

PATTERSON DENTAL 2021 MEDIA GUIDE

PRINT ADVERTISING

ONTARGET

BEST PRACTICE

EQUIPMENT & TECHNOLOGY

YEAR-END SAVINGS GUIDE

ANNUAL CATALOG

PACKAGE STUFFER



TARGETED
COMMUNICATIONS
DIRECT MAIL

SALES ENABLEMENT
SEISMIC

FULFILLMENT
AFG PROMOTIONS
DATA AND REPORTING



WELCOME TO THE 2021 MEDIA GUIDE

You have compelling products and stories. We have a captive customer base. Let's partner to create a customized, cost-efficient media strategy that leverages our marketing vehicles and targets an audience you need to reach.

Look inside this guide for all your information needs around advertising options, marketing vehicles, due dates, pricing and more.

Patterson Dental supports modern practices across the United States with trusted expertise and the most responsive support for product, technology and service needs. It's the perfect audience for your message, and our team is fully equipped to help you build a strategy that maximizes your spend.

For 2021, we have streamlined our publication offering and opened new advertising channels that offer greater opportunities to meet potential customers at the right moment.

Take some time to browse our channel opportunities, and keep them in mind when you speak to our team. We're committed to helping you showcase your products and promotions for maximum exposure and brand awareness.

For more information, please contact your marketing representative to get started.

ONTARGET

ONtarget offers you a sure-fire way to drive awareness of your merchandise and equipment among dental decision-makers, making it the perfect place to advertise new products and promotions. This content-rich publication is a staple in every practice and includes everything a dental team needs to run successfully. Each ONtarget issue focuses on a specific product category – such as impressions or scaling – giving you a perfect way to finely target your advertising.

Frequency

Monthly

Reach

Direct: 90,000



Advertising Options	Rates
Full Page	\$12,200
Half Page	\$8,200
Quarter Page	\$4,200
Front Cover* & Inside Front Cover	\$18,000
Back Cover	\$14,700
Center 4 Insert	\$20,200
Center 8 Insert	\$35,000
Bind-In	\$25,200

Any ads pulled out of the publication 2 calendar months or less before its publication date will be charged half price on the ad space requested.

Restorative, Infection Prevention and Preventive & Diagnostic categories will be focused on in every publication. Ask your vendor account manager for details.

ONtarget Calendar	Ad Due Date
January	November 9, 2020
February	December 7, 2020
March	January 11, 2021
April	February 8, 2021
May	March 8, 2021
June	April 8, 2021
July	May 7, 2021
August	June 7, 2021
September	July 7, 2021
October	August 6, 2021
November	September 9, 2021
December	October 8, 2021

Publication Trim Size: 8" x 10.5"

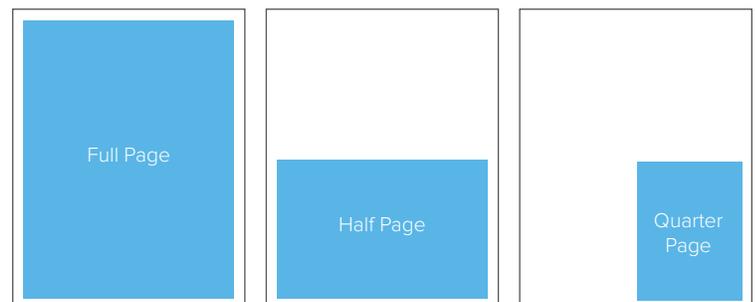
Ad Specs: width x height

Full Page*	7.25" x 9.375"
Half Page*	7.25" x 4.5625"
Quarter Page*	3.5" x 4.5625"
Cover**	8.25" x 10.75"
Inside Front Cover**	8.25" x 10.75"
Back Cover**	8.25" x 7.125"

It's up to the marketing team's discretion on approval of cover product.

**Ads do not bleed.*

***Cover, inside front cover and back cover include a .125" bleed.*



BEST PRACTICE

Patterson’s key storytelling vehicle, Best Practice, features compelling content including in-depth practice articles, office design showcases, new product profiles, and thought leadership pieces aimed at solving problems for the modern practice.

