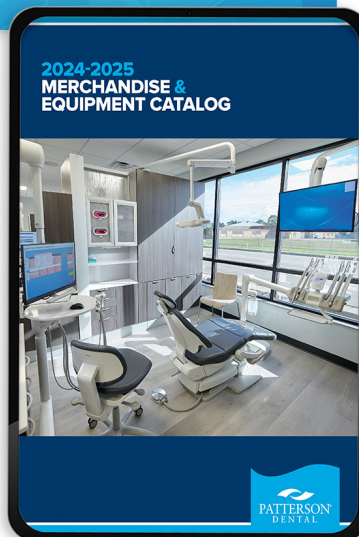


PATTERSON DENTAL

2025

MEDIA GUIDE

PRINT & DIGITAL ADVERTISING
PRODUCT CAMPAIGNS
TARGETED COMMUNICATIONS
SALES ENABLEMENT
FULFILLMENT



WELCOME TO YOUR 2025 MEDIA GUIDE

WELCOME TO YOUR 2025 MEDIA GUIDE
With Patterson as your 2025 media strategy partner,
you have the opportunity to share your products and
your stories to our vast and active customer base.

This guide provides the information you need regarding advertising
options, marketing vehicles, due dates, pricing and more.

At Patterson Dental, we support the product, technology and service needs of modern practices across the
United States with our promise of *Trusted Expertise, Unrivaled Support*. It's the perfect audience for your
message, and our team is fully equipped to help you build a strategy that maximizes your investment.

You'll appreciate the way our 2025 publication and relevant advertising channels 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 and to get started, please contact your Vendor Account Manager.

ONTARGET

OnTarget offers a 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.

Talk to your Vendor Account Manager about how to use your Dental Product Shopper (DPS) content with OnTarget.

Frequency

Monthly

Reach

Direct: 90,000

Advertising Options	Rates
Full Page	\$13,420
Half Page	\$9,020
Quarter Page	\$4,620
Front Cover* & Inside Front Cover	\$19,800
Back Cover	\$16,170
Center 4 Insert	\$22,220
Center 8 Insert	\$38,500
Bind-In	\$27,720
Full Page Plus DPS Product Review** (Requires a previously created evaluation with DPS)	\$20,000

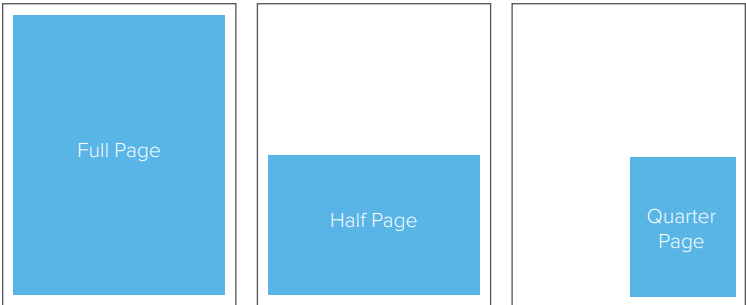
Publication Trim Size: 8" x 10.5"

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" x 10.5"
Inside Front Cover**	8" x 10.5"
Back Cover**	8" x 7"
Center 4-Page Insert**	8" x 10.5"

*These ads do not bleed.
**These ads must include a .125" full bleed without crop marks.



OnTarget Calendar	Ad Due Date
January	October 25, 2024
February	November 29, 2024
March	December 27, 2024
April	January 24, 2025
May	February 28, 2025
June	March 27, 2025
July	April 17, 2025
August	May 29, 2025
September	June 26, 2025
October	July 24, 2025
November	August 28, 2025
December	September 25, 2025



ADVANTAGE

Patterson’s key storytelling vehicle, Advantage, 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.

