You've got a message – allow us to help you deliver it in the most effective and cost-efficient way. A variety of media opportunities will maximize your communications and your advertising budget.

Our specialty publications allow you to deliver the right message to the right audience at the right time. Because our customers have found such value in these targeted publications, we are pleased to continue producing them in 2017. Connect with specialists and general practitioners by advertising in our specialty publications and ONtarget, our bimonthly catalog. Our full range of publications provide many opportunities to showcase your products and promotions to Patterson customers, branches and territory sales representatives throughout the year.

Together, we will support dental practices across the United States with the products and solutions they need. Allow us to help you get your message across.

WELCOME TO THE 2017 MEDIA GUIDE!

Your campaign is about generating interest, visibility and, most of all, sales. The Marketing Specialists at Patterson are knowledgeable and ready to help you plan your marketing campaign for the year.

Think about the audience you will reach. Is it the doctor, hygienist or front office staff? Throughout the year, we’ll identify the best media to deliver your message, multiple times for maximum exposure and brand awareness.

Now that you’ve devised a strategy, crafted your message and planned your campaign, it’s time to connect with your audience. Within this media guide, you’ll find the tools and resources to effectively market your products and promotions. Get started today!

Contact your Marketing Specialist today! 800.328.5536
WHAT'S INSIDE

2017 Publication Calendar .................... 5-8
ONtarget ....................................... 10-11
Hygiene Guide ................................. 12-13
Lab Savings Guide ......................... 14-15
Endo Insider .................................. 16-17
The Wave .................................... 18-19
Sparkle ....................................... 20-21
Infection Control ............................ 22-23
Rotary Handpiece Catalog .............. 24-25
Patterson Today .............................. 26-27
Equipment & Technology Year-End Savings Guide .............. 28-29
Tradeshow Preview ......................... 30-31
Package Stuffer Program ............... 32-33
NewsBreak .................................... 34-35
Patterson Office Supplies ............... 36-37
Patterson Advantage ...................... 38
New Product Submission ................. 39
pattersondental.com ..................... 40
Auto Free Goods (AFG) .................. 41
Ad Reservation Request and Media Specifications .......... 42
Working with Our Branches .......... 43
Specialized Page Specifications ...... 44-45
# 2017 Publication Calendar

**Target Audience**
- General Dentist
- Hygienist
- Assistant
- Office Manager
- Endodontist
- Orthodontist
- Pedodontist
- Lab

## Publications

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**Media Coverage**

- **Ads Due Dates:**
  - JAN 2016
  - FEB 2016
  - MAR 2016
  - APR 2016
  - MAY 2016
  - JUN 2016
  - JUL 2016
  - AUG 2016
  - SEP 2016
  - OCT 2016
  - NOV 2016
  - DEC 2016

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*Please see pages 30-31 for TradeShow Opportunities and Ad Due Dates.*
PUBLICATIONS

- endo INSIDER
- ontarget
- Rotary handpiece CATALOG
- your guide for hygiene
- infection CONTROL
- Equipment & Technology
- patterson today
- The Wave
- Sparkle
- Orthodontic Catalog 2016

Contact your Marketing Specialist today! 800.328.5536
Market a wide variety of your products throughout the year with bimonthly issues of ONtarget. This publication appeals to the entire practice by offering supplies for all your dental customers’ needs. Our staple publication, ONtarget is a great avenue to launch new products and promotions because of the circulation frequency.

Each issue of ONtarget mails to 125,000 dental practices, and contains money-saving offers and information about your products’ features and benefits. This is a must-read publication for front office staff, hygienists and assistants!

PUBLICATION SPECIFICATIONS
TRIM SIZE: 8” W x 10.5” H
FULL PAGE LIVE AREA: 7.375” W x 9.5” H
FULL BLEED: N/A
ONSERTS, INSERTS AND GATEFOLDS: See pages 46-47 for specs

AD SPECIFICATIONS
FULL PAGE 7.375” W x 9.5” H
HALF PAGE 7.375” W x 4.625” H
QUARTER PAGE 3.575” W x 4.675” H

MAILING AND CIRCULATION
Mailed to approximately 125,000 GENERAL PRACTITIONERS
Patterson sales representatives distribute 40,000 ADDITIONAL COPIES

MEDIA COVERAGE
Any ad submitted after due date may not make it into the publication and we may reserve the right to charge 1/2 price on the ad space requested. Extensive changes may result in creative fees. All ad reservation requests are first-come, first-served.

COST PER IMPRESSION
(based on a circulation of 165,000)
FULL PAGE $12,200
HALF PAGE $8,200
1/4 PAGE $4,200
BACK COVER $14,700
GATEFOLD $40,200
CENTER INSERT $20,200
2-COLUMN INSERT $15,700
6-COLUMN INSERT $25,200
BIND-IN $16,200

CONSIDER ONTARGET FOR:
• Product launches
• Special pricing
• Promotions
• Auto free goods/vendor redemptions
• Brand awareness
Trustworthy and time-saving – these are the keywords that hygienists look for in their tools, as well as their publications. With the Hygiene Guide, we give them exactly what they’re looking for and more!

The Hygiene Guide is published two times a year and polybagged with ONtarget, putting it in the hands of more than 125,000 general practice staff nationwide. Plus, the Guide also mails with the Dimensions of Dental Hygiene publication.

