



First For Dental Sales Professionals ●
Impressions
www.firstimpressionsmag.com

Providing dealer reps and service techs with a real world, “how to” approach to understanding and selling your products.

Media Guide 2020



What Your Customers Say About *First Impressions*

“Your ability to publish relevant content that relates to what I do on a day-to-day basis is powerful. I receive a LOT of mail and emails on a daily basis. I will be the first to say that not all of it gets read thoroughly. However, I do take time to read *First Impressions*. Keep up the good work!”

– Kirk Greenway, Field Sales
Consultant Henry Schein

“I feel that *First Impressions* is a great resource for our sales team. Every issue contains relevant information. It provides our people with good, consolidated information they can access quickly, absorb and utilize.”

– Roy Fruehauf, Patterson Dental,
General Manager

“I love the magazine!
One of a kind.”

– Chris Gray, Territory Representative,
Benco Dental

“*First Impressions* gives a broad range of what is going on in the industry. I love the articles about the personal things people in the industry do because it gives a really friendly personal feel to the magazine.”

– Robin Shear, Sales
Dental Health Products

Providing a direct connection

Manufacturer supported for over 11 years, *First Impressions* provides a direct connection to dealer rep and service tech partners via community-based, real-world content and education.

Total Circulation: 7,000

Includes 5,280 dealer sales reps / management / service techs

Including:

- Patterson Dental
- Henry Schein Dental
- Benco Dental
- Burkhart Dental
- Darby Dental
- Atlanta Dental
- Independents
- Nashville Dental



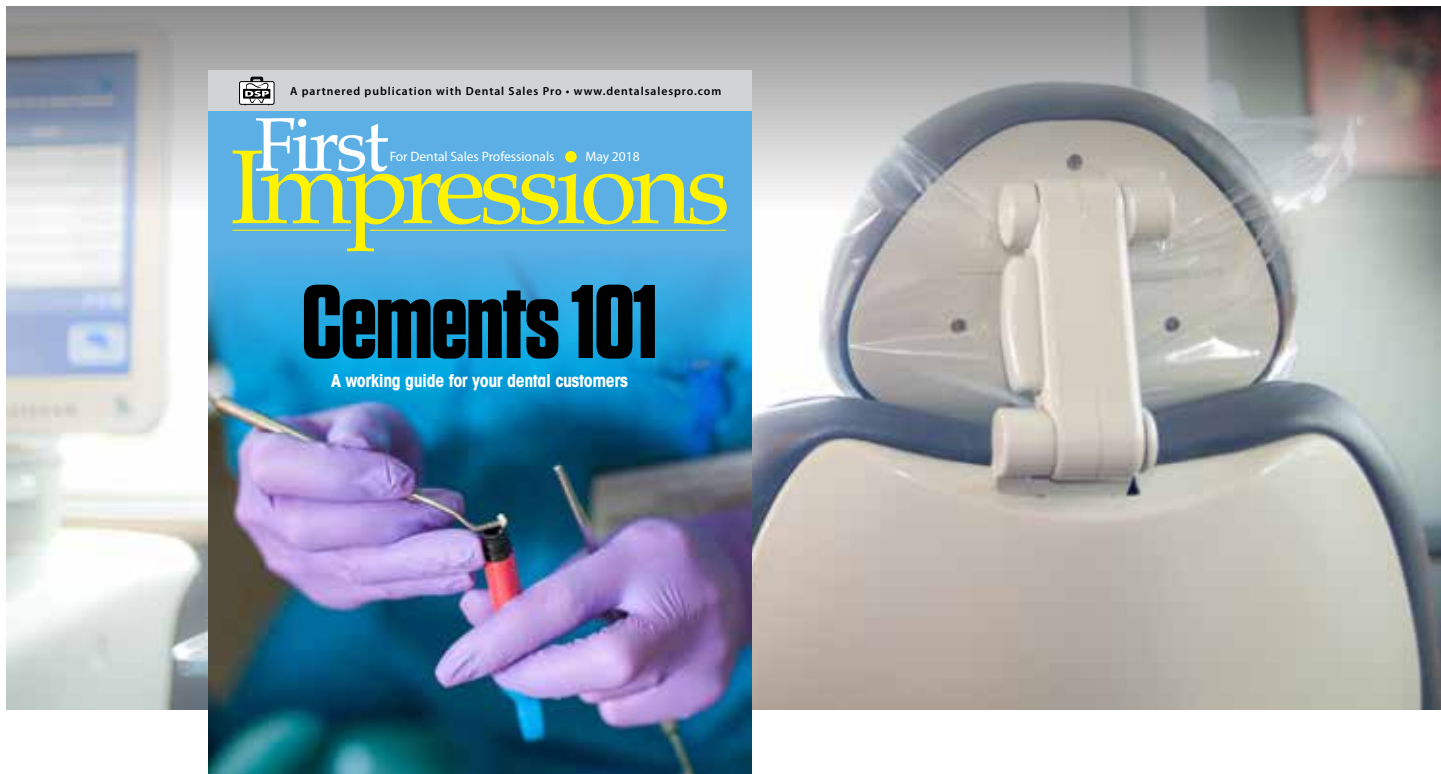
A staple since 1994, this e-newsletter delivers timely press affecting the dental industry, including new product releases, manufacturer, distribution and DSO announcements, as well as FDA approvals, and patent and stock updates. Subscribe at www.thedentalfacts.com to receive weekly and monthly editions.