Advantage is the perfect place to advertise:

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

Frequency

Four times per year

Reach

Direct: 120,000



Advertising Options	Rates
Full Page	\$14,025
Half Page	\$9,350
Back Cover	\$17,160
Advertorial Spread	\$16,500

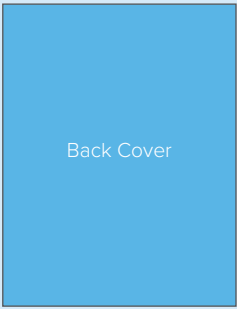
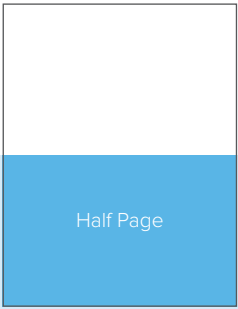
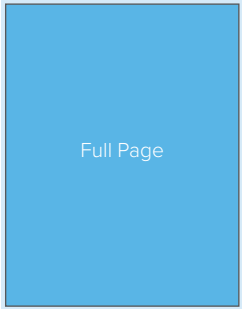
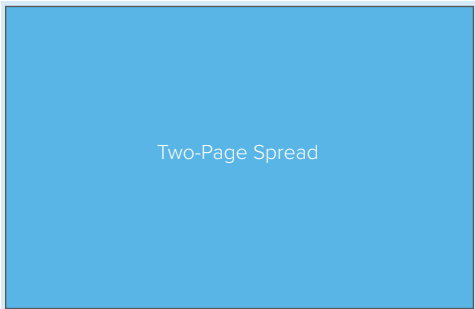
Advantage Calendar	Ad Due Date
February	December 12, 2024
April	February 10, 2025
August	June 9, 2025
November	September 8, 2025

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	7" x 4.5"
Back Cover*	8.25" x 10.75"

*These ads must include a .125" full bleed with crop marks.



EQUIPMENT & TECHNOLOGY GUIDE

This annual catalog showcases Patterson’s leading portfolio of equipment and technology solutions. The Equipment & Technology Guide is a great opportunity for manufacturers to make a positive product impression with our customers as they evaluate solutions with our sales team that will help their practices modernize and grow. Ads in this publication must be for equipment and/or technology products.



Frequency

Published annually, delivers in September

Reach

Direct: 120,000

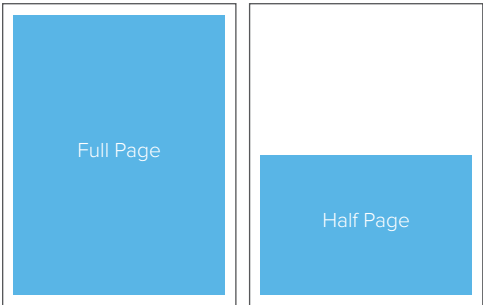
Advertising Options	Rates
Full Page	\$9,350
Half Page	\$6,050

Equipment & Technology Guide Calendar	Ad Due Date
September	July 1, 2025

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"

*These 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



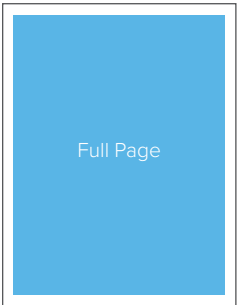
Advertising Options	Rates
Full Page	\$13,420

Annual Calendar	Ad Due Date
June	February 5, 2025

Publication Trim Size: 8" x 10.875"

Ad Specs: width x height
Full Page* 7" x 9.5"

*These ads do not bleed.



PACKAGE STUFFER PROGRAM

Thousands of 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	\$3,630
One Week Insertion and Product Sample Fee	\$4,400

ITEM REQUIREMENTS

- ✓ Materials and samples* are limited to products available for sale from 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
- ✓ Product comparisons (comparing products to other products available for sale from Patterson) are not permitted
- ✓ Materials cannot exceed 8.5" W x 11" H unless literature is a trifold or gatefold**
- ✓ Patterson will not accept any samples 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. .

**Artwork MUST have Vendor Account Manager approval before literature and/or samples will be printed and distributed.

PACKAGE STUFFER INSTRUCTIONS

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. Artwork must be approved by your Vendor Account Manager at least two weeks prior to participation.
3. Print your approved artwork and send the required quantities to Patterson's eight fulfillment centers shown below no sooner than one week prior to distribution.



FULFILLMENT CENTERS 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

TARGETED COMMUNICATIONS

DIRECT MAIL

Send timely messages and promotions to our list of loyal customers with our Direct Mail program. Work with your Vendor Account Manager to increase awareness and engagement with your products and brand.