Best Practice is the perfect place to advertise:

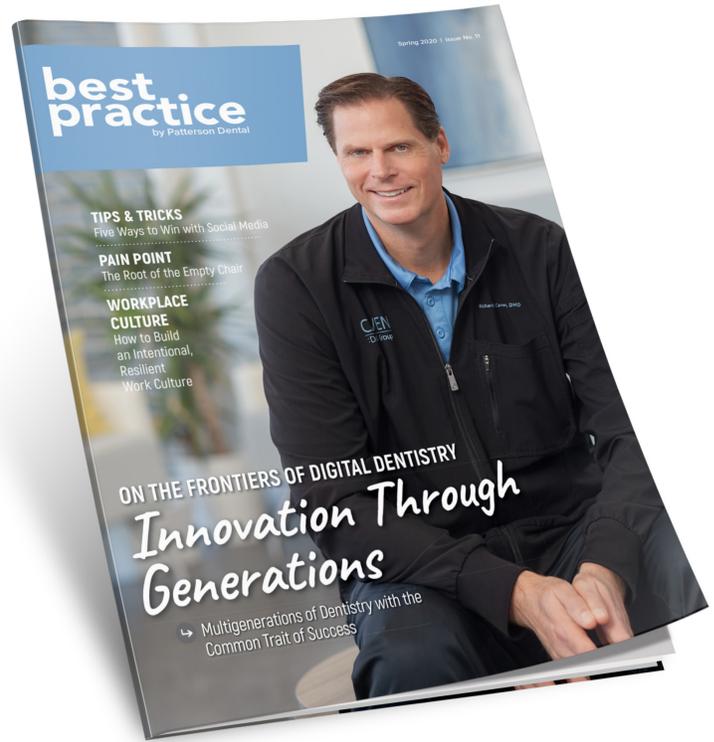
- Innovative new products
- Product and technology solutions
- Business services

Frequency

Four times per year

Reach

Direct: 125,000



Advertising Options	Rates
Full Page	\$12,750
Half Page	\$8,500
Back Cover	\$15,600
Advertorial Spread	\$15,000

Any ads pulled out of the publication 2 calendar months or less before its publication date will be charged half price on the ad space requested.

Best Practice Calendar	Ad Due Date
February	November 9, 2020
April	February 8, 2021
August	June 1, 2021
November	August 16, 2021

Publication Trim Size: 8" x 10.5"

Ad Specs: width x height

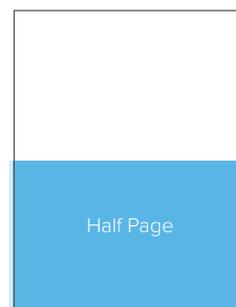
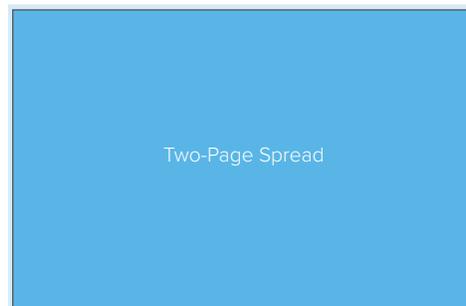
Full Page* 8.25" x 10.75"

Two-Page Spread* 16.25" x 10.75"

Half Page* 8.25" x 5.374"

Back Cover* 8.25" x 10.75"

**Ad size includes a .125" bleed.*



EQUIPMENT & TECHNOLOGY YEAR-END SAVINGS GUIDE

Don't miss out on this opportunity to advertise to dental practices just as they are taking advantage of expiring tax benefits to invest in equipment, technology and digital capabilities. Fall is the perfect time to advertise, and our Year-End Savings Guide is the perfect vehicle to get the word out about your new product launches, technology and special financing promotions.

Frequency

Published annually, delivers in September

Reach

Direct: 125,000



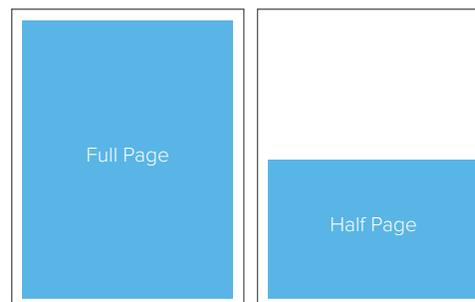
Advertising Options	Rates
Full Page	\$8,500
Half Page	\$5,500

Year-End Equipment Calendar	Ad Due Date
September	July 7, 2021

Publication Trim Size: 8.375" x 10.875"

Ad Specs: width x height
 Full Page* 7.625" x 9.625"
 Half Page* 7.625" x 4.6875"

*Ads do not bleed.



