

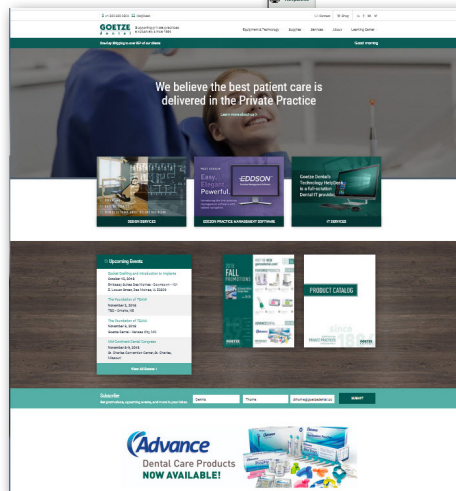
2024 MEDIA GUIDE

- » Quarterly Promotional Booklet
- » Digital Promotions
- » Package Stuffers
- » Sampling Program



The screenshot shows a software interface for Goetze Dental. It displays a list of products with columns for Item #, Description, Unit, Price, and Quantity. The total amount is \$384.00. The interface includes a search bar, a 'Save' button, and a 'Print' button. The product list includes items like 'FRZ LIDOCAINE 2% 1.100.000', 'REFRESH GLOVE MID GREEN TEX IP', and 'ADVANCE AUTOCLAVE POUCH 3.5 X 5.25 ADV 43554 200/BX'.

Item #	Description	Unit	Price	Quantity	Amount
2	FRZ LIDOCAINE 2% 1.100.000	50/BX	22.00	64.00	CPSS
2	REFRESH GLOVE MID GREEN TEX IP AUR 99229 PEPPERMINT 100/BX	100/BX	10.99	20.98	\$5
7	REFRESH GLOVE XL GREEN TEX IP AUR 99229 PEPPERMINT 100/BX	100/BX	10.99	73.43	NOV, \$5
2	003185 RUBBERMAN NON LATEX M 600 NY 109105 15/BX	15/BX	50.95	73.90	
1	042615 FRZ SOFTOCAINE 4% 1.100.000	50/BX	57.69	57.69	
1	243185 FILM SUPER POLYSOFT DFM EK 1688194 150/PK	PK	60.00	60.00	CPSS
2	575075 ADVANCE AUTOCLAVE POUCH 3.5 X 5.25 ADV 43554 200/BX	BX	11.84	22.28	
1	575074 ADVANCE AUTOCLAVE POUCH 3.5 X 5.25 ADV 43554 200/BX	BX	11.72	11.72	



KANSAS CITY
ST. LOUIS
DENVER
DES MOINES
OMAHA
SPRINGFIELD
WICHITA

GOETZE
dental

2024 MEDIA GUIDE

Goetze Dental, your trusted advertising partner

Goetze Dental is proud to be a trusted partner for over 6,000 dental clients. With 140 years in the industry, our passion is helping clients find the dental supplies and equipment they need to run a successful practice.



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

6920 South Jordan Rd, Unit O
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 Coverage Area:

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

+ The Goetze Dental Team:

Merchandise Representatives	20
Equipment Specialists	7
Service/Technology Technicians	28

+ 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	marketing@goetzedental.com

2024 PROMOTIONAL Booklet

» 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 Promotionals can be found at goetzedental.com/vendors

+ Goetze Dental Quarterly Promotional Booklet

QUARTERLY PROMOTIONAL BOOKLET ADVERTISING RATES

- Commit to all 4 Quarters and receive 40% off Q1 -

» Half Page	\$995
» Full Page	\$1,495
» Front Cover + 1/2 page feature on Page 4 (limit 2)	\$2,995
» Inside Front Cover	\$2,495
» Inside Back Cover	\$2,195
» Two Page Spread	\$2,295
» Page 5 Spotlight Article	\$2,395
» Back Cover	\$2,295

RESERVATION AND ARTWORK DEADLINES

1st Quarter 2024 (January, February, March)

Space Reservation Due December 1, 2023
Ad Artwork Due December 8, 2023

2nd Quarter 2024 (April, May, June)