Remember:

- You will need to work with your Vendor Account Manager for approval on the mailer that you would like to send
- Your Vendor Account Manager 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 Vendor Account Manager will provide this document for you
- Patterson's in-house printing and shipping is also available. Ask your Vendor Account Manager for details.



ITEM REQUIREMENTS

- ✓ Materials and samples* are limited to products available for sale from 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
- ✓ Product comparisons (comparing products to other products available for sale from Patterson) are not permitted
- ✓ Materials cannot exceed 8.5" W x 11" H unless literature is a trifold or gatefold**
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**Samples MUST be approved by your Vendor Account Manager. Samples are NOT required. .*

***Artwork MUST have Vendor Account Manager approval before literature and/or samples will be printed and distributed.*

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. Subscriptions auto-renew every July.



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 Vendor Account Manager to get the most out of Seismic’s DocCenter and NewsCenter, so that our sales team members have your information and notifications at their fingertips and on the go.

Speak with your Vendor Account Manager to learn more and set up an account.

FULFILLMENT & PROMOTIONS

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 Vendor Account Manager 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 help monitor the effectiveness of marketing and promotional programs in a convenient online portal.

The five standard reports included are:

- Active Items
- Item Performance
- Branch Item Performance
- Branch Performance
- ZIP Code Sales

You may sign up to receive monthly reporting; pricing is on a sliding scale based on annual OTD sales at wholesale. Additional reporting may be available. Please work with your Vendor Account Manager with any questions, including fees. Subscriptions auto-renew on May 1, at the beginning of the Patterson fiscal year.



NEW PRODUCT CAMPAIGN

New & Noteworthy

Leverage the Patterson New & Noteworthy product campaign to help launch your product in the market. The campaign runs bimonthly and features products that are either new to the industry or new to Patterson Dental. Promoted through email, social media and additional ads, this campaign is a great way to bring visibility to your new merchandise products.

Campaign submissions must be submitted on a Patterson-specific template. Work with your Vendor Account Manager to submit new products.



Frequency

Bimonthly

Advertising Options	Rates
Per Product	\$12,000

New & Noteworthy Calendar

Submission Due Date

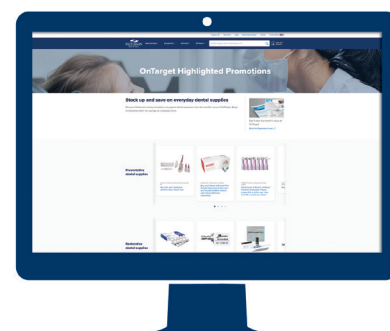
January/February	December 6, 2024
March/April	February 7, 2025
May/June	April 4, 2025
July/August	June 6, 2025
September/October	August 1, 2025
November/December	October 3, 2025

Due dates are for ad campaign submission only. The new product needs to be added to the portfolio via the Product Submission process at least one month prior to campaign deadlines.

ONTARGET PROMOTIONAL CAMPAIGN

Put your merchandise promotions front and center in the Patterson OnTarget Promotional Campaign. The campaign includes a dedicated landing page, placement on the home page of pattersondental.com and a placement in our weekly customer email. This campaign runs year-long and is refreshed each quarter.

Campaign submissions must be submitted on a Patterson-specific template. Work with your Vendor Account Manager to submit OnTarget promotions.



Frequency

Quarterly

Advertising Options	Rates
Per Product	\$10,000

Product must offer a buy/get promotion.

OnTarget Promotional Campaign Calendar

Submission Due Date

January-March	December 6, 2024
April-June	March 7, 2025
July-September	June 6, 2025
October-December	September 5, 2025

ADDITIONAL OPPORTUNITIES



PRIORITY VENDORS

Priority vendors and products can receive exclusive opportunities to raise awareness about their products through our digital channels, improved placements in campaigns and custom marketing plans. They can gain more opportunities to raise awareness and target dental offices through our website, email marketing campaigns, digital banners, social media efforts, case studies and thought-leadership pieces.

We know that you have compelling stories to tell and important products to get in front of customers. We have a broad and captive customer base, and expertise in reaching them. Think of what we could accomplish together when you become a priority vendor.

Contact your Vendor Account Manager to learn more.