**MATERIAL COVERAGE**

<table>
<thead>
<tr>
<th>Publication Date</th>
<th>Ad Due Date</th>
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<tbody>
<tr>
<td>January / February</td>
<td>September 30, 2016</td>
</tr>
<tr>
<td>March 31, 2017</td>
<td>July / August</td>
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Patterson sales representatives distribute approximately 35,000 additional copies.

**COST PER IMPRESSION**

Cost per ad (in dollars)

<table>
<thead>
<tr>
<th>Placement</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$11,200</td>
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<td>Half Page</td>
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<td>1/4 Page</td>
<td>$3,950</td>
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<tr>
<td>Back Cover</td>
<td>$13,700</td>
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<tr>
<td>Front Gatefold</td>
<td>$26,200</td>
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<td>Back Gatefold</td>
<td>$23,200</td>
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<td>Center Insert</td>
<td>$18,200</td>
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<td>2-4 Page Insert</td>
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<tr>
<td>6-8 Page Insert</td>
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<td>Bind-In</td>
<td>$15,200</td>
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1/4 page spreads are $2,300 less than the Full Page.

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<th>Placement</th>
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<td>Full Page</td>
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<td>6-8 Page Insert</td>
<td>$25,200</td>
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<tr>
<td>Bind-In</td>
<td>$15,200</td>
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*Note: Cost per ad is based on 232,000 circulation.*
Many of your promotions run quarterly, including those directed at the technicians who are working in the lab. Now, you can reach the audience responsible for ordering supplies and technical products in the lab and make them aware of your promotions each quarter.

The Lab Partner email is one of the many ways Patterson is working to enhance the way our customers do business with us and our partners. If you’re looking for a timely way to provide relevant information about your products and promotions, the Lab Partner email is it!

### Media Coverage

Any ad submitted after due date may not make it into the publication and we may reserve the right to charge 1/2 price on the ad space requested. Extensive changes may result in creative fees. All ad reservation requests are first-come, first-served.

#### Consider Lab Partner Guide For:
- Product launches
- Special pricing
- Quarterly promotions
- Any and all lab-related products

<table>
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<td>OCTOBER 3, 2016</td>
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<td>April - June</td>
<td>FEBRUARY 1, 2017</td>
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<td>July - September</td>
<td>MAY 5, 2017</td>
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<td>October - December</td>
<td>AUGUST 1, 2017</td>
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### Cost Per SKU (In Dollars)

- (1) Product SKU: $2,000
- (2) Product SKUs: $3,000
- (3) Product SKUs: $4,000

Contact your Marketing Specialist today! 800.328.5536
Did you know that 90 percent of general dental practices also practice endodontics?

Endo Insider features relevant articles from industry experts and mails with the Journal of Endodontics, making it the perfect opportunity for you to put your products directly into the hands of those who use them.

**Mailing and Circulation**

Mailed to approximately **125,000**

GENERAL PRACTITIONERS

Mailed to approximately **6,000**

ENDODONTIC SPECIALISTS

Patterson sales representatives distribute **35,000**

ADDITIONAL COPIES

**Media Coverage**

Any ad submitted after due date may not make it into the publication and we may reserve the right to charge 1/2 price on the ad space requested. Extensive changes may result in creative fees. All ad reservation requests are first-come, first-served.

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<td>DECEMBER 1, 2016</td>
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Mailed to approximately **125,000**

GENERAL PRACTITIONERS

Mailed to approximately **6,000**

ENDODONTIC SPECIALISTS

Patterson sales representatives distribute **35,000**

ADDITIONAL COPIES

**Cost Per Impression**

Based on circulation of 166,000

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<td>$5,500</td>
<td>$9,950</td>
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PATTISON DENTAL • 2017 MEDIA GUIDE

Contact your Marketing Specialist today! 800.328.5536
Today’s modern orthodontic practice knows that Patterson provides everything they need, from the front office to the back, with the cutting-edge software needed to connect it all.

To promote the products and services that the orthodontic team relies upon, we publish The Wave annual catalog, which is targeted at 30,000 highly engaged practices across the U.S., and distributed at the American Association of Orthodontists (AAO) show in April. From instruments and preventive products to equipment and technology, if your product pertains to orthodontics, this is the most engaging publication in which to reach your target audience.

Mailing and Circulation

Mailed to approximately 8,000 Orthodontists

Patterson sales representatives distribute 22,000 additional copies

Consider the Wave for:
- Orthodontic accessories
- Orthodontic instruments
- Orthodontic equipment units and chairs

Media Coverage

Any ad submitted after due date may not make it into the publication and we may reserve the right to charge 1/2 price on the ad space requested. Extensive changes may result in creative fees. All ad reservation requests are first-come, first-served.

Publication Specifications

Trim Size: 8” W x 10.75” H
Full Page Live Area: 7.125” W x 9.75” H
Full Bleed: N/A

Ad Specifications

7.125” W x 9.75” H

Cost per Impression

Based on circulation of 30,000

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2017 Publication Date
April
Ad Due Date
JANUARY 16, 2017
Pediatric dentistry is a unique and rewarding specialty, one that requires specialty products—and deserves its own publication!

Sparkle is a great way for our partners to directly address Patterson’s U.S. pediatric practice customers who work with children and young adults age 18 and younger. Of course, nearly all general practices see children and young adults; that’s why Sparkle is also mailed directly to over 125,000 dental practices and hand-distributed by Patterson’s territory sales representatives to 35,000 additional dental customers.

