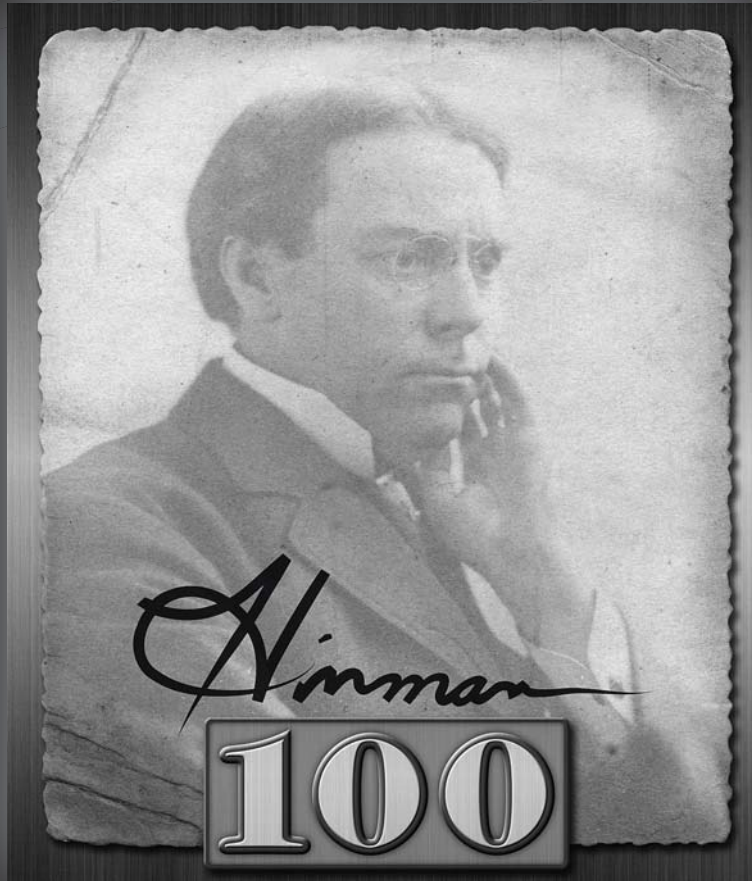




**H I N M A N**  
A T L A N T A



**100 YEARS OF MAKING CONNECTIONS**

**What do you want to say to this audience?**

**THE 100TH THOMAS P. HINMAN DENTAL MEETING**

**MARCH 22 – 24, 2012**



Georgia World Congress Center • Omni Hotel at CNN Center

Sponsored by the Hinman Dental Society of Atlanta

Dr. A. Allen French, General Chairman • Dr. Dave C. Lee, President

## Dear exhibitor,

The Thomas P. Hinman Dental Meeting, one of the country's premier continuing education dental meetings, will celebrate 100 years with an unmatched education program and technical exhibits.

Again this year, Hinman has partnered 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.

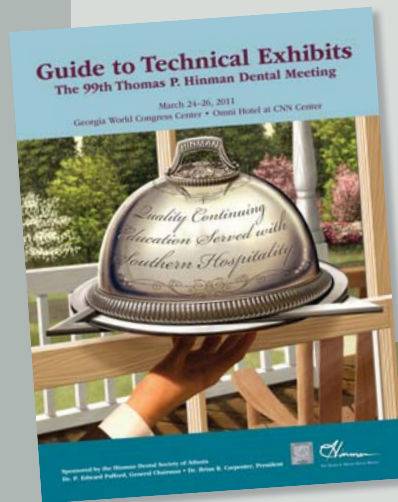
Sincerely,



Wendy McGar  
Exhibits Manager

Advertisers in the **Hinman Guide to Technical Exhibits** also will be included in the **Hinman Show specials listing** within the guide and on the **Hinman website**.

# 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. 27, 2012

Materials due: Feb. 6, 2012

## PREMIUM PLACEMENTS COMMAND ATTENTION

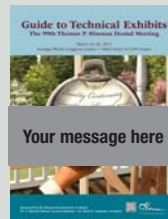
### Gate Fold Cover

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



### Two-Sided Bookmark\*

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



### 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



### Cover Positions

Back Cover, Inside Front Cover, Inside Back Cover

### Pre-Printed Insert\*

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

\* 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.

# 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

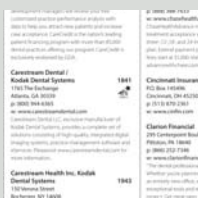
Stand out on your listing's page when buyers reference companies by name. We highlight your listing's background and logo. You supply:

