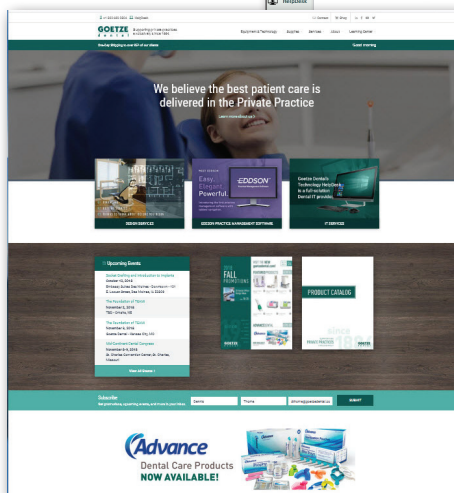


2023 MEDIA GUIDE

- » Quarterly Sales Flyers
- » Package Stuffers
- » Monthly Care Packages
- » Website Promotions and more



Item	Description	Unit	Price	Quantity
2	FRZ LIDOCAINE 2% 1.100.000	Q1 0R-AR300	50/BX	22.00
2	REFRESH GLOVE MID GREEN TEL PP AUR 99229	PERMEMENT	100/BX	10.99
7	REFRESH GLOVE XL GREEN TEL PP AUR 99229	PERMEMENT	100/BX	10.99
2	RUBBERMAN NON LATEX M 600	NY 109105	15/BX	56.95
1	FRZ SOFTOCAINE 4% 1.100.000	SEP 48-84800 W/ EYE	50/BX	27.69
1	FILM SUPER POLYSOFT OF 3H	EK 1688194	150/PK	60.00
2	ADVANCE AUTOCLAVE POUCH 3.5 X 5.25 ADV 43550	200/BX	11.14	22.28
1	ADVANCE AUTOCLAVE POUCH 3.5 X 5.25 ADV 43554	200/BX	11.72	11.72



KANSAS CITY
ST. LOUIS
DENVER
DES MOINES
OMAHA
SPRINGFIELD
WICHITA

GOETZE
d e n t a l

2023 MEDIA GUIDE

Corporate Offices and Main Distribution Center

KANSAS CITY

3939 NE 33rd Terrace, Suite J
Kansas City, MO 64117-2689
Phone: 800.692.0804 | Fax: 800.552.7791

Branch Offices

DENVER

6950 South Tucson Way, Suite P
Centennial, CO 80112-3922
Phone: 866.398.3368 | Fax: 303.790.0890

DES MOINES

11051 Aurora Ave.
Urbandale, IA 50322
Phone: 800.692.0804 | Fax: 515.289.2467

OMAHA

8550 South 137th Circle, Suite 3
Omaha, NE 68138-6601
Phone: 800.216.9048 | Fax: 402.891.5799

SPRINGFIELD

1809 W. Sunset St.
Springfield, MO 65807-5901
Phone: 800.869.3772 | Fax: 417.886.1960

ST. LOUIS

36 Worthington Access Drive
Maryland Heights, MO
63043-3806
Phone: 800.598.4888 | Fax: 314.878.8013

WICHITA

1632 S. West Street, Suite 1
Wichita, KS 67213
Phone: 800.692.0804 | Fax: 316.691.9842

Goetze Dental, your trusted advertising partner

Goetze Dental is proud to be a trusted partner for over 6,000 dental clients. With over 135 years in the industry, our passion is helping clients find the dental supplies and equipment they need to run a successful practice. Through the years we have developed several marketing tools to promote dental supplies and equipment. Our Quarterly Promotions Flyers continue to stand out as the best way to reach Goetze Dental clients. Choosing a Quarterly Ad Package puts your message in the Quarterly Promotions Flyer and in front of Goetze Dental clients on the Goetze Dental website and on our proprietary desktop ordering application, GAINSpeed™ for the quarter.



We are always open to your ideas and welcome your feedback. We appreciate our partnership with you and look forward to a successful 2023.

+ Goetze Dental Coverage Area:

Serving over 6,000 dental clients located in Missouri, Kansas, Southern Illinois, Nebraska, Iowa, Colorado, New Mexico, and South Dakota.

+ Goetze Dental's Team Consists of:

Merchandise Representatives	20
Equipment Specialists	7
Service/Technology Technicians	28

+ Goetze Dental's Marketing Department:

Sarah DuRall	Director of Marketing
Jake Gibbs	Marketing Specialist
Cori Mitchell	Product Support Specialist
Kristi Jurgensen	Graphic Designer

+ How to Contact Us:

General Questions	marketing@goetzedental.com
New Product Information, Discontinued Items, Price lists, Promotions or Other News	vendorinfo@goetzedental.com
Paid Advertising Submissions	sdurall@goetzedental.com

2023 PROMOTIONS FLYER

» Goetze Dental's Quarterly Promotions flyers reach over 6,000 Midwest clients. Each publication is designed to expose clients to new products and/or publicize your special product offers.



