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A SCIENCE & MEDICINE GROUP COMPANY

2023 Media Kit



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DrBicuspid.com

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About Us

DrBicuspid.com is a free, member-driven website for general dentists, specialists, and other dental professionals. We deliver timely and trustworthy news, features, and columns that help make dental practice profitable and enjoyable.

Key Demographics

48K

Active
Members

137K

Monthly
pageviews





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2023 Editorial Calendar

January 2023

2023 Cuspies Awards

Cuspies Award winners announced.

New Year's Day (January 1)

Practice management tips for the new year.

Blue Monday (January 16)

Mental health, stress, and burnout.

February 2023

Gum Disease Awareness Month

Periodontal disease and oral-systemic link.

Children's Dental Health Month

Children's oral health and sedation safety.

Black History Month

Highlights and history of Black dental professionals.

Super Bowl (February 12)

Sports dentistry.

[Chicago Dental Society Midwinter Meeting](#) (February 23-25)

Cuspies Award video presentations, new products, and educational sessions.

March 2023

Women's History Month

Highlights and history of women in dentistry.

Dental Assistants Recognition Week (March 5-11)

Dental assistant appreciation.

Dentist's Day (March 6)

Dentist appreciation.

Patient Safety Awareness Week (March 12-18)

OSHA guidelines and patient safety best practices.

[Hinman Dental Society Meeting](#) (March 16-18)

Educational presentations.

[Association of Dental Support Organizations](#) (March 28-31)

DSO news and updates.

April 2023

Oral Cancer Awareness Month

Oral cancer treatment and prevention.

Facial Protection Month

Mouthguard use and sports injury prevention.

Tax Day (April 15)

Strategies for a tax refund and equipment buying advice.

May 2023

Dental School Graduations

New dentist/new grad tips and advice.

Save Your Tooth Month

Endodontics cases.

Root Canal Appreciation Day (May 10)

Pain management tips and best practices.

Memorial Day (May 29)

Military dentists and oral health considerations for veterans.

June 2023

Pride Month

Diversity and inclusion in dentistry.

Brain Awareness Month

Oral health links to dementia and Alzheimer's Disease.

[International Association of Dental Research General Session](#) (June 21-25)

Dental innovations and groundbreaking research.

First Day of Summer (June 21)

Cosmetic dentistry tips for creating perfect summer smiles.



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2023 Editorial Calendar

July 2023

2023 SalaryScan

SalaryScan member survey and results article.

New Initiatives

Try out new series and storytelling formats on website and social platforms.

Start of Third Quarter

Practice management tips for the second half of the year.

August 2023

Back-To-School (Patients)

Back-to-school coverage and tips for teen/teen patients.

New Initiatives

Try out new series and storytelling formats on website and social platforms.

Tooth Fairy Day (August 22)

Lighthearted pediatric content.

September 2023

Back-To-School (Dentists)

Dental school considerations and dental education.

Dental Implant Awareness Month

Implant cases and smile design.

[American Association of Dental Office Management Meeting](#) (September 7-9)

Office manager news and updates.

October 2023

2024 Cuspies Awards

Cuspies Award nominations open.

Dental Hygiene Month

Dental hygienist appreciation.

[American Dental Association SmileCon](#) (TBD)

New products and dental industry news.

Infection Prevention Week (October 15-21)

Infection control and flu/pandemic updates.

Halloween (October 31)

Scariest cases of the year.

November 2023

2024 Cuspies Awards

Cuspies Award member voting.

TMJ Awareness Month

TMD/TMJ treatment and facial pain management.

Daylight Savings Time Ends (November 6)

Sleep dentistry and sleep apnea.

[Dental Trade Alliance Meeting](#) (November 6-9)

Dental industry updates and news.

[Greater New York Dental Meeting](#) (November 24-29)

Dental education coverage and new products.

December 2023

2024 Cuspies Awards

Cuspies Award expert panel voting.

Christmas (December 25)

Holiday deals.

New Year's Eve (December 31)

Top articles of 2023.



Rate Card

Targeted Email Sponsorships:

- **Targeted email:** \$7,650/each
- **Letter from the Editor:** \$1,550/week
 - Mailed five times a week featuring a 300x250 banner ad
- **Breaking news sponsorship:** \$1,575/each
- **Case of the Week:** \$850/each

Banner Ad Sponsorships:

- **Run of site sponsorship (728x90 & 300x250):** \$2,750
 - **Add Responsive Reskin:** \$3,250/month
- **Sponsored Samples (6 available):** \$1,575/per ad

Content Area Sponsorships:

- **Any available content area:** \$3,575/month

Outreach Sponsorship:

- **Brand Boost** (60K monthly impressions): \$4,500/month
- **Brand Boost + Leads:** \$7,500/month (three month minimum)

Customer Engagement Sponsorships:

- **Lead generation newsletter:** \$6,000/each
- **Native Content:**
 - Run of site native ad: \$3,500/month
 - DrBicuspid supplied article: \$4,000 or \$15,000/series of 4
- **Case Study™:** \$4,500/month
- **Webinars:**
 - Customer-supplied content and panelists: \$12,000
 - DrBicuspid supplied content and panelists: \$15,750
- **Vendor Connect:** \$995/year
- **On-site Tradeshow:**
 - \$10,000 per 5-10 min interview to be posted on our website, promoted in our social media and sent in a targeted email



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Targeted Emails

Get your brand in front of DrBicuspid.com's audience with emails exclusive to your brand messaging and content.