First Impressions a proven investment!

- Builds a relationship with the people who sell and service products
- Access to customers that rely on distribution to recommend products and services
- Shows company's commitment to distribution
- Strengthens branding
- Positions company as a market leader
- Increases mindshare, which grows marketshare
- Provides a venue to “tell company story” to distributor salespeople
- Provides an educational link between manufacturers and distribution channel responsible for selling to the end user.



A partnered publication with Dental Sales Pro • www.dentalsalespro.com

First Impressions

For Dental Sales Professionals May 2018

Cements 101

A working guide for your dental customers

Features

- Group Practice Profile
- Distributor Profiles
- First Person perspectives in the industry
- OSAP/Infection Control
- Rep Corner profiles
- Industry News and New Products
- Product Selling Focus
- Service Tech Focus

BY LAURA THIEL FIRST PERSON

A Leap of Faith

Henry Schein Dental practice transition consultant Dr. Susie Stoloz helps her customers successfully navigate the most treacherous of their careers.



Dr. Susie Stoloz

It's a classic rock 'n' roll story involving a dentist (Dr. Susie Stoloz) who had a vision of what she wanted to do with her life and then she was told to go back to work. She was told to go back to work because she was a dentist. She was told to go back to work because she was a dentist. She was told to go back to work because she was a dentist.

MANUFACTURERS REPS TO WATCH

Communicate, Collaborate, Commit

Investor Vivadent territory sales manager Sergio J. Guzman, PhD, knows a strong manufacturer/distributor rep relationship keeps both of them at the top of their game.



Sergio J. Guzman, PhD

It's not a secret that the dental industry is a competitive one. It's not a secret that the dental industry is a competitive one. It's not a secret that the dental industry is a competitive one. It's not a secret that the dental industry is a competitive one.

SALES FOCUS

Gloves

Gloves today are thinner – and offer greater durability – than their predecessors.



When selecting the best glove solution for a dental practice, a lot depends on personal preference. Factors such as flexibility, tactile sensitivity and the ability to grip are all important. However, the most important factor is the ability to grip. The most important factor is the ability to grip. The most important factor is the ability to grip.

Transcend Nitrile Powder-Free Exam Gloves with Low Derm Technology

Low Derm technology is designed to prevent irritation with a soft, padded chemical barrier. Transcend nitrile gloves are designed to prevent irritation with a soft, padded chemical barrier. Transcend nitrile gloves are designed to prevent irritation with a soft, padded chemical barrier.

REP CORNER BY LAURA THIEL

Striking a Balance

Barco sales consultant Ben Proffith offers an interesting overview of a healthy lifestyle.



Ben Proffith

For Ben Proffith, whether he's in the dental industry has always been about the opportunity to help others. He's always been about the opportunity to help others. He's always been about the opportunity to help others. He's always been about the opportunity to help others.

When I turned 50, my doctor wanted to put me on medication for basic health issues, which I never could control. Through a healthy diet and exercise, I knew I couldn't suppress this with some bad-lifestyle changes. I had some very good results.

JANUARY >

Digital Issue

Recruitment + Job Postings

Editorial Close: 11/27/19 ■ **Ad Close:** 12/27/19

FEBRUARY >

Print + Digital Issue

New Products

Selling focus: Infection Control

Special feature: Children's Hygiene Month

Editorial Close: 12/17/19 ■ **Ad Close:** 1/17/20

MARCH >

Digital Issue

Waterline Treatment

Editorial Close: 1/28/20 ■ **Ad Close:** 2/28/20

APRIL >

Print + Digital Issue

Importance of Service Techs

Selling focus: Waterline Treatment

Editorial Close: 2/20/20 ■ **Ad Close:** 3/20/20



Faster, easier, better
Cone beam technology and 3D printing continue to be game-changers



Caries Prevention
Risk assessment and caries management must start early to prevent or minimize the disease