ANNUAL CATALOG

Our Annual Catalog is the resource dental teams rely on. This once-a-year heavy hitter informs audiences of new products and best sellers, and contains an extensive listing of Patterson's merchandise and equipment portfolio. This catalog is sent to all Patterson customers and they keep it on hand all year long for convenient ordering.

Frequency

Published annually, delivers in July

Reach

Direct: 70,000



Advertising Options

Full Page

Rates

\$12,200

Annual Calendar

June

Ad Due Date

February 7, 2021

Publication Trim Size:

8" x 10.875"

Ad Specs:

width x height

Full Page*

7" x 9.5"

*Ads do not bleed.



PACKAGE STUFFER PROGRAM

Thousands of customer packages ship daily from our eight fulfillment centers. Through our package stuffer program, you can reach customers with strategically placed promotional materials – speak with your vendor account manager about inserting new product announcements, current offers, and even product samples into customer orders.



Frequency

Weekly

Reach

Approximately 20,000 packages per week

Advertising Options	Rates
One Week Insertion Fee	\$3,300
One Week Insertion and Product Sample Fee	\$4,000

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**
- ✓ 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.*

*Samples MUST be approved by your vendor account manager. Samples are NOT required.
Samples will not ship if considered pharmaceuticals or medical devices. Materials must be latex free.
**Artwork MUST have vendor account manager approval before literature and/or samples will be printed and distributed.

INSTRUCTIONS

1. Contact your vendor account manager about product(s) of interest for promoting, as well as any sample(s)* that might accompany a promotion.
2. Submit artwork to your vendor account manager, who will review the artwork and communicate any necessary edits.
3. Print your approved artwork and send the required quantities to Patterson's eight fulfillment centers.
4. Artwork must be approved by your vendor account manager at least two weeks prior to participation.
5. Print your approved artwork and send the required quantities no sooner than one week prior to distribution to our eight Patterson fulfillment centers.



FULFILLMENT FACILITY QUANTITIES & ADDRESSES

1. SEND 1,600 PIECES TO:

Kent, WA Distribution Center
Attn: Team Leader, Package Stuffer
Week of:____
6419 South 228th St., Suite 100
Kent, WA 98032

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

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

7. SEND 3,600 PIECES TO:

South Bend, IN Distribution Center
Attn: Team Leader, Package Stuffer
Week of:____
7055 Cleveland Road
South Bend, IN 46628

2. SEND 2,800 PIECES TO:

Dinuba, CA Distribution Center
Attn: Team Leader, Package Stuffer
Week of:____
800 Monte Vista Drive
Dinuba, CA 93618

4. SEND 2,000 PIECES TO:

Jacksonville, FL Distribution Center
Attn: Team Leader, Package Stuffer
Week of:____
1401 Tradeport Drive
Jacksonville, FL 32218

6. SEND 3,600 PIECES TO:

Mount Joy, PA Distribution Center
Attn: Team Leader, Package Stuffer
Week of:____
1004 Cornerstone Drive
Mount Joy, PA 17552

8. SEND 3,200 PIECES TO:

Boone, IA Distribution Center
Attn: Team Leader, Package Stuffer
Week of:____
1905 Lakewood Drive
Boone, IA 50036

DIRECT MAIL

Send timely messages and promotions to our list of loyal customers with our Direct Mail program. Work with your marketing representative to increase awareness and engagement with your brand.

