"

(no bleed)

#### 1/4 Page

3-1/2" x 5"

(no bleed)

#### New Product Showcase

2-1/4" x 5"

(no bleed)

#### Product Category Ad

2-1/4" x 2-1/4"

(no bleed)

#### Dinning Dollar Sponsorship

##### Bleed

8" x 3-7/8"

##### Trim

7-3/4" x 3-5/8"

##### Live Area

7-1/4" x 3-1/8"

#### New Product Flag

1/2" x 2-1/2"

#### Highlighted Listing with logo

up to 2-1/4" x 1"

(Background box color to be determined.)

### eBlast ad sizes and dimensions

**Cube ad**  
180 x 200 px

**Half banner ad**  
316 x 200 px

**Rectangle ads**  
160 x 250 px