**Publication Specifications**

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**Ad Specifications**

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**Mailing and Circulation**

Mailed to approximately 125,000 general practitioners & pediatric dentists

Patterson sales representatives distribute 35,000 additional copies

**Consider Sparkle for:**

- Pediatric-focused products
- Special pricing and promotions
- Product launches

**Media Coverage**

Any ad submitted after due date may not make it into the publication and we may reserve the right to charge 1/2 price on the ad space requested. Extensive changes may result in creative fees. All ad reservation requests are first-come, first-served.

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**Cost per Impression**

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<td>$9,950</td>
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Contact your Marketing Specialist today! 800.328.5536

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SPARKLE MAILING AND CIRCULATION
Infection Control is an annual publication that hits mailboxes in November, right before the start of cold and flu season. Be sure to take advantage of this specialty publication to get your products and promotions in front of the entire practice.

Infection Control also contains resources to help a practice remain OSHA-compliant. This specialty publication offers products that reduce the risk of infection and ensure a safe and clean working environment.

**Mailing and Circulation**

Mailed to approximately

125,000

General Practitioners

Patterson sales representatives distribute

40,000

additional copies

**Consider Infection Control for:**
- Special pricing
- Product launches
- Promotions

**Media Coverage**

Any ad submitted after due date may not make it into the publication and we may reserve the right to charge 1/2 price on the ad space requested. Extensive changes may result in creative fees. All ad reservation requests are first-come, first-served.

**Publication Specifications**

| TRIM SIZE: | 8" W x 10.5" H |
| FULL PAGE LIVE AREA: | 7.125" W x 9.375" H |
| FULL BLEED: | N/A |

**Ad Specifications**

- FULL PAGE: 7.125" W x 9.375" H
- HALF PAGE: 7.125" W x 4.5625" H

**Cost Per Impression**

(based on circulation of 165,000)

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>COST PER IMPRESSION</th>
</tr>
</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>$0.06</td>
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<td>HALF PAGE</td>
<td>$0.04</td>
</tr>
<tr>
<td>BACK COVER</td>
<td>$0.08</td>
</tr>
</tbody>
</table>

**2017 Publication Date**

- January / February
- September / October

**Ad Due Date**

- MAY 29, 2017
- MAY 29, 2017

**Contact your Marketing Specialist today! 800.328.5536**
Our Rotary Handpiece Catalog is a specialty publication that features handpieces, burs, diamonds, finishing and polishing tools, and more.

**AD SPECIFICATIONS**

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
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<tbody>
<tr>
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</tr>
<tr>
<td>HALF PAGE</td>
<td>7.375&quot; W x 4.6875&quot; H</td>
</tr>
</tbody>
</table>

**PUBLICATION SPECIFICATIONS**

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<tr>
<th>Size</th>
<th>8&quot; W x 10.5&quot; H</th>
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</thead>
<tbody>
<tr>
<td>FULL PAGE Live Area</td>
<td>7.125&quot; W x 9.375&quot; H</td>
</tr>
<tr>
<td>FULL BLEED</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**MAILING AND CIRCULATION**

Mailed to approximately 125,000 GENERAL PRACTITIONERS

Patterson sales representatives distribute 40,000 ADDITIONAL COPIES

**CONSIDER ROTARY HANDPIECE CATALOG FOR:**

- Product launches
- Promotions
- In-depth product information

**MEDIA COVERAGE**

Any ad submitted after due date may not make it into the publication and we may reserve the right to charge 1/2 price on the ad space requested. Extensive changes may result in creative fees. All ad reservation requests are first-come, first-served.

**COST PER IMPRESSION**

(based on circulation of 165,000)

<table>
<thead>
<tr>
<th>Type</th>
<th>Cost per impression (in dollars)</th>
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<tbody>
<tr>
<td>FULL PAGE</td>
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<tr>
<td>HALF PAGE</td>
<td>$5,700</td>
</tr>
<tr>
<td>BACK COVER</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

**2017 Publication Date**

January / February

**Ad Due Date**

March / April

NOVEMBER 14, 2016
Coming in 2017, Patterson Today will undergo a complete refresh, widening our focus to cover every aspect of practice management. Dental professionals look forward to each issue of this publication, and we’re excited to bring you a better magazine that’s full of relevant and remarkable stories in 2017.

Here’s a taste of what’s next:
- New Name
- Updated Look
- Fresh Stories

If your product or promotion will enhance the patient experience and improve practice lifestyle, it will be a perfect fit for the updated Patterson Today.

**PUBLICATION SPECIFICATIONS**

TRIM SIZE:
9” W x 10.75” H

FULL PAGE LIVE AREA:
8.125” W x 9.625” H

FULL BLEED:
9.25” W x 11” H

**AD SPECIFICATIONS**

**FULL PAGE**
No Bleed
8.125” W x 5.625” H
With Bleed on all sides
9.25” W x 11” H

**HALF PAGE**
No Bleed
8.125” W x 4.6875” H
With Bleed on all sides
9.25” W x 5.3125” H

**BACK COVER**
With Mailing Panel and 25 Gls on sides and bottom
9.25” W x 7.875” H
No Mailing Panel
8.125” W x 5.625” H

**Mailing and Circulation**

Mailed to approximately 125,000 general practitioners

Patterson sales representatives distribute 25,000 additional copies

**Consider Patterson Today for:**
- Product launches
- Special promotions
- Equipment and technology
- Office design

**Media Coverage**

(Dates subject to change)

