

PRINT & DIGITAL ADVERTISING  
PRODUCT CAMPAIGNS  
TARGETED COMMUNICATIONS  
SALES ENABLEMENT  
FULFILLMENT

# PATTERSON DENTAL

# 2024

## MEDIA GUIDE



# WELCOME TO YOUR **2024** MEDIA GUIDE

With Patterson as your 2024 media strategy partner, you have the invaluable opportunity to share your products and your stories to our large, active customer base.

This guide contains all 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 trusted expertise and responsive support. It's the perfect audience for your message, and our team is fully equipped to help you build a strategy that maximizes your spend. You'll appreciate the way our streamlined 2024 publication offering 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 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.

Talk to your Vendor Account Manager about how to use your Dental Product Shopper 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 |

*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.*

**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"

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

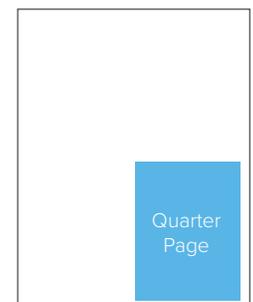
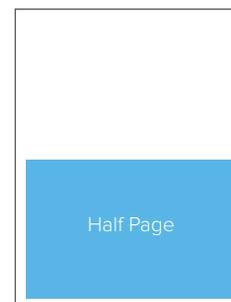
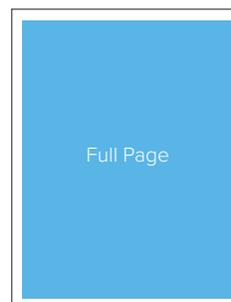
*\*Ads do not bleed.*

*\*\*Cover, inside front cover, back cover and center insert please add a .125" full bleed.*

### OnTarget Calendar

### Ad Due Date

|           |                    |
|-----------|--------------------|
| January   | October 25, 2023   |
| February  | November 29, 2023  |
| March     | December 27, 2023  |
| April     | January 24, 2024   |
| May       | February 28, 2024  |
| June      | March 27, 2024     |
| July      | April 17, 2024     |
| August    | May 29, 2024       |
| September | June 26, 2024      |
| October   | July 24, 2024      |
| November  | August 28, 2024    |
| December  | September 25, 2024 |



## 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 |

*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.*

| Advantage Calendar | Ad Due Date       |
|--------------------|-------------------|
| February           | December 1, 2023  |
| April              | February 1, 2024  |
| August             | June 3, 2024      |
| November           | September 1, 2024 |

**Publication Trim Size:** 8" x 10.5"

**Ad Specs:** width x height

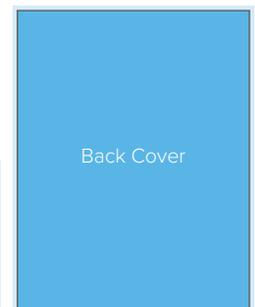
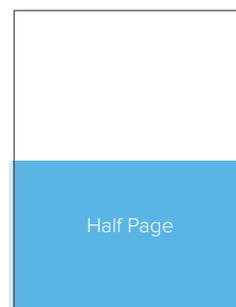
Full Page\* 8.25" x 10.75"

Two-Page Spread\* 16.25" x 10.75"

Half Page 7" x 4.5"

Back Cover\* 8.25" x 10.75"

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



## 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 advance, 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

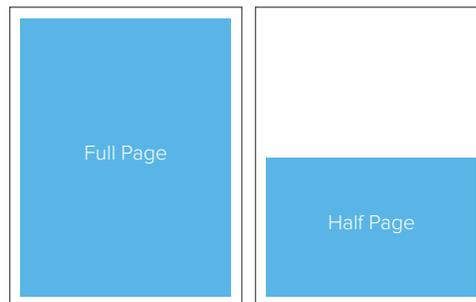
| Advertising Options | Rates   |
|---------------------|---------|
| Full Page           | \$9,350 |
| Half Page           | \$6,050 |

| Equipment & Technology Guide Calendar | Ad Due Date  |
|---------------------------------------|--------------|
| September                             | July 1, 2024 |