Remember:

- You will need to work with your marketing representative for approval on the mailer that you would like to send
- Your marketing representative will help tailor a list of ideal customers
- A nondisclosure agreement will need to be signed by a third party that will be doing the mailing for you. Your marketing representative will provide this document for you



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 - Related Patterson item numbers and pricing
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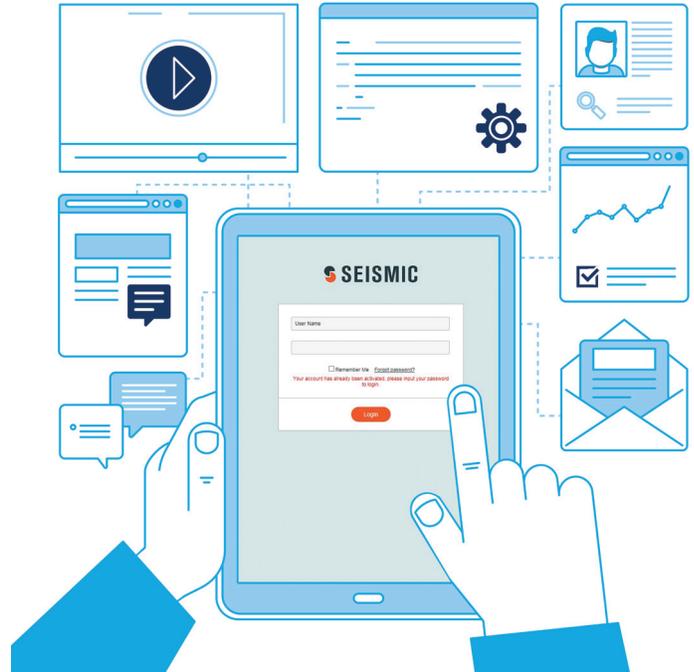
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SEISMIC

Increase your exposure to dental practice decision-makers by getting your sales content directly into the hands of the Patterson Dental sales team. Doing so has never been easier. Seismic, our sales communication tool, provides you with the best way to get your content to our sales team. From print brochures to videos, all types of content are supported.



Advertising Options

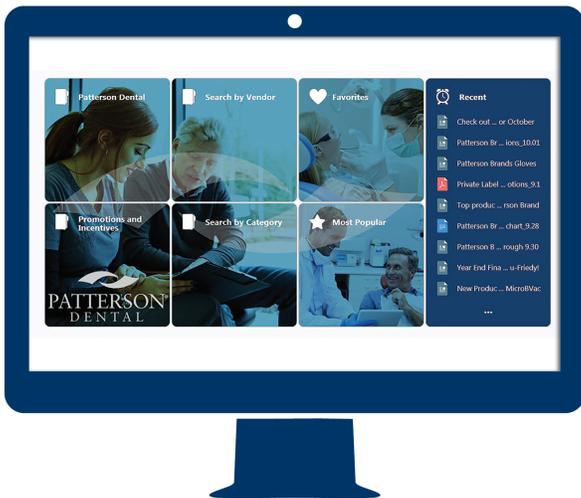
Rates

Annual Subscription*

\$9,995

*July - June; prorated monthly. Includes 2 licenses. \$500 for each additional license.

Content area includes:



The **DocCenter** and **NewsCenter** deliver targeted content for each sales team member, based on who they are, what they sell, where they sell and to whom.

Work with your marketing representative to get the most out of Seismic's document and news centers, so that our sales team members have your information and notifications at their fingertips and on the go.

Speak with your marketing representative to learn more and set up an account.

AUTO FREE GOODS



Get your products in customers' hands with ease using our Auto Free Goods program. Through our agreement, we'll assist you in handling the redemption of **free goods** that are automatically shipped with the **purchase items** from our fulfillment centers.



All merchandise promotions must be submitted on a Patterson specific template. Work with your marketing specialist to submit promotions.

We charge a \$5.50 processing fee on AFG orders. Multiple AFG offers from the same manufacturer on the same order are only charged once.

DATA AND REPORTING



When it comes to building a media plan, we believe in transparency and communication. That's why we've built data and reporting packages that monitor the effectiveness of your products.



Monthly reporting includes:

- Active items report
- Brand performance
- ZIP code sales report
- Item performance

Program-specific reporting is also available – see how your chosen channels (e.g., direct mail, package stuffers) performed. You may sign up to receive monthly reporting; pricing is on a sliding scale based on annual OTD sales at wholesale. Please work with your marketing representative with any questions, including fees.