Infection control solutions



Solutions Spotlight

MAY >

Digital Issue

Amalgam Separation

Editorial Close: 3/24/20 ■ **Ad Close:** 4/24/20

JUNE >

Print + Digital Issue

Dental Distribution Hall of Fame

Selling focus: Product Awards

Special feature: Restoratives

Editorial Close: 4/15/20 ■ **Ad Close:** 5/15/20

JULY >

Digital Issue

Whitening

Editorial Close: 5/26/20 ■ **Ad Close:** 6/26/20

AUGUST >

Print + Digital Issue

Top Reps to Watch

Selling focus: Handpieces

Editorial Close: 6/17/20 ■ **Ad Close:** 7/17/20

SEPTEMBER >

Print + Digital Issue

Annual equipment issue:

Small, Capital, + Accessories

Editorial Close: 7/14/20 ■ **Ad Close:** 8/14/20

OCTOBER >

Print + Digital Issue

Infection Control + Compliance

Selling focus: Masks + Gloves

Editorial Close: 8/18/20 ■ **Ad Close:** 9/18/20

NOVEMBER >

Digital Issue

Nitrous Oxide

Editorial Close: 9/30/20 ■ **Ad Close:** 10/30/20

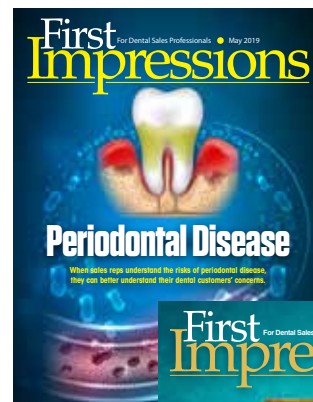
DECEMBER >

Print + Digital Issue

Selling to Specialists

Selling focus: Endo + Implants

Editorial Close: 10/13/20 ■ **Ad Close:** 11/13/20



Periodontal Disease
When sales reps understand the risks of periodontal disease, they can better understand their dental customers' concerns.



DENTAL DISTRIBUTION HALL OF FAME
Fred Salzman

Additional Advertising Opportunities (call for pricing)

- Customized inserts
- Ghost Covers
- 2 Minute Drills inserts
- Cover Spotlights
- Company profiles and content marketing
- Banner ads in the DentalFacts newsletter
- Pop-up banner sponsorships
- Dealer specific targeted inserts
- Full page digital ads
- Polybagged Inserts
- Bellybands

THE COMPACT MAKES A BIG CHANGE

NLZ

CREATE IT:
Electric Micromotor Systems

Key Features:
• 1/2" in. stroke at 8,200 rpm
• High speed
• Low speed
• High torque
• Low torque

Key Functions:
• High speed
• Low speed
• High torque
• Low torque

Check:
• High speed
• Low speed
• High torque
• Low torque

Flexibility:
• High speed
• Low speed
• High torque
• Low torque

Dimensions and Lighted Weight:
• High speed
• Low speed
• High torque
• Low torque

Version - Battery & Rechargeable:
• High speed
• Low speed
• High torque
• Low torque

HANDPIECE:
• High speed
• Low speed
• High torque
• Low torque

PROMOTION VALID THROUGH SEPTEMBER 30, 2018

Buy 1 NLZ	Get 1 29% High Speed	+ 1 29% Low Speed	+ 1 NLZ Ends
Buy 1 NLZ	Get 1 29% High Speed	+ 1 29% Low Speed	+ 1 NLZ Ends
Buy 3 Electric Attachments	Get 2 Electric Attachments		

NLZ America Corp. 1800 Global Parkway, Hoffman Estates, IL 60192, USA TEL: +1 888.675.1675 FAX: +1 800.638.9328

2 Minute Drill

Cervitec® Plus

Doctor Vivadent
800.533.4825
vivadent.com

Cervitec Plus is a varnish containing Chlorhexidine and fluoride and is professionally applied to exposed areas for long-lasting protection. The varnish is an alternative to Chlorhexidine oral rinses.

What's in it for:

Dealer Rep: Cervitec Plus is the only chlorhexidine varnish on the market, making it a unique product with no direct competition.

Doctor: Doctors often prescribe a Chlorhexidine oral rinse but many patients are non-compliant because of unpleasant taste and staining of teeth, dentures, tooth restorations and tongue. Stains may be harder to remove from restorations that have surface recession. Cervitec Plus varnish is applied in office, has a thin, clear appearance and neutral taste resulting in happier and healthier patients. In addition, Cervitec Plus is safe to use on children, unlike the Chlorhexidine oral rinses.

Patient: Cervitec Plus has all the benefits of chlorhexidine without the negative side effects of staining and bad taste. Patients do not have to worry about remembering to use at home since the varnish is applied in office and it can release chlorhexidine for up to a 30 days.

2-Minute Drill insert

Insert/Polybagged

Welcome to BISCO!