- Winter Issue: NOVEMBER 13, 2016
- Spring Issue: FEBRUARY 12, 2017
- Summer Issue: APRIL 30, 2017
- Fall Issue: JULY 1, 2017

**Cost per impression**

<table>
<thead>
<tr>
<th>Page Size</th>
<th>Cost per Ad (in dollars)</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$12,700</td>
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<tr>
<td>Half Page</td>
<td>$8,500</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$15,600</td>
</tr>
</tbody>
</table>

*Prices subject to change*

*Ad must be received by due date and space is subject to availability.*

Any ad submitted after due date may not make it into the publication and we may reserve the right to charge 1/2 price on the ad space requested. Extensive changes may result in creative fees. All ad reservation requests are first-come, first-served.
Each year, Patterson customers look forward to the Equipment & Technology Year-End Savings Guide, which contains special offers on products essential to practice productivity and patient care.

Make sure to save space early in this highly anticipated publication, which is packed to the brim with special offers on select equipment and technology. With annual tax benefits soon to expire, everyone in the practice wants a chance to review the Year-End Savings Guide and the ads within. Don’t miss your opportunity to be included when they make their purchasing decisions!

CONSIDER EQUIPMENT & TECHNOLOGY
YEAR-END SAVINGS GUIDE FOR:

• Product launches
• Promotions
• Equipment offers
• Technology to improve the practice lifestyle

MAILING AND CIRCULATION

Mailed to approximately

125,000

GENERAL PRACTITIONERS

Patterson sales representatives distribute

55,000

ADDITIONAL COPIES

CONTACT YOUR MARKETING SPECIALIST TODAY!  800.328.5536

PUBLISHING SPECIFICATIONS

TRIM SIZE:
8.375” W x 10.75” H
FULL PAGE LIVE AREA:
7.75” W x 9.125” H
FULL BLEED:
N/A

AD SPECIFICATIONS

FULL PAGE
7.75” W x 9.125” H

HALF PAGE
7.75” W x 4.4375” H

MEDIA COVERAGE

Any ad submitted after due date may not make it into the publication and we may reserve the right to charge 1/2 price on the ad space requested. Extensive changes may result in creative fees. All ad reservation requests are first-come, first-served.

2017 Publication Date
JULY 3, 2017

Ad Due Date
September - December

COST PER IMPRESSION

($based on circulation of 180,000)

Must purchase an ad in Patterson Today to advertise in Equipment & Technology Year-End Savings Guide

FULL PAGE
$7,500

$0.04
cost per ad (in dollars)

HALF PAGE
$5,000

$0.03

Patterson Dental • 2017 MEDIA GUIDE
Are tradeshows part of your 2017 marketing strategy? If so, then advertising in Patterson's TradeShow Preview should also be part of your plan. When you reserve space in TradeShow Preview, you'll be promoting your products and services, and advertising your booth number, to drive traffic at the show to dental professionals seeking resources to enhance their business.

Space is limited to maximize exposure for our partners. After you reserve your national tradeshows space, your next call should be to your marketing specialist to ensure that attendees visit your space!
INSTRUCTIONS

1. Contact your Marketing Specialist about products of interest for promoting, as well as any samples that might accompany a promotion.
2. Select the week you want us to distribute your product literature and addresses, see pages 34-35 below. Your printed materials must arrive no sooner than three weeks and no later than one week prior to your scheduled insertion date. If your materials do not arrive within this timeframe, additional fees may apply and/or materials may be destroyed.
3. Submit artwork to your Marketing Specialist, who will review the artwork and communicate any necessary edits.
4. If required, make the necessary edits to your artwork.
5. Choose your printing and delivery method.

(A) Print your approved artwork and send the required quantities to Patterson Dental. Patterson Dental will have your materials printed and distributed through the appropriate channels. Please note that additional costs will apply.
(B) Send your approved artwork to your Marketing Specialist, who will have it printed through Patterson Fulfillment Facility and will distribute them through the appropriate channels. Please note that additional costs will apply.

ITEM REQUIREMENTS

✓ Materials and samples must promote products sold by Patterson Dental.
✓ Materials must include:
  - The Patterson Dental logo
  - The following statement: “For more information or to place your order, contact your Patterson representative or local branch, visit pattersondental.com or call 800.873.7683.”
  - Related Patterson item numbers and pricing
  - Promotion expiration date(s)
  - Redemption information
  - Do not compare by brand name your products to other products that Patterson Dental markets.

Sample(s) can be trifold, gatefold or booklet format. Patterson Dental recommends a maximum advertising area of 8.5” W x 11” H unless literature is a trifold or gatefold.

Patterson will not accept samples for any product considered a HAZMAT or ORM-D consumer commodity item, or pharmaceutical or medical devices. Materials must be latex free.