Sponsor Benefits:

- Send your own unique HTML message to our large list of dental professionals.
- Multiple links allowed for additional click through opportunities.
- Enhanced online metrics are updated daily to track your results.
- Easily share campaign results with team members.
- Only send to subscribers that have actively engaged with our content within the last six months.


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ADVERTISEMENT

OVERJET

When you're evaluating technology, it always makes sense to hear from people who are using it.

That's why we wanted to share this video with you. The team at Jefferson Dental & Orthodontics implemented Overjet AI into all 70+ practices in their network.

Here's why they're now recommending Overjet to other practices.



If you want to elevate the level of care... if you want to educate your patients better, there is no better than Overjet.

Watch Now

See for yourself how dental AI can make a difference for you and your team, too.

Schedule a Demo

f in t @

Overjet, Inc., 560 Harrison Avenue, #403, Boston, MA

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Letter from the Editor Sponsorship

A Letter from the Editor Sponsorship provides links to your site amongst carefully curated content.

Sponsor Benefits:

- Letter from the Editor delivers a focused summary of the latest news directly into our members' inboxes.
- E-mailed five times a week to subscribers.
- Includes a 300x250 mobile-friendly banner ad.


[DrBicuspid.com](#)

 **DrBicuspid.com**

Letter from the editor

PEDIATRICS

Vitamin D may protect against caries in kids



Vitamin D may confer a certain protective effect against tooth decay in children and youth, according to a large U.S. study.

Vitamin D may confer a certain protective effect against tooth decay in children and youth, according to a large U.S. study.


ORAL CANCER

Drug combo shows promise for HPV-negative HNC patients

A new drug combination shows promise for treating HPV-negative patients with advanced head and neck cancer (HNC).

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Get insider tips and resources for success

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DSO

DSO Mosaic Dental finalizes deal with private equity firm

Dental service organization (DSO) Mosaic Dental has inked a deal with Audax Private Equity.

INTRAORAL SCANNERS

Pro-Craft offering free trial of iTero intraoral scanner

Pro-Craft Dental Laboratory is offering a free 30-day trial of the iTero intraoral scanner.



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Case of the Week Sponsorship


The Case of the Week is an email sent to DrBicuspid members who have specifically opted in to receive them on an ongoing basis.


This popular, fun, and interactive way of learning is just another great resource that DrBicuspid.com offers its members.


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Case of the Week

SPONSORED BY: **Gentlewave**
PROCEDURE


A 37-year-old woman with a small, painless, soft mass at the anterior palate. 


A 55-year-old woman presented to the family dentist for the first time for a regular exam. After taking a panoramic film, the dentist noted a radiopaque area associated with tooth #30. 





An 8-year-old girl presented for a recall exam. The dentist noted an "extra" cusp lingual to tooth #8 and lingual to tooth #9. 

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 **Case of the Week**

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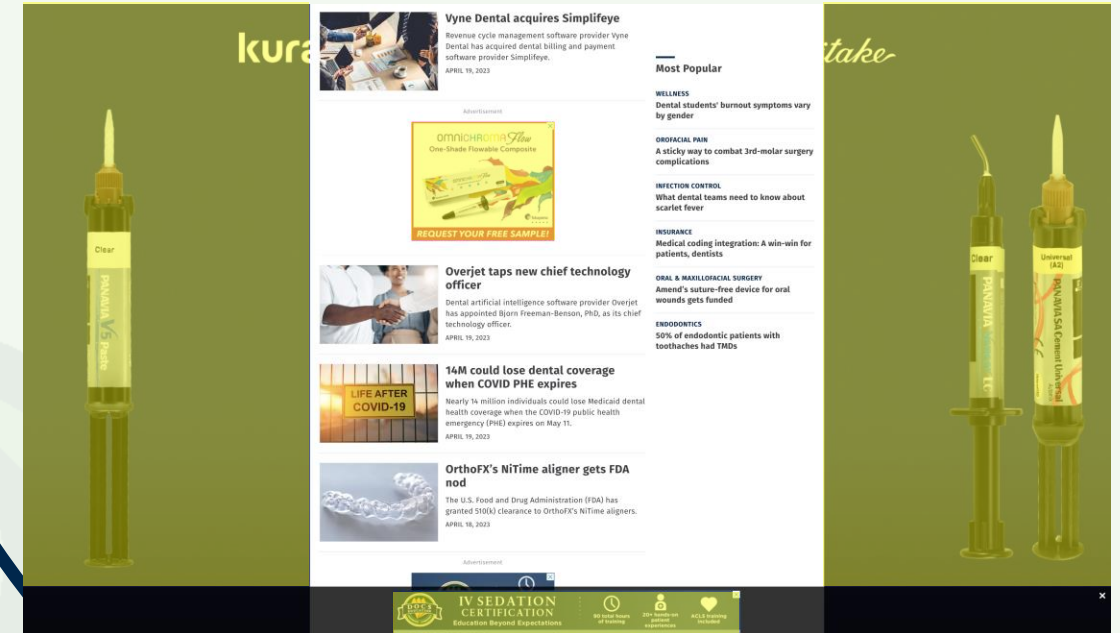
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Run of Site Banners