**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 | Rates    |
|---------------------|----------|
| Full Page           | \$13,420 |

| Annual Calendar | Ad Due Date      |
|-----------------|------------------|
| June            | February 5, 2024 |

**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                    | <b>\$3,630</b> |
| One Week Insertion and Product Sample Fee | <b>\$4,400</b> |

## 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](http://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:

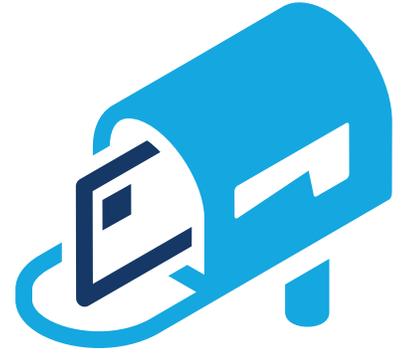
Boone, IA Distribution Center  
Attn: Team Leader, Package Stuffer  
Week of:\_\_\_\_  
1905 Lakewood Drive  
Boone, IA 50036

## DIRECT MAIL

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



## ITEM REQUIREMENTS

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- ✓ 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](http://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.\*

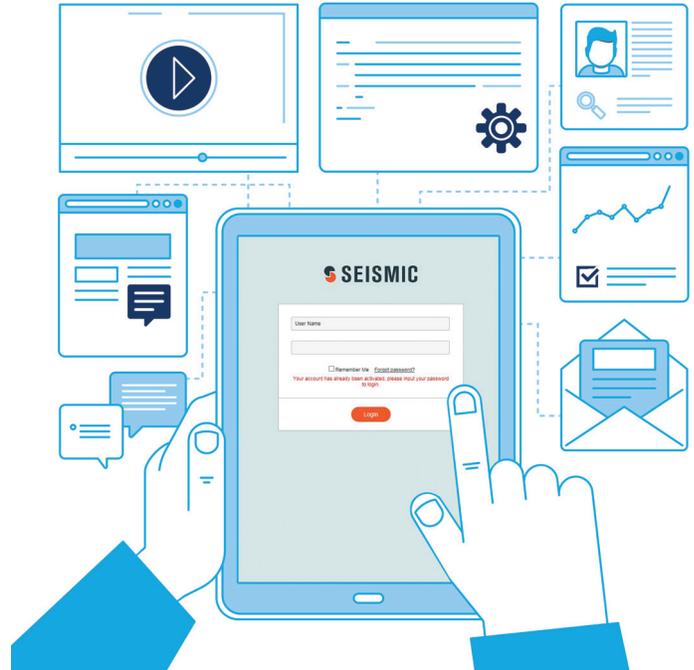
*\*Samples MUST be approved by your Vendor Account Manager. Samples are NOT required.*

*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.*

## 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 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 Vendor Account Manager 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 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.



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## 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

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 Vendor Account Manager with any questions, including fees. Subscriptions auto-renew on May 1, at the beginning of the Patterson fiscal year.

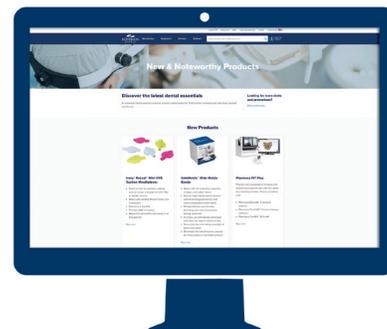


## NEW PRODUCT CAMPAIGN

### New & Noteworthy

Leverage the Patterson New Product Campaign to help launch your product in the market. The New & Noteworthy product 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

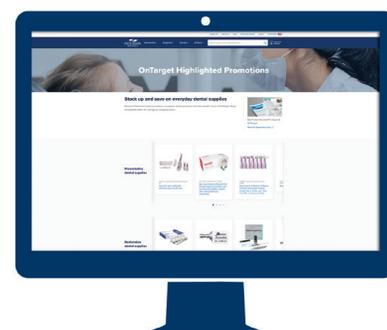
|                   |                  |
|-------------------|------------------|
| January/February  | December 1, 2023 |
| March/April       | February 2, 2024 |
| May/June          | April 5, 2024    |
| July/August       | June 7, 2024     |
| September/October | August 2, 2024   |
| November/December | October 4, 2024  |