DISTRIBUTION CENTERS, Fulfillment Facility Quantities & Addresses

1. SEND 1,600 PIECES TO:
   - Kent, WA Distribution Center
   - Attn: Team Leader, Package Stuffer Week of: ___
   - 549 South 238th St, Suite 100
   - Kent, WA 98032

2. SEND 2,800 PIECES TO:
   - Blythewood, SC Distribution Center
   - Attn: Team Leader, Package Stuffer Week of: ___
   - 925 Carolina Pines Blvd., Suite A
   - Blythewood, SC 29016

3. SEND 2,000 PIECES TO:
   - Fort Worth, TX Distribution Center
   - Attn: Team Leader, Package Stuffer Week of: ___
   - 2201 Eagle Parkway
   - Fort Worth, TX 76177

4. SEND 2,000 PIECES TO:
   - Jacksonsville, FL Distribution Center
   - Attn: Team Leader, Package Stuffer Week of: ___
   - 1601 Tradepoint Drive
   - Jacksonville, FL 32218

5. SEND 1,200 PIECES TO:
   - Blythewood, SC Distribution Center
   - Attn: Team Leader, Package Stuffer Week of: ___
   - 925 Carolina Pines Blvd., Suite A
   - Blythewood, SC 29016

6. SEND 3,600 PIECES TO:
   - Mount Joy, PA Distribution Center
   - Attn: Team Leader, Package Stuffer Week of: ___
   - 1401 Tradeport Drive
   - Mount Joy, PA 17552

7. SEND 3,600 PIECES TO:
   - South Bend, IN Distribution Center
   - Attn: Team Leader, Package Stuffer Week of: ___
   - 7005 Cleveland Road
   - South Bend, IN 46628

8. SEND 3,200 PIECES TO:
   - Blythewood, SC Distribution Center
   - Attn: Team Leader, Package Stuffer Week of: ___
   - 925 Carolina Pines Blvd., Suite A
   - Blythewood, SC 29016

9. SEND 1,600 PIECES FOR NEWSBREAK TO:
   - Patterson Fulfillment Facility
   - Patterson Office Supplies
   - Attn: (Month) Newsbreak
   - Patterson Business Center
   - 370 N. Duncan Road
   - Spartanburg, SC 29302

**Samples MUST be approved by your Marketing Specialist. Samples are NOT required. Samples will not ship if considered HAZMAT or ORM-D consumer commodity item, or pharmaceutical or medical device. Patterson Dental reserves the right to destroy your printed materials and you will be charged the full insertion fee.

†Patterson only accepts materials and you will be charged the full insertion fee.

Fees for samples are calculated and may result in a cancellation fee of $300.

**A check must be submitted to the Patterson Fulfillment Facility for Newsbreak on page 35. For distribution center/fulfillment facility quantities and addresses, see pages 36-37 below. Your printed materials must arrive no sooner than three weeks and no later than one week prior to your scheduled insertion date. If your materials do not arrive within this timeframe, additional fees may apply and/or materials may be destroyed.

– Or –

B) Send your approved artwork to your Marketing Specialist, who will have it printed through Patterson Fulfillment Facility and will distribute them through the appropriate channels. Please note that additional costs will apply.

Sent to approximately

20,000 ITEMS SENT TO PATTERSON’S EIGHT DISTRIBUTION CENTERS

Distributed with Newsbreak

1,600 ITEMS SENT TO PATTERSON’S FULFILLMENT FACILITY FOR NEWSBREAK

QUANTITIES AND PRICING

ITEMS SENT TO PATTERSON’S EIGHT DISTRIBUTION CENTERS

DEADLINE: Materials due no sooner than three weeks prior to, but no later than one week prior to scheduled date.

DISTRIBUTION MEDIA FREQUENCY:

ONE WEEK

INSERTION FEE:

$3,300

SEND 3,600 PIECES TO:

7. South Bend, IN Distribution Center

SEND 2,800 PIECES TO:

3. Blythewood, SC Distribution Center

SEND 1,600 PIECES TO:

5. Fort Worth, TX Distribution Center

SEND 2,000 PIECES TO:

4. Jacksonsville, FL Distribution Center

SEND 2,800 PIECES TO:

2. Blythewood, SC Distribution Center

SEND 2,000 PIECES TO:

3. South Bend, IN Distribution Center

SEND 1,200 PIECES TO:

1. Kent, WA Distribution Center

PACKAGING STUFFER PROGRAM

Thousands of customer packages ship daily from Patterson’s eight distribution centers. Through our package stuffer program, you can reach these actively purchasing, highly receptive Patterson customers with sales materials or sample products.

Plus, as an added BONUS, we’ll include your materials and/or samples in NewsBreak, a monthly promotional package mailed to 1,600 Patterson territory sales representatives and branch employees. (See pages 36-37 for more information about NewsBreak.)

With our Package Stuffer Program, you supply it, and we’ll mail it! Follow the instructions below to schedule your week of package stuffers today.
NEWSBREAK

NewsBreak is a convenient and cost-effective way to inform 1,200 Patterson territory sales representatives and 400 region managers, branch managers and customer service representatives about your current promotions and product launches, or to send samples when applicable.

NewsBreak is shipped directly to our territory sales representatives’ homes as well as to each of our 73 branch locations. It’s a great marketing tool if you’re targeting Patterson employees, or a powerful multi-tiered approach when used in conjunction with our Package Stuffer Program (see pages 34-35 for more information).

With NewsBreak, you supply it, and we’ll mail it! Follow the instructions below to schedule a month in NewsBreak today.

**INSTRUCTIONS**

We recommend that you allow at least one month prior to your desired NewsBreak insertion month to complete this entire process.