Space Reservation Due February 22, 2024
Ad Artwork Due February 29, 2024

3rd Quarter 2024 (July, August, September)

Space Reservation Due May 24, 2024
Ad Artwork Due May 31, 2024

4th Quarter 2024 (October, November, December)

Space Reservation Due August 23, 2024
Ad Artwork Due August 30, 2024

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"

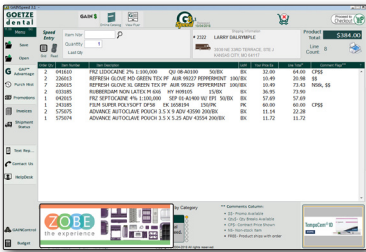
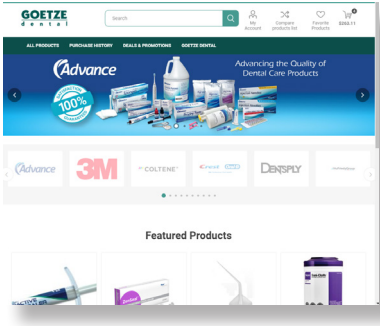
ARTWORK SUBMISSION GUIDELINES

See page 6 for acceptable digital formats and media

Send Completed Ads To: marketing@goetzedental.com

If you have any questions or need further information please contact Drew Wiedner, Marketing Manager at driedner@goetzedental.com

2024 ADVERTISING OPPORTUNITIES



+ Goetze Dental Digital Opportunities

Enhance brand visibility and product specials on the Goetze Dental desktop ordering system and our brand new eCommerce site. Prices are per month.

DIGITAL BANNERS + FEATURED PRODUCTS

Buy 2 Months, Get the 3rd month 50% off

- » Home Page Banner (limited availability) **\$2,195**
- » Deals and Promotions Banner (exclusive) **\$1,995**
- » Account Purchase History Banner (exclusive). **\$2,495**
- » Category Page Banner (exclusive) **\$1,095**
- » Featured Product on Home Page (limited to 10 products) **\$2,195**
- » Recommended Product at checkout (limited to 10 products) **\$2,395**

BANNER SPECIFICATION GUIDELINES

Goetze Artwork should include product name, product image, and manufacturer’s logo

- 970 x 250 pixels wide, 72 dpi
- 180 x 120 pixels wide, 72 dpi
- 1920 x 419 pixels wide, 72 dpi
- 500 x 500 pixels, wide, 72 dpi

ARTWORK SUBMISSION GUIDELINES

Send artwork to dwiedner@goetzedental.com

- Subject line: year, quarter, manufacturer name, specified banner.
example: 2024 Q1 Planmeca Category Banner

There are a **limited number of** digital opportunities available per month. Reserve your space early. **All digital insertions must be reviewed and approved by the Goetze Dental Purchasing and Marketing Teams prior to placement.**

Contact Drew Wiedner, Marketing Manager at dwiedner@goetzedental.com with questions.

2024 ADVERTISING OPPORTUNITIES



+ 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

\$800 per 2,000 pieces

Manufacturer will create, print, and supply items to Goetze Dental for distribution. Any item being submitted should be sent to the attention of **Drew Wiedner** at dwiedner@goetzedental.com to start the review.

QUALIFICATION

We will not accept package stuffers from any manufacturer who does not participate in any other advertising channel. Additionally, all items represented on package stuffers must be approved by the Goetze Dental Marketing Team before distribution.

+ Goetze Dental Product Sampling

We ship client order packages to nearly 3,500 clients each week. Extend your product marketing and directly reach Goetze Dental clients by including your samples in our client order packages.

PARTICIPATION RATES

\$800 per 2,000 pieces - Rate may increase based on the weight of your samples.

Manufacturer will create, print, and supply items to Goetze Dental for distribution. Any item being submitted should be sent to the attention of **Drew Wiedner** at dwiedner@goetzedental.com to start the review.

QUALIFICATION

We will not accept samples from manufacturers that do not participate in any other advertising channel. Additionally, all items represented in samples must be approved by the Goetze Dental Marketing Team before distribution.