- Company logo



## New Product Flag

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



# Official UPDATE eNEWSLETTER

## 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.

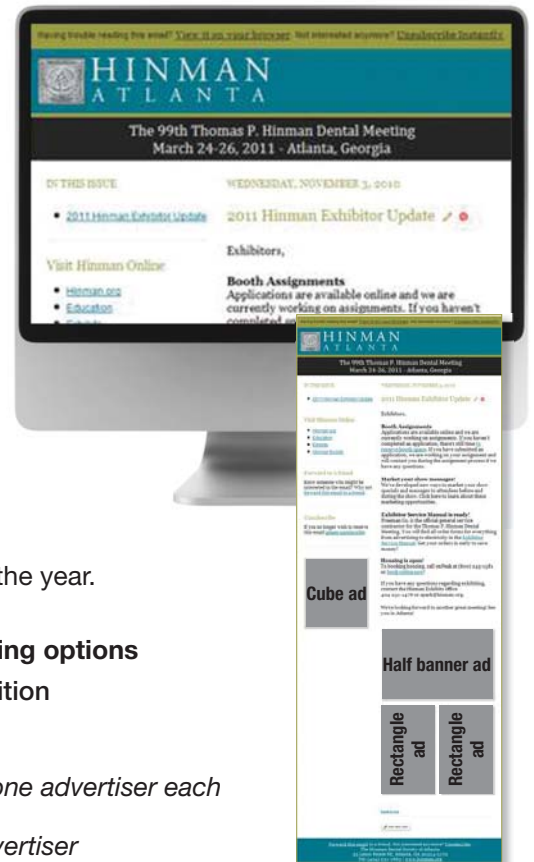
## Update eNewsletter advertising options

**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 2011	Nov. 21, 2011	Nov. 28, 2011
Mid-January 2012	Jan. 2, 2012	Jan. 9, 2012
Mid-February 2012	Jan. 30, 2012	Feb. 6, 2012
Early March 2012	Feb. 20, 2012	Feb. 27, 2012
Early April 2012	March 19, 2012	March 26, 2012

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

### Dee Busby (companies A-F)

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

### Marybeth Robeson (companies G-K)

913-344-1316 | Fax: 913-344-1417  
mroberson@ascendintegratedmedia.com

### Tim McCormack (companies L-Z)

913-344-1367 | Fax: 913-344-1417  
tmccormack@ascendintegratedmedia.com

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

# ASCEND INTEGRATED MEDIA ADVERTISING AGREEMENT

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



# H I N M A N

A T L A N T A

## HINMAN 2012

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 #121100

<b>Standard options</b>	
Full Page	_____ \$7,830
2/3 Page	_____ \$5,480
1/2 Page	_____ \$4,300
1/4 Page	_____ \$3,130

<b>Preferred placement</b>	
Back Cover	_____ \$12,530
Inside Front Cover	_____ \$10,960
Inside Back Cover	_____ \$9,790
Floor Plan Premium	_____ \$13,815

<b>Specialty options</b>	
Gatefold Cover	_____ \$30,150
Belly Band	_____ \$13,750
Two-sided Bookmark	_____ \$9,010
Pre-Printed Insert, Tip-in, Bind-in	_____

*Price upon request*

<b>Options we can create for you</b>	
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 #123365

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

### FEBRUARY UPDATE eNEWSLETTER #123366

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

### MARCH UPDATE eNEWSLETTER #123368

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

### APRIL UPDATE eNEWSLETTER #123369

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. 27, 2012  
 Materials due: Feb. 6, 2012

**December Update eNewsletter**  
 Space/payment due: Nov. 21, 2011  
 Materials due: Nov. 28, 2011

**January Update eNewsletter**  
 Space/payment due: Jan. 2, 2012  
 Materials due: Jan. 9, 2012

**February Update eNewsletter**  
 Space/payment due: Jan. 20, 2012  
 Materials due: Feb. 6, 2012

**March Update eNewsletter**  
 Space/payment due: Feb. 20, 2012  
 Materials due: Feb. 27, 2012

**April Update eNewsletter**  
 Space/payment due: March 19, 2012  
 Materials due: March 26, 2012

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

**Marybeth Robeson (companies G-K)**  
 913-344-1316  
 Fax: 913-344-1417  
 mrobeson@ascendintegratedmedia.com

**Tim McCormack (companies L-Z)**  
 913-344-1367  
 Fax: 913-344-1417  
 tmccormack@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 2012  
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


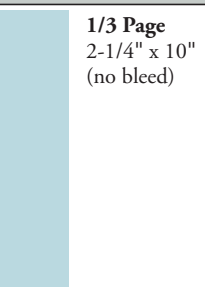
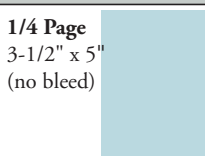
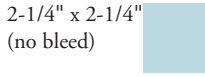



### Directories ad sizes and dimensions

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)

<p><b>Covers and Full Page</b></p> <p><b>Bleed</b> 8-5/8" x 11-1/8"</p> <p><b>Trim</b> 8-3/8" x 10-7/8"</p> <p><b>Safety/Live Area</b> 7-7/8" x 10-3/8"</p> <p><b>Non-Bleed Ad</b> 7" x 10"</p>	<p><b>1/2 Page Horizontal</b> 7" x 5" (no bleed)</p> 
<p><b>1/3 Page</b> 2-1/4" x 10" (no bleed)</p> 	<p><b>1/4 Page</b> 3-1/2" x 5" (no bleed)</p>  <p><b>Product Category Ad</b> 2-1/4" x 2-1/4" (no bleed)</p> 
<p><b>New Product Showcase</b> 2-1/4" x 5" (no bleed)</p>  <p><b>New Product Flag</b> 1/2" x 2-1/2"</p> 	<p><b>Highlighted Listing with logo</b> up to 2-1/4" x 1" (Background box color to be determined.)</p> 

### eBlast ad sizes and dimensions

**Cube ad**  
180 x 200 px

**Half banner ad**  
316 x 300 px

**Rectangle ads**  
160 x 250 px