1. Contact your Marketing Specialist about product(s) of interest for promoting, as well as any sample(s) that might accompany a promotion.
2. Submit artwork to your Marketing Specialist, who will review it and communicate any necessary edits.
3. If required, make the necessary edits to your artwork. Your Marketing Specialist will provide you with final approval once edits are made.
4. If you are printing and shipping your materials:
   - (A) Print in the following quantities:
     - Option 1: 1,200 Tearpads (25 or 50 sheets/each)
     - Option 2: 1,600 Single Sheets
     - 400 Single Sheets
   - (B) Mail promotional materials to the Patterson Fulfillment Facility (see address below on page 36);
   - (C) Materials must arrive on or before the 15th of the month prior to your insertion month. If your materials do not arrive within this timeframe, additional fees may apply and/or materials may be destroyed.***
5. If the Patterson Fulfillment Facility is printing your materials:
   - (A) Send your approved artwork to your Marketing Specialist on or before the 10th of the month prior to your insertion month.
   - (B) Your Marketing Specialist will have your materials printed through Patterson Fulfillment Facility. Please note that additional costs will apply. See printing costs on page 37.****

**ITEM REQUIREMENTS**

- Materials and samples must promote products sold by Patterson Dental
- Materials must include:
  - The Patterson Dental logo
  - The following statement: For more information or to place your order, contact your Patterson representative or local branch, visit pattersondental.com or call 800.873.7683.
  - Related Patterson item numbers and pricing
  - Promotion expiration date(s)
  - Redemption information
- Do not compare by brand name your products to other products that are sold by Patterson
- Materials cannot exceed 8.5” W x 11” H unless literature is a trifold or gatefold**
- Materials and samples must be latex free.*
- Patterson will not accept samples for any product considered a HAZMAT or ORM-D consumer commodity item, or pharmaceutical or medical devices. Materials must be latex free.

**PRINTING OPTIONS:***

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>25/pad (1-sided)</td>
<td>$2,070.00</td>
</tr>
<tr>
<td>25/pad (2-sided)</td>
<td>$2,800.00</td>
</tr>
<tr>
<td>50/pad (1-sided)</td>
<td>$3,960.00</td>
</tr>
<tr>
<td>50/pad (2-sided)</td>
<td>$5,025.00</td>
</tr>
</tbody>
</table>

**INSERTION & PRINTING COSTS**

1. **INSERTION OPTION 1:**
   - 1,200 Tearpads + 400 Single Sheets = $1,400
2. **INSERTION OPTION 2:**
   - 1,600 Single Sheets = $800

**TEARPADS WITH COVER LETTER**

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>25/pad (1-sided)</td>
<td>$2,070.00</td>
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<tr>
<td>25/pad (2-sided)</td>
<td>$2,800.00</td>
</tr>
<tr>
<td>50/pad (1-sided)</td>
<td>$3,960.00</td>
</tr>
<tr>
<td>50/pad (2-sided)</td>
<td>$5,025.00</td>
</tr>
</tbody>
</table>

**PATTERSON FULFILLMENT FACILITY**

Patterson Office Supplies
ATTN: (month) NewsBreak
3310 N. Duncan Road
Champaign, IL 61822

*Samples MUST be approved by your Marketing Specialist. Samples are NOT required. Samples will not ship if not consistent with Patterson’s standards on medical devices. Materials must be latex free.
**Network MUST have Marketing Specialist approval before literature and/or samples will be printed and distributed.
***Network has not been approved by your Marketing Specialist. Patterson has the right to destroy your printed materials until you will be charged the full insertion fee.
****Cancellations less than three weeks prior to scheduled insert date may result in a cancellation fee of $500.

Contact your Marketing Specialist today! 800.328.5536
PATTERSON OFFICE SUPPLIES

We'll print and distribute your promotional marketing materials to our sales force!
All you need to do is provide us with your final artwork file – we’ll print the piece and place it in our internal fulfillment program for use by our territory sales representatives.

We’ll print everything you need!
Provide Patterson Office Supplies with your company logo and information and we’ll print whatever you need. Stationery, business cards and much, much more. Ask your Marketing Specialist for more information on what Patterson Office Supplies can do for you.

FLYERS
8.5" x 11"

<table>
<thead>
<tr>
<th>QTY</th>
<th>TOTAL COST* (IN DOLLARS)</th>
<th>COST PER PIECE* (IN CENTS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>500 QTY</td>
<td>$70</td>
<td>$0.14</td>
</tr>
<tr>
<td>1,000 QTY</td>
<td>$130</td>
<td>$0.13</td>
</tr>
<tr>
<td>2,500 QTY</td>
<td>$325</td>
<td>$0.13</td>
</tr>
<tr>
<td>5,000 QTY</td>
<td>$650</td>
<td>$0.13</td>
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</table>

POSTCARDS

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<thead>
<tr>
<th>QTY</th>
<th>TOTAL COST* (IN DOLLARS)</th>
<th>COST PER PIECE* (IN CENTS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>500 QTY</td>
<td>$40</td>
<td>$0.08</td>
</tr>
<tr>
<td>1,000 QTY</td>
<td>$80</td>
<td>$0.08</td>
</tr>
<tr>
<td>2,500 QTY</td>
<td>$175</td>
<td>$0.07</td>
</tr>
<tr>
<td>5,000 QTY</td>
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<td>$0.07</td>
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</table>