» The Goetze Dental Media Guide and previous Quarterly Flyers can be found at goetzedental.com/vendors

+ Goetze Dental Quarterly Promotions Flyer

QUARTERLY PROMOTIONS FLYER ADVERTISING RATES

Goetze Dental ad prices are for all of the 2023 Quarterly Promotions Flyers. Ads are full color.

» Half Page Ad **\$800.00** » Full Page Ad **\$1,300.00**

RESERVATION AND ARTWORK DEADLINES

Quarterly Promotions Flyer Submission Dates are listed below
(ads must be at Goetze Dental by dates specified to be included in quarterly publications)

1st Quarter (January, February, March)

Ad Artwork Due November 18, 2022

3rd Quarter (July, August, September)

Ad Artwork Due May 19, 2023

2nd Quarter (April, May, June)

Ad Artwork Due February 17, 2023

4th Quarter (October, November, December)

Ad Artwork Due August 18, 2023

MECHANICAL REQUIREMENTS

Printing process: 4-color process, Sheet fed offset on Enamel Gloss

Dimensions: Standard page size is 8.5" wide x 11" deep, live editorial area 7.5" x 10."

	AD SIZE	BLEED SIZE	LIVE AREA
Full Page Ad size	8.5" x 10.5"	8.75" x 10.75"	7.5" x 10"
Half Page Ad Size	8.5" x 5.25"	8.75" x 5.5"	7.5" x 4.75"

ARTWORK SUBMISSION GUIDELINES

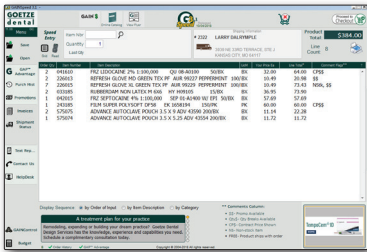
See page 6 for acceptable digital formats and media

Send Completed Ads To: GOETZE DENTAL, Attn: Sarah DuRall
3939 NE 33rd Terrace, Suite J, Kansas City, MO 64117
Email: sdurall@goetzedental.com

If you have any questions or need further information please contact Sarah DuRall, Marketing Director at 816.413.1212

See page 7 for Reservation Form

2023 ADVERTISING OPPORTUNITIES



+ Goetze Dental Quarterly Ad Package

Maximize your marketing efforts with the Goetze Dental quarterly Ad Package. This package guarantees brand visibility across the quarter in print, online and on the Goetze Dental dental supply desktop ordering system used by the majority of our clients.

YOU RECEIVE

- » One Full Page Ad in the Goetze Dental Quarterly Promotions Flyer
- » One Ad Space on the Goetze Dental Website Homepage
- » One Ad Space on GAINSpeed™ Goetze Dental's desktop dental supply ordering system used by the majority of clients to place dental supply orders

The Goetze Dental quarterly Ad Package is the ONLY way to place advertising on the Goetze Dental Website and on GAINSpeed.

ARTWORK SPECIFICATION GUIDELINES

Promotions Flyer full page ad specs:

- See page 6 for detailed artwork specifications
- Printing process: 4-color process, Sheet fed offset on Enamel Gloss
- Dimensions: Standard page size is 8.5" wide x 11" deep, live editorial area 7.5" x 10."

AD SIZE	BLEED SIZE	LIVE AREA
Ad size 8.5" x 10.5"		8.75" x 10.75" 7.5" x 10"

Goetze Dental Website ad specs:

- Jpeg image, **970 x 250 pixels wide, 72 dpi**
- Artwork should include product name, product image and manufacturers name or logo

GAINSpeed™ ad specs:

- png image, **180 x 120 pixels wide, 72 dpi**
- Artwork should include product name, product image and manufacturers name or logo

ARTWORK SUBMISSION GUIDELINES

Send all three pieces of artwork to

- **Sarah DuRall - sdurall@goetzedental.com**
- Subject line: year, quarter, manufacturer name, quarterly ad package, example: 2021Q1PlanmecaQuarterlyAdPackage

PARTICIPATION RATES

Total Cost: **\$3,000** per quarter, per package.

There are **a limited number of** ad packages available per quarter. Reserve your space early. **All Quarterly Ad Packages must be reviewed and approved by the Goetze Dental Purchasing and Marketing Teams prior to insertion.**

Contact Sarah DuRall, Marketing Director at 816-413-1212 or sdurall@goetzedental.com with questions.

See page 7 for Reservation Form

2023 ADVERTISING OPPORTUNITIES



+ Goetze Dental Sales Representative Marketing Mailer

At certain times throughout the year, we send the Goetze Dental sales team a package full of product samples and literature. This mailing is the perfect way to place your new product information and samples and/or items on special in the hands of our sales team.

PARTICIPATION PROCEDURES

To participate, all materials must be submitted to the attention of **Sarah DuRall** for review.

+ Goetze Dental Product Package Stuffer

Product package stuffers are an effective way to maximize your product marketing efforts. We ship client order packages to nearly 3,500 clients each week. Extend your marketing message and directly reach Goetze Dental clients by including your package stuffer in our client order packages.