Get your brand front and center on both the DrBicuspid.com with various dynamic ad placements.

Sponsor Benefits:

- Ads click thru to a destination of your choosing
- Full reporting showing impressions, clicks and click thru rate
- Ability to A/B test different creative
- Ability to run multiple creatives incorporating different promotions.






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Sponsored Samples

Sponsor Benefits:

- Put your free product sample message in front of more than 48,000 dental professionals.
- Mobile and tablet friendly format to increase reader convenience.
- Ads click through to your sample fulfillment page.
- Ad positions reserved on a first-come-first served basis.
- Online stats available for sponsors.
- 2023 sample dates include February 23, 2023 (Chicago MidWinter), May 18, 2023 (CDA South), September 2023, and November 24, 2023 (Greater New York Dental Meeting).
- Please contact your sales representative for more details.

**DrBicuspid.com**


**Samples are good.
Free samples are better.**

Check out this free product sample offer from the company below.

We care about what you think.


Take our survey and let us know how you feel about our updated website.


[CLICK HERE](#)





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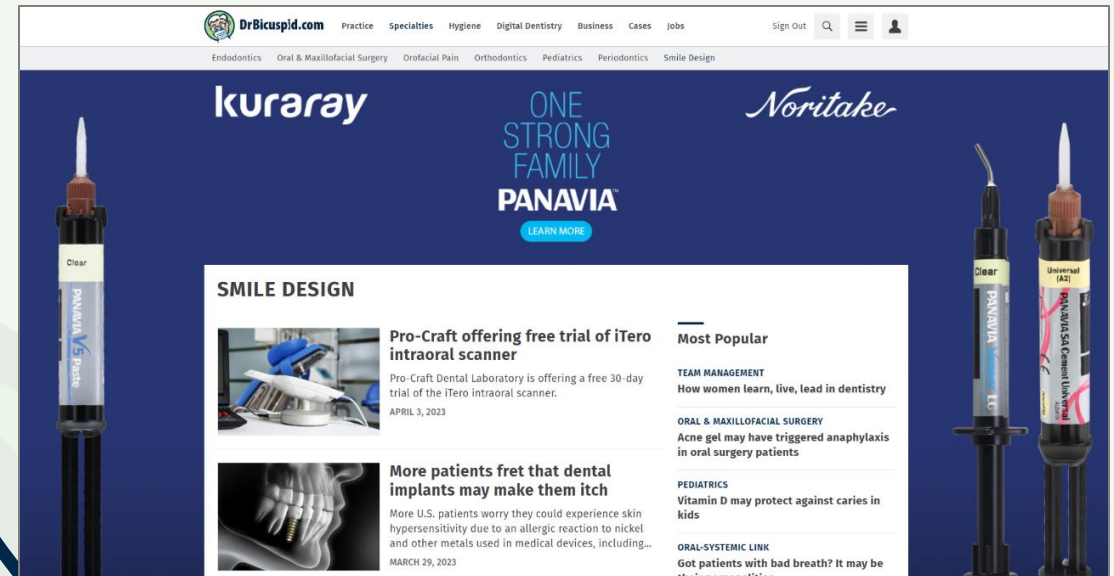
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Content Area Sponsorships

Host a digital space for industry experts to share insights and collaborate.

Sponsor Benefits:

- Exclusive banner ads surround targeted content based on modality or interest.
- Sponsor's ads appear in the Editorial Community Insider email.
- Quarterly emails sent with an annual commitment.