BROCHURES
8.5" x 11" | 4-PANEL

<table>
<thead>
<tr>
<th>QTY</th>
<th>TOTAL COST* (IN DOLLARS)</th>
<th>COST PER PIECE* (IN CENTS)</th>
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</thead>
<tbody>
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<td>$75</td>
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</tr>
<tr>
<td>1,000 QTY</td>
<td>$150</td>
<td>$0.15</td>
</tr>
<tr>
<td>2,500 QTY</td>
<td>$350</td>
<td>$0.14</td>
</tr>
<tr>
<td>5,000 QTY</td>
<td>$700</td>
<td>$0.14</td>
</tr>
</tbody>
</table>

*PLEASE NOTE: MAILING SERVICES, OPTIONS AND POSTAGE COSTS ARE NOT INCLUDED.
The Patterson Advantage® program rewards our top customers for their continued business. It makes their practice investments easier and more affordable, and Advantage program members earn Advantage Dollars on their everyday purchases. That means when they buy your products or take advantage of your promotions, they’re doubly rewarded. Your promotions generate opportunities for program members to earn bonus Advantage Dollars that they can then reinvest into their practice.

In 2015, more than 20 million Advantage Dollars were redeemed. Ask your Marketing Specialist for more information today, and make sure you’re not missing out on what Advantage can do for your products and promotions.

Patterson Dental encourages awarding bonus Patterson Advantage Dollars in place of free goods or other premiums, such as gift cards.

Patterson customers participating in the Advantage program receive Advantage Dollars with every merchandise purchase they make. The amount they earn is based on their program level – Silver, Gold, Platinum, Diamond or Club – and if their orders are placed online, with a representative or with the branch.

The Advantage Dollars earned can then be redeemed when making equipment and technology purchases. The dentist spends the Advantage Dollar just like real cash when making those practice investments.

A SINGLE ADVANTAGE DOLLAR, REWARDED AS A BONUS TO THE CUSTOMER MAKING THE SPECIFIED PURCHASE, COSTS THE MANUFACTURER JUST $0.80.
NEW PRODUCT SUBMISSION

For a group of products where the products are simply different sizes, shapes, flavors, colors, etc. of the same product or the same SDS/MSDS applies to the entire group of products, only one form need be completed and sent along with a spreadsheet listing of the individual item numbers, descriptions, individual package contents and pricing.

DO NOT SEND POWERPOINT PRESENTATIONS WITH PRODUCT SUBMISSIONS! Send only the materials required for product file addition; Product submission forms, Safety Data Sheets and Product Images. Please note: It is OK to also send product directions for use (DFU), white papers and other product supporting materials; we can include them on our website.

Please email your product submission(s) to: productsubmissions@pattersondental.com.
Or mail to: Patterson Dental, Attn: Product Submissions, 1031 Mendota Heights Road, St. Paul, MN 55120

PRODUCT SUBMISSION REQUIREMENTS

Important note! Products will not be considered for addition if the following requirements are not satisfied:

• We require any and all applicable SDS/MSDS for finished goods products being submitted. (SDS for raw materials used to make the product are not necessary.)

• For kits; we require the full listing of products included in the kit. We also require the SDS for each component in the kit and clear indications of which SDS apply to which items in the kit, including volume amounts for any liquids and/or powders included. (Note: These must be provided regardless of whether or not Patterson already has similar versions or components of the product in our systems.)

• We require product images be supplied for every item/sku being submitted, Product image specs are on the current product submission form. They are also listed below.

• We require the product submission forms, images and SDS be provided complete in one email or sent to us on a CD or USB thumb drive; the product submissions, images, etc. have to be passed on to multiple groups in order for everything to be done that is needed by the Patterson Marketing Department. (Product additions team, Regulatory team and website team) This is nearly impossible to do when we are dealing with multiple messages containing bits and pieces for the products to be added.

Please note: If you wish to provide all via internet dropboxes or download links, please contact your marketing specialist for instructions.

IMAGE SPECIFICATIONS

• Image size no larger than 4” x 4” and no smaller than 2” x 2”

• Resolution at least 300 DPI

• CMYK .tiff, .eps or .jpg files (.png image files are NOT acceptable)

• Images must be individual product shots. Please name each image file with the manufacturer item number for the item in each photo OR provide a cross reference sheet indicating which image file applies to which manufacturer item numbers.
A primary focus of Patterson Marketing is partnering with you to enhance the patient experience and practice lifestyle for all our customers. In order to do that, our first objective is simple: **Distribute your products as effectively as possible. Our website is designed with that in mind.**

We talked to our customers and we incorporated what we heard into our website design. Instead of blindly optimizing our site around online advertising real estate, we chose to feature more detailed, easier-to-locate product information. Supporting information such as images, technique guides, sell sheets, white papers, web links and videos has been added to enhance the customer experience. Our customer interface is simple, functional and easy to navigate, without the visual clutter and noise from more prevalent ad space. We listened to our customers and agreed: A cluttered website packed with ads does not offer effective customer engagement or marketing growth opportunity.

We’ve seen success in taking a multichannel approach with marketing campaigns. When we combine print publications, targeted mailings, social media, website merchandising and more into one campaign, results can be exponentially greater than if we were to pick web alone. This is why we’ve decided not to offer website advertising space or social media mentions in our media guide. Instead, we will work with you to utilize these channels when appropriate for a specific campaign you may be planning.

Look at your products on our site regularly and let us know if information is incorrect or missing.