*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 OnTarget Promotional 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

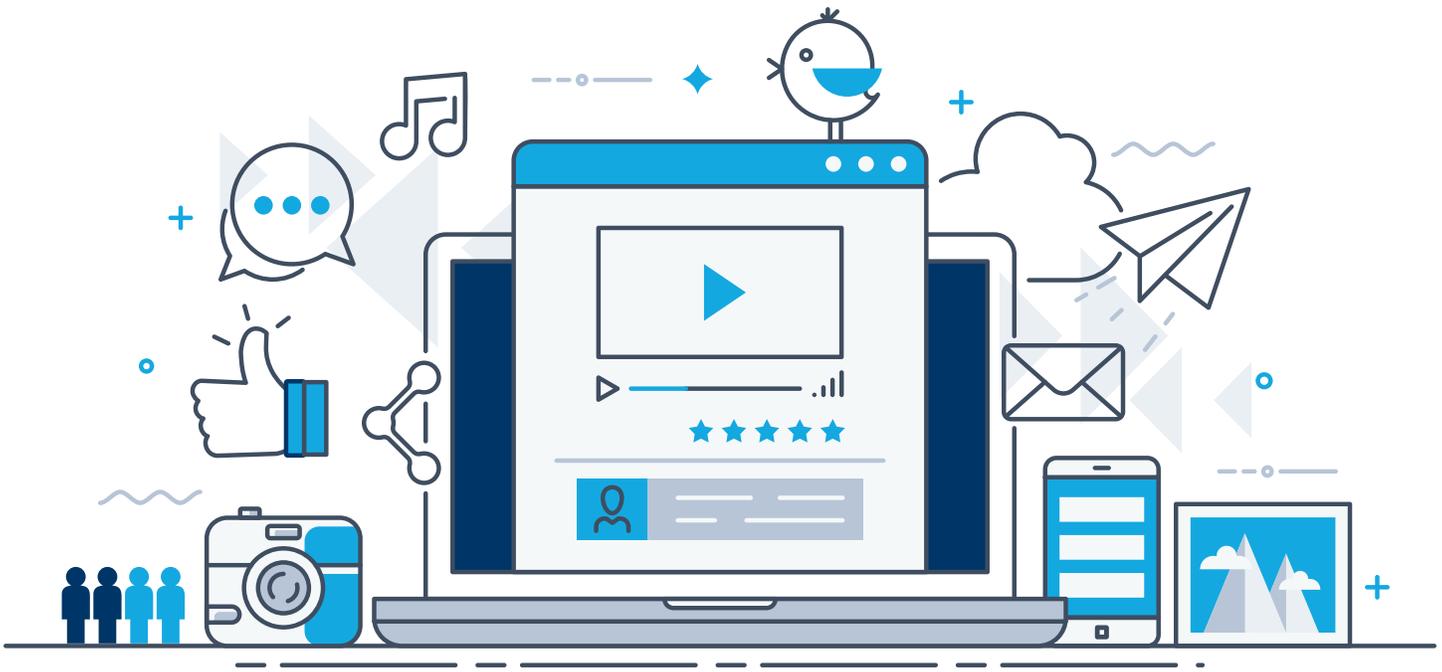
| Advertising Options | Rates    |
|---------------------|----------|
| Per Product         | \$10,000 |

*Product must offer a buy/get promotion.*

### OnTarget Promotional Campaign Calendar

### Submission Due Date

|                  |                   |
|------------------|-------------------|
| January-March    | December 1, 2023  |
| April-June       | March 1, 2024     |
| July-September   | June 7, 2024      |
| October-December | September 6, 2024 |



## PRIORITY VENDORS

Priority vendors and products receive exclusive opportunities to raise awareness about your products through our digital channels, improved placements in campaigns and custom marketing plans. You'll 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.

