



Dear Friend of PAGD,

The Pennsylvania Academy of General Dentistry is pleased to offer you a great way to reach out to general dentists in Pennsylvania through our flagship publication, ***The Keystone Explorer***.

The Keystone Explore reaches the nearly 1,700 dentists who are members of PAGD.

This cutting edge quarterly publication provides the general dentist with current information on the hottest topics in dentistry. Here are some topics covered regularly in ***The Keystone Explorer***:

- Latest clinical information
- Patient Relations
- Practice Management Tips
- Latest Offering in Continuing Education
- Latest News in Dentistry, as well as the Latest Political News that Impacts Dentistry

The Keystone Explorer's editorial staff has set the following editorial calendar for 2009:

- March – Oral Cancer: The latest tools and innovations in detecting and treating patients with oral cancer.
- June – Green Dentistry: The impacts of dentistry on the environment and cutting edge products and procedures to help reduce dentistry's carbon footprint.
- September – Emergency Preparedness: The latest information on help your business survive a crisis, whether it is a natural disaster or scandal, as well as the latest in technology to help maintain continuity of business when a disaster strikes.
- December – Technology: The latest innovations in the use of technology in dentistry and the new tools on the horizon.

For the first time ever, ***The Keystone Explorer*** will be publishing a special edition for March 2009. This edition will go to every dentist in Pennsylvania, a distribution of nearly 9,000 dentists. This is a great opportunity for you to reach every dentist in Pennsylvania through a nationally recognized publication.

Included in this packet are the specifications and fee schedule for advertising. If you have any further questions, please contact me at 717-737-4682, or ahutcheson@pagd.org

Thank you for considering ***The Keystone Explorer*** as an advertising source.

April L. Hutcheson
Executive Director, PAGD



About PAGD

- PAGD represents the most highly-trained doctors in general dentistry. Our members have committed to continuing education and training at levels not required by even the State Board of Dentistry. They are the **Masters** and **Fellows** of our profession.
- With more than 1,600 members, PAGD is the largest organization in Pennsylvania to solely represent the interests of general dentists.
- The cornerstone of PAGD's continuing education program is call PEAK. This nationally recognized program was established in 1986 to help members achieve their **Fellowship** and **Mastership** awards from the Academy of General Dentistry (AGD).
- To achieve the 500 hours of continuing education needed for **Fellowship**, a dentist has to take at least 75 days away from the office. For the average dentist this equates to \$187,500 in lost income from being out of the office based on an average office production of \$2,500 daily. Add to that the \$22,500 in tuition at \$300 per day. This equates to approximately \$210,000 for a **Fellowship** and an additional \$252,000 for a **Mastership**. So as you can see it not only takes a substantial commitment of time and energy but of monetary resources to be able to better ourselves in our profession.
- In attaining **Mastership**, awardees meet the highest criteria for professional excellence by taking 1,100 hours of continuing dental education in the 16 disciplines of dentistry, including 400 hours dedicated to practicing "hands-on" skills and techniques. To date, 152 dentists have received **Mastership** honors in Pennsylvania.
- By taking this commitment of achieving **Fellowship** and **Mastership** in the Academy of General Dentistry, it separates those statistically into the top 35% of practices nationally in both production and in quality of care. All of us and all of these awardees should be proud of your achievements and of your commitments to excellence.
- PAGD is a constituent of the Academy of General Dentistry (AGD). The core purpose of the AGD is to advance the value and excellence of general dentistry through a commitment to education of general dentists and their patients. The AGD's goal is to be the premier, worldwide organization of choice for all members of the general-dentistry community, working together to ensure optimal oral health.

For more information, contact us 717-737-4682 or visit us at www.pagd.org.



Keystone Explorer

The Flagship Publication of the Pennsylvania Academy of General Dentistry
 1125 Windsor Road
 Mechanicsburg, PA 17050
 (717) 737-4682 (phone)
 (717) 737-4683 (fax)

2009 Advertising Rates Effective Jan. 15, 2009

Distribution: 1,700 general dentists in Pennsylvania
 Publication dates: March, June, September and December

Special Edition

Our March edition will be distributed to nearly 9,000 dentists in Pennsylvania. This includes general dentists as well as specialists.

Special Rates for March edition only

| Location | Size | Rate |
|--------------------|----------------------|--------------|
| Inside Back Cover | 7.5 x 10 | \$1000 |
| Inside Front Cover | 7.5 x 10 | \$900 |
| Page 2 | 7.5 x 10 | \$850 |
| Full Page | 7.5 x 10 | \$800 |
| 2/3 page | 5x10 | \$600 |
| 1/2 page | 7.5 x 5 or 3.75 x 10 | \$400 |
| 1/3 page | 2.5 x 10 | \$300 |
| 1/4 page | 3.75 x 10 | \$250 |

Rates

(effective for June 2009 to March 2010 editions)

| Location | Size | 1x | 2x | 3x | 4x |
|--------------------|----------------------|--------------|--------------|--------------|-----------|
| Inside Back Cover | 7.5 x 10 | \$450 | \$435 | \$420 | \$405 |
| Inside Front Cover | 7.5 x 10 | \$450 | \$435 | \$420 | \$405 |
| Page 2 | 7.5 x 10 | \$415 | \$400 | \$385 | \$370 |
| Full Page | 7.5 x 10 | \$375 | \$360 | \$345 | \$330 |
| 2/3 page | 5x10 | \$335 | \$325 | \$315 | \$300 |
| 1/2 page | 7.5x10 or 3.75x10 | \$265 | \$250 | \$235 | \$220 |
| 1/3 page | 2.5 x 10 | \$185 | \$170 | \$155 | \$140 |
| 1/4 page | 3.75 x 5 | \$150 | \$135 | \$120 | \$105 |

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Design Specs

- Press-ready PDF files are the preferred method of artwork. Macintosh Quark, Illustrator or Photoshop files are also acceptable—all associated graphics and fonts must also be included when sending this type. All images should be 300 dpi.
- An additional 20% will be added for production services for non camera ready artwork provided.

Ad Design Services

If you can not supply your own ad and would like us to design an ad for you, we can provide professional design services.

Contact:

Jan Hastings Graphic Design
www.janhastings.com
717-561-0323 phone
717-561-0324 fax
jan@janhastings.com

Deadline for Advertisements

Feb. 6, 2009 for March edition

May 1, 2009 for June edition

July 31, 2009 for September edition

Sept. 15, 2009 for December edition