PARTICIPATION RATES

While Goetze Dental does not charge participation fees for packages stuffers, we do require the manufacturer to create, print, and supply them to us for distribution. Any item being submitted should be sent to the attention of **Sarah DuRall** at sdurall@goetzedental.com to start the review process.

QUALIFICATION

We will not accept package stuffers from any manufacturer who does not place advertising in our quarterly flyers. Additionally, all items represented on package stuffers must be approved by the Goetze Dental Marketing and Purchasing Departments before distribution.

If you have any questions or need further information please contact **Sarah DuRall**, Marketing Director at 816.413.1212.

All publications are produced on the Mac platform in Adobe InDesign CC2019. Only digital files of artwork will be accepted.

All digital ads must be accompanied by a hard copy proof. The proof should be color correct and show exact content of digital material provided. Digital ads lacking a hard copy proof will be returned. In the instance where materials are delivered via e-mail a high resolution PDF must be provided. Acceptable medias are flash drive or DVD; a print directory of the files contained on the media is preferred. Delivery of materials via e-mail is subject to a 10 MB limit per transmission. To avoid corruption in transmission of files, compress using "binhex" encoding before sending. Compatible compression programs are Stuffit or ZIP.

+ Artwork Submission Guidelines and Requirements

ACCEPTABLE FORMATS

- » **PDF:** saved for print quality. Recommended settings are as follows: JPEG high compression, (or no compression) for color images with a 300 dpi resolution, black and white images set for high JPEG compression with a 600 dpi resolution, bitmap images at 1200 dpi set to "run length". Font inclusion set to embed all. Note: All images and color must be converted to CMYK to ensure correct processing through Adobe Acrobat.
- » **PDF "EPS" alternative:** export PDF through Acrobat Exchange to create an EPS. This format will ensure more accurate color. This EPS file format can then be imported into Adobe InDesign.
- » **Adobe InDesign:** Document must be saved as an ".indd" document and be accompanied by all fonts and supporting art. Please supply a low resolution PDF proof for reference. Version CC2019 or earlier.
- » **Adobe Illustrator:** EPS format. Type must be converted to outlines. To embed placed files set to include any placed images when saving. Mac preview preferred. It is strongly recommended that any placed files be included. Version CC2019 or earlier.
- » **Adobe PhotoShop:** Tiff or EPS format at 300 dpi. Please render any type layers. Note: body copy will not print cleanly in this resolution. Version CC2019 or earlier.

The Following formats are UNACCEPTABLE:

Quark XPress, Publisher, Microsoft Word, and Microsoft PowerPoint.

DIGITAL PRODUCTION

To ensure accurate RIP in processing all images and spot colors must be converted to CMYK.

All full-page digital ad files should be built to ad size plus 1/8" bleed. Fractional digital ads may be built to either ad size plus 1/8" bleed or live area size.

Send Completed Ads To:

GOETZE DENTAL, Attn: Sarah DuRall
3939 NE 33rd Terrace, Suite J, Kansas City, MO 64117
Email: sdurall@goetzedental.com

- Subject line: year, quarter, manufacturer name, ad size, example: 2023Q1VENDORNAMEFullPageAd

2023MEDIAGUIDE

2023 GOETZE DENTAL ADVERTISING RESERVATION FORM

Company Name _____ Date: _____
Contact _____ Billing Contact _____
Phone _____ Phone _____
E-mail _____ E-mail _____

First Quarter

- Quarterly Advertising Package (\$3,000 each) - See page 3 for details Amount \$ _____
or
 Quarterly Promotions Flyer - See page 3 for details
 Full Page Ad (\$1,300 each) x _____ Half Page Ad (\$800 each) x _____ Amount \$ _____
number of ads *number of ads*

Second Quarter

- Quarterly Advertising Package (\$3,000 each) - See page 3 for details Amount \$ _____
or
 Quarterly Promotions Flyer - See page 3 for details
 Full Page Ad (\$1,300 each) x _____ Half Page Ad (\$800 each) x _____ Amount \$ _____
number of ads *number of ads*

Third Quarter

- Quarterly Advertising Package (\$3,000 each) - See page 3 for details Amount \$ _____
or
 Quarterly Promotions Flyer - See page 3 for details
 Full Page Ad (\$1,300 each) x _____ Half Page Ad (\$800 each) x _____ Amount \$ _____
number of ads *number of ads*

Fourth Quarter

- Quarterly Advertising Package (\$3,000 each) - See page 3 for details Amount \$ _____
or
 Quarterly Promotions Flyer - See page 3 for details
 Full Page Ad (\$1,300 each) x _____ Half Page Ad (\$800 each) x _____ Amount \$ _____
number of ads *number of ads*

Total \$ _____

Notes _____

Send this completed reservation form to the attention of **Sarah DuRall** at Goetze Dental.
If you have any questions please call Sarah at 816-413-1212 or sdurall@goetzedental.com.

Fax: 816.459.7064