



The Daily News

**Your Daily Report at the
Western Regional Dental Convention
sponsored by the Arizona Dental Association**

Phoenix, Arizona

March 12-14, 2009

Raise your profile in Phoenix in 2009

Boost your company's visibility through the official show daily

Want to reach more than 6,700 dental professionals at the Western Regional Dental Convention? Here's an opportunity you can't afford to miss!

Western Regional exhibitors and partners can deliver their important marketing messages to the thousands of annual convention and exhibition attendees—quickly and easily. All it takes is an advertisement in the Western Regional's daily convention newspaper.

The Morning News – distributed daily

Why advertise in the convention newspaper? Simply put, it's a great return on your advertising dollar.

WRDA's convention newspaper, *The Morning News*, will be published each morning during the conference—with live convention news coverage.

The daily newspaper is provided free to all attendees, and is chock full of news and features on the industry, WRDC and the convention. You won't want to miss "the dental

event" of 2009 nor the coverage of the meeting included in the newspaper.

One way to make your company stand out among the expected 300 other exhibit booths is an ad in *The Morning News*. You can be sure your message is widely read because

and product announcements. Be a part of it.

Cost-effective promotion

Tell new customers about your goods and services. Re-establish contact with existing clients. Raise awareness in your industry. Offer convention specials and drive traffic to your booth. Promote your company and services by using this once-a-year opportunity to connect with dental professionals. Get your company's news out to the right audience!

The Morning News offers value-conscious rates that insure the cost-effectiveness of your message. See the following page for complete details.



the newspaper will be personally distributed to attendees by hand in the convention center halls and exhibition entrances. Everyone will read it and take it back to the office for colleagues. This high-quality, tabloid-size newspaper is the first place attendees will turn for breaking news, articles, photographs, exhibition highlights, WRDC news

Contact us

Purchase advertising today. WRDC has partnered with CustomNEWS, an experienced convention publisher, to bring you *The Morning News*. Call John Carter at 800-627-8723 or jcarter@showdailies.com. *Book early to ensure your advertising space!*

The Morning News

Official newspaper of the Western Regional Dental Convention

ON-SITE ISSUES

MARCH 12

MARCH 13

MARCH 14

The Western Regional Dental Convention's newspaper is a one-of-a-kind opportunity for exhibitors and members to communicate their message, right at the convention, March 12-14, 2009 in Phoenix, Arizona.

Exhibitors can reach WRDC attendees with their important sales messages. *The Morning News* will be published three times, on-site during the event, March 12-14.

Each daily issue will feature important up-to-the-minute news and photographic coverage of the event,

coinciding with the exhibit opening and exhibit days. Each issue will be directly distributed to attendees every morning as they enter the exhibition area and convention halls.

The WRDC newspaper will reach dental professionals at precisely the right time. These issues will help guarantee high visibility and maximum traffic for your company and its exhibit booth.

ADVERTISING RATES & SIZES

Size	Width x Depth	1X	2X	3X
Back Cover	9 3/4" x 14"	NA	NA	\$9,390
Inside covers	9 3/4" x 14"	NA	NA	\$7,950
Full Page	9 3/4" x 14"	\$2,925	\$4,875	\$6,025
Half Page Isl.	7" x 9 3/4"	\$2,725	\$4,195	\$5,400
Half Page	9 3/4" x 7"	\$2,175	\$3,175	\$4,725
1/3 Page	7" x 7"	\$1,225	\$1,900	\$2,900
1/4 Page	4 3/4" x 7"	\$1,150	\$1,800	\$2,475
Business Card				\$1,350

Size

Trim size is 11 1/4" x 15". Pages are four columns wide. All critical matter or illustrations should be kept at least 1/4" from all trim edges.

Bleed spreads

Four-color or black-and-white spreads are available ROP. Rate is space plus 15 percent. All bleeds are toward the gutter only.

Color

Rates listed above include all color charges.

Mechanical charges

Any work done at an agency's request will be charged. This includes stripping, halftones, screens, reverses, additional artwork, typesetting, etc.

Printing/paper stock

The Morning News is printed cold web on 50 lb. white offset stock.

Inserts

Advertising inserts are accepted at space plus \$100/1,000

Premium positions

Premium positions are available at 15 percent over black-and-white space costs.

Materials accepted

High-resolution PDFs in CMYK color format, all fonts embedded; native files with all supporting files, CMYK, and fonts.

Production of advertisements

Where an advertiser does not have advertising copy, the conference newspaper will provide standard type and mechanical assembly of advertisements at cost. Where an advertisement requires original photography, sketches, and/or special effects, advertiser will pay these costs at billed rates.

Agency commissions/discounts

The Morning News will pay a standard 15 percent commission to recognized agencies. Two percent cash discounts are offered for payment either in advance or within 10 days of billing.

Deadline: Insertion Orders and Materials: March 2, 2009

To purchase advertising in the convention newspaper, or if you have questions, contact John Carter at 800-627-8723 or jcarter@showdailies.com