**Go to:**

PATTERSONDENTAL.COM/SUPPLIES/CATALOG

and click on the Manufacturers tab to find your vendor name and product listing.

If you find errors, please email our merchandising team at merchandising.info@pattersoncompanies.com

---

Look at your products on our site regularly and let us know if information is incorrect or missing.

**Go to:**

PATTERSONDENTAL.COM/SUPPLIES/CATALOG

and click on the Manufacturers tab to find your vendor name and product listing.

If you find errors, please email our merchandising team at merchandising.info@pattersoncompanies.com
AUTO FREE GOODS

Patterson offers an Auto Free Goods program to assist our vendor partners in handling the redemption of free goods automatically shipped with purchase from our Distribution Centers.

TO PARTICIPATE, PLEASE FOLLOW THESE FIVE STEPS

STEP 1:
Work with your Marketing Specialist to approve auto free goods redemption on your promotion(s).

STEP 2:
Free goods must be the same as the purchase item (i.e., “BUY 5 OF THIS ITEM, GET 1 OF THE SAME FREE!”), unless previously approved by your Marketing Specialist.

STEP 3:
When using the logo, always have the arrow pointing toward the promotion – we do not angle the arrow or point it up or down (see examples at right).

STEP 4:
If your promotion is a standalone piece (not included in our print publications), you will need to include the Auto Free Goods disclaimer (see example at right).

STEP 5:
Fill out Auto Free Goods Agreement form and send in to your Marketing Specialist.

If you are handling redemption, you do not need to use the Auto Free Goods logo. Please include all of the details for redemption as in the following example: To redeem free goods, mail or fax your Patterson invoice dated 1/1/17 - 3/31/17 to 555 12th Avenue, Anytown USA, 12345. Invoices must be received by 12/31/16.
Your Marketing Specialist can help walk you through every step of the marketing planning process and help you complete an Ad Reservation Request. As you’ll note, you can time a promotion based on when a publication is released, in conjunction with other communications that are going out at the same time, or based on a specific publication. For more information, please visit PattersonDental.com/Vendor-Resources.

**MEDIA SUBMISSION REQUIREMENTS**

**BLEED ALLOWANCE**

We require a 1/8” (.125”) bleed on all ads for Patterson Today and Equipment & Technology Year-End Savings Guide. All other publications do not require bleeds or trim allowance.

**ACCEPTABLE FILE FORMATS**

- **Adobe® InDesign® CS5 or higher**
  Page layout, packaged with images and fonts.

- **Adobe® Illustrator® CS5 or higher**
  Supplied with linked images and fonts (*no outlined fonts*).

- **Adobe® Photoshop® CS5 or higher**
  Unflattened layered file, supplied with fonts (*no rasterized fonts*).

**FONTS**

All fonts supplied with ads must be Adobe Postscript®, Adobe OpenType® or TrueType Mac compatible fonts. Any fonts required by your ad that are not in these formats must be converted to outlines (*we reserve the right to change any non-Adobe fonts to a font that is similar*)

**PATTERSON CREATIVE SERVICES AND FEES**

Patterson Creative Services works strictly in a Macintosh environment. PC documents that are not converted will not be accepted.

Major changes or corrections made by Patterson’s Creative Services Group are subject to fees up to $1,000 at the discretion of the Creative Services Group and Marketing.

**SENDING US YOUR AD**

Upload to Patterson FTP site at http://teampatterson.com/csg/ with your vendor ID and password

— OR —

Email a high-resolution PDF to your Marketing Specialist
WORKING WITH OUR BRANCHES

Patterson Dental is comprised of 73 branches nationwide, each of which affords you a unique customer-engagement opportunity. We encourage you to work directly with your local branch or the branches in your region to promote your products and services. Set up an appointment to attend a monthly sales meeting, arrange co-travel opportunities with Patterson representatives or work with your branch contact to develop a plan perfectly suited to your company.

To complement the in-person marketing opportunities afforded by working with your branch, or if you have limited field representation, we also offer easy ways to communicate on a monthly, quarterly and triannual basis with customers.

Your Marketing Specialist will be happy to supply you with contact information for each branch, including the general manager’s name, phone number and address, and to help you develop a successful plan for communicating with your customers.

Please Note
We do not give out the email addresses of our branch employees or territory representatives, nor do we send emails to these employees on behalf of our business partners.
SPECIALIZED PAGE SPECIFICATIONS

NOTE! These page specs do not apply to Patterson Today or Equipment & Technology Year-End Savings Guide.

FRONT GATEFOLD AD SPECS
(Without bleed)
Page A1
6¾" W x 9½" H
Page A2
7¼" W x 9½" H
Page 3
7¼" W x 9½" H

BACK GATEFOLD AD SPECS
(Without bleed)
Page X
7¾" W x 9½" H
Page Y
7¾" W x 9½" H
Page Z
6¼" W x 9½" H

8-PAGE CENTER INSERT GATEFOLD
Front Gate
7¼" W x 10½" H
Front Page
7¾" W x 10½" H
Back Page
7½" W x 10½" H
Back Gate
7¾" W x 10½" H

CUSTOM OPTIONS AVAILABLE!
Contact your Marketing Specialist to discuss your ideas and options.

NOTE! These page specs do not apply to Patterson Today or Equipment & Technology Year-End Savings Guide.

4, 8 OR 16-PAGE INSERTS
All Pages
8" W x 10½" H