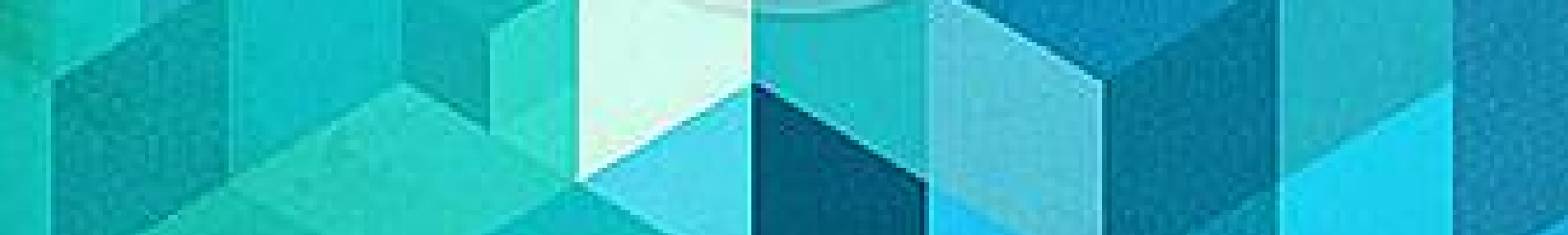




# NORTH TEXAS Dentistry



North Texas Dentistry is a four-color business-to-business trade publication written specifically for and about the dental community of North Texas.

Through its compelling, highly targeted and personal editorial, North Texas Dentistry reaches doctors on a local level and offers advertisers access to this market.

# NORTH TEXAS Dentistry

The leader in bringing news and information to the North Texas dental community

## CIRCULATION

North Texas Dentistry is mailed, free of charge, to over 5,500 dentists and dental industry professionals 4 times a year.

**North Texas Dentistry** reaches dental offices in Dallas, Tarrant, Collin, Denton, Fannin, Grayson, Henderson, Hunt, Rockwall, Kaufman, Ellis, Hood, Parker, Van Zandt, Wise, and Johnson counties.

## DIGITAL EDITION

By advertising in **North Texas Dentistry**, your message will also be featured in the publication's state-of-the-art digital edition.

This virtual magazine available at [www.northtexasdentistry.com](http://www.northtexasdentistry.com) allows users to access the publication featuring your product or service 24 hours a day, seven days a week.

# MARKETING OPPORTUNITIES

## Feature Cover Story

- ♦ **Six-page or eight-page article, including front cover**

A perfect opportunity to position a practice or company as an industry leader and provide distance from the competition using a reputable third party endorsement.

- ♦ Content is focused on a local dental practice or company serving the dental community in North Texas.
- ♦ Professional color photography
- ♦ Content can be submitted or created by the experienced publishing staff at **North Texas Dentistry**. If the client supplies the content, the **North Texas Dentistry** design team will create the final design and layout.
- ♦ Reprints of the cover feature can be purchased for an additional charge

**Six-page Cover Story** .....\$7200.

**Eight-page Cover Story** .....\$8500.

## Custom Profile

Maximize your budget, enhance brand awareness, and connect with current and prospective customers through this high-impact, low-cost marketing resource.

Supply your own content and photography or let the **North Texas Dentistry** team assist you for an additional charge.

**One-page Profile** .....\$1530.

**Two-page Profile** .....\$2420.

## Special Feature

- ♦ **Four-page article**

A perfect opportunity to promote a practice, company, service or product using a third party endorsement.

- ♦ Content is focused on a practice, local service company or product offered to the North Texas dental community.
- ♦ Professional color photographs
- ♦ Content can be submitted in complete form or coordinated by the **North Texas Dentistry** design team.