At BISCO, "adhesion is our passion", and we dedicate ourselves to understanding and improving the ability to bond restorations. BISCO offers all the products you need, from start to finish, for each clinical procedure. BISCO's award winning brand names include TheraCal LC, All-Bond Universal, Duo-Link Universal, CEMENT and Z-PRIME Plus.

- Science based materials
- Proven quality
- Outstanding service
- Unbeatable value
- Committed to education
- Made in the U.S.A.

BISCO

Rx Only

Bellyband

For more information contact:



Diana Partin
770-263-5277
dpartin@sharemovingmedia.com

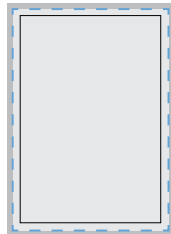
DISPLAY ADVERTISING SPECIFICATIONS:

First Impressions is printed in four-color process in Macintosh format using Adobe Indesign CC.

All colors and artwork must be saved as CMYK. All ads produced on a PC must be submitted in pdf and have all fonts in outline form.

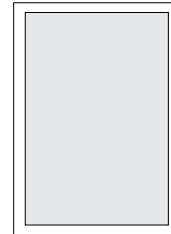
Full-Page Size:

Trim Size:
8.375" W x 10.875" H
Bleed Size:
8.625" W x 11.125" H
Live Area:
7.625" x 10.375"



Bleeds:

Ads which bleed must extend no less than 1/8" beyond trim. Trim Size is 8.375" x 10.875". Please do not extend live area past 1/2" trim size.



Non-Bleed:

The non-bleed sizes allow for a 1/2" float space between ad and trim, as indicated. Non-Bleed Size:
7.375" W x 9.875" H

Two-Page Spread

Two-Page Spread	Bleed: 17" W x 11.125" H
	Trim: 16.75" W x 10.875" H



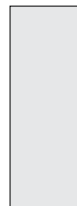
1/2 Page Horizontal: Non-Bleed

7.875" W x 5" H



1/2 Page Horizontal: Bleed

Trim size: 8.375" W x 5.5" H
Bleed: 8.625" W x 5.75" H



1/2 Page Vertical: Non-Bleed

3.75 W x 10.375" H



1/2 Page Vertical: Bleed

Trim size: 4.125" W
x 10.875" H

Bleed: 4.375" W
x 11.125" H

Submitting Ads:

- CMYK is the only accepted mode for color advertisements. Convert all artwork from RGB mode to CMYK. Do not use Pantone (PMS) colors in your layout, unless saved as CMYK process separations.
- The publication is produced in Macintosh platform using Adobe Indesign CC. Ads produced on PCs must be submitted as a pdf or with all fonts in outline form.
- Advertisements must be built to size. Bleeds must extend at least 1/8-inch beyond the trim area. Please keep vital matter at least 1/2-inch within trim area.
- Include ALL screen and printer fonts with your layout. (Include those used by embedded graphics in illustration programs, unless converted to outlines.)
- To ensure proper film-output, a color proof must be supplied with your advertisement.
- Please put the advertiser's name in the title of your file.
- Ads may also be uploaded. To obtain a link for uploading files, please contact Art Director Brent Cashman at bcashman@sharemovingmedia.com
- Mail ad materials to: Share Moving Media, 1735 Brown Rd. Suite 140, Lawrenceville, GA 30043 Attn: Graham Garrison.

TERMS AND CONDITIONS:

1. Publisher reserves the right to position sales messages in each issue according to design space.
2. All messages are subject to the publisher's approval. Publisher reserves the right to reject messages or advertisements not in keeping with publication's standards.
3. The publisher assumes no liability for errors or omissions in reader service numbers.
4. Publisher will not be bound by any conditions, printed or otherwise, appearing on any order form, insertion order or contract when they conflict with the terms and conditions herein or any amendment hereto.
5. Requests for specific position are not guaranteed unless premium position is paid.
6. Prices are subject to change.
7. Color proof must be supplied with advertising materials. Failure to do so will result in \$75 charge to generate matchprint.
8. The publisher's liability for any error will not exceed the charge for the advertising in question.
9. Payment terms are net 15 days. Overdue accounts may be charged a 1.5 percent per month finance charge or the maximum legal rate of interest allowed by law for all past-due invoices.
10. Recognized advertising agencies providing complete preferred print materials are allowed a commission on gross billing space, color and position, only if the account is paid within 30 days.
11. Verbal agreements are not recognized.
12. If the advertiser does not fulfill the number of committed issues, Share Moving Media will bill back the company for unearned discounts based on current rate card rates and the number of issues participated in at the end of the contract period. Advertiser must notify Share Moving Media of any changes/cancellations in writing. Any cancellations made within five business days before the printed ad deadline will result in advertiser being billed for that month and the ad will be moved to a future issue pending space availability.

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