**Four-page Special Feature** .....\$5100.

## Traditional Print Advertising

Various ad sizes and insertion times available

**Ad Rates and Specifications** found on separate document

For additional information in marketing in  
**North Texas Dentistry** please contact:

**LuLu Stavinoha, Publisher**  
214-629-7110 or [lulu@northtexasdentistry.com](mailto:lulu@northtexasdentistry.com)

"Essential Endodontics has worked with North Texas Dentistry on two separate occasions as a cover-featured article. Our experience with the magazine, LuLu Stavinoha (the publisher), and her staff exceeded our expectations. The number of doctors and colleagues that reached out to us within days of circulation was truly amazing! It was apparent how much exposure the article garnered for Team Endo. This allowed us to share our message about the passion we have for meticulous patient care and excellent service to our referring dental offices. It was a wonderful team building event for us and allowed all of us to collaborate on a project together, really focusing on what makes us a great group practice. I highly recommend North Texas Dentistry to any dentist or dental group that wants to take their practice to the next level!"

– Dr. Chris Yelton, Essential Endodontics

"We have been extremely pleased with North Texas Dentistry magazine. The Profile that Aseptico, Inc. purchased garnered a 400% return on investment with another \$28,000 in outstanding leads. I believe North Texas Dentistry to be the most effective form of marketing in North Texas and the surrounding area."

– Chris J. Berry, Aseptico

"With all of the 'junk' we are constantly inundated with, it is nice to have a magazine that stands out as a useful resource. I thoroughly enjoy North Texas Dentistry because all of the articles are informative, concise, interesting, and well written. I particularly like that it is local, so it feels relevant. Great job to the NTD team for putting out a quality magazine that I don't throw away!"

– Reena Kuba, DDS, MS

"We have had tremendous response from our ads and pieces in North Texas Dentistry. I am impressed by how widely North Texas Dentistry is read. I constantly receive feedback from clients and colleagues letting me know that my appearances in the magazine are noticed, appreciated, and productive. North Texas Dentistry has been instrumental in our growth in this market."

– Joseph L. McGregor, McGregor & Oblad, PLLC

"I have enjoyed working with North Texas Dentistry for over 10 years. I have seen the positive impacts this venue has had on my ability to get my message across to my colleagues."

– Robert G. McNeill, DDS, MD

"LoneStar Dental Anesthesia has used North Texas Dentistry as a model for broadcasting our services, and we are very pleased with the result. Ray Bryant helped us to put our best foot forward and gave us a fun afternoon doing the photo shoot. His ability with a camera and with us as subjects was amazing and Tina Cauller's word-smithing was impeccable. With LuLu's coordination, the team produced the LSDA image we were striving for, all the while making it look easy – a sign both of professionalism and skill. We highly recommend North Texas Dentistry and its staff."

– Dr. Hunter Stuart, LoneStar Dental Anesthesia

"KAD Dental and KAD Dental Staffing have utilized the advertising services of North Texas Dentistry for many years and the value has been paramount. The magazine's content is informative and timely for the readers which increases the readership, putting our company's service offering in front of thousands. LuLu and her team are not only wonderful to work with, but they consistently empower and engage their clients, propelling them toward success. If you're a dental professional serving the North Texas area, the KAD team highly recommends advertising in North Texas Dentistry magazine."

– Audra Morris, Haylee Davis, and Justin Kendall  
KAD Dental & KAD Dental Staffing

"North Texas Dentistry has been the 'go to' information source for the North Texas dental community for many years. LuLu Stavinoha, the publisher, has an unwavering commitment to providing current, vital, and useful information to the dental community at large. She and her publication have become an important part of our regional dental community."

– Dr. Joel Small, Line of Sight Coaching

"North Texas Dentistry is one of the best ways to connect with the dental community in North Texas. Our firm has greatly benefited from advertising in this publication."

– Jeremy Brown, Watson Brown Practice Sales & Appraisals

"Med-Tech Construction has advertised in North Texas Dentistry for many years. With our premium back cover placement, our ad has been effective in helping to grow our business and increase brand awareness. Working with LuLu Stavinoha and her team has been a very positive experience and I highly endorse the quality of this publication."

– John Northcutt, President, Med-Tech Construction

[www.northtexasdentistry.com](http://www.northtexasdentistry.com)