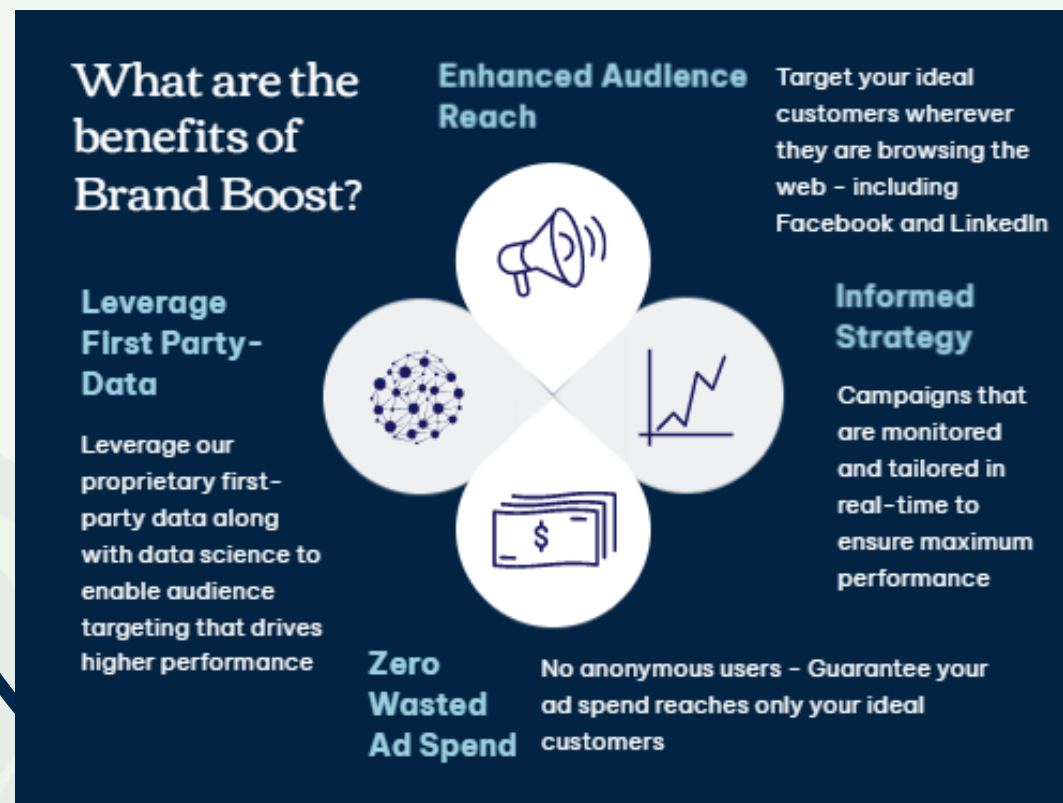


Brand Boost

Brand Boost, a part of our Amplify product suite, helps you engage with highly targeted audiences off the DrBicuspid.com site.

Sponsor Benefits:

- You tell us the attributes of your target audience.
- We use our own first party data to reach them.
- Our reach includes a wide spectrum of different ad networks and social media channels.
- Advertisements will push people direct to your URL.





Content Boost + Leads

Qualify your buyers and drive lead generation with gated, custom content pieces designed to convert our readers to leads for you while they're on site.

Sponsor Benefits:

- You tell us the attributes of your target audience, and we use our own first party data to reach them.
- Our reach includes a wide spectrum of different ad networks and social media channels.
- We drive traffic to gated content on our site.
- Visual and engaging dashboards are provided to inform future strategy.
- One week per month featured in LFTE along with social and off-site.





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Targeted Newsletters + Leads

Your gated content is pushed out to our audience, providing you with new leads.

Sponsor Benefits:


- Partner content newsletter with landing page and registration page to capture customized data for lead generation.
- Available for different (multiple) topics prior to tradeshows, with the flexibility to change timing/topics driven by sponsor interest.
- Sponsorship includes two editorial pieces with an advertorial piece between the two.
- Each targeted newsletter is shared on our social media channels.

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PEDIATRICS

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DSO Mosaic Dental finalizes deal with private equity firm

Dental service organization (DSO) Mosaic Dental has inked a deal with Audax Private Equity.



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Native Content

Providing continuous opportunities to generate leads.

Sponsor Benefits:

- Sponsorship includes a link/thumbnail to the sponsored articles.
- Everywhere the headline appears it will say "SPONSORED".
- Featured run of site across DrBicuspid.com

Top Story



CBCT
CBCT aids in surgical removal of rare nasally impacted mesiodens

Latest News

What you didn't learn in dental school
APRIL 5, 2023




SPONSORED
We care about what you think.
MARCH 31, 2023



DSO PDS founder named to Forsyth board
APRIL 4, 2023



DentalMonitoring updates AI-based ortho platform
APRIL 4, 2023





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Case Study Sponsorship

Sponsor Benefits:

- Sponsor's 300x250 and sticky footer ad appears around clinical content in the most heavily trafficked section of DrBicuspid.com.
- Ability to rotate more than one ad in each of the ad positions.
- Homepage sponsor attribution.
- New cases posted each week, each 4-6 pages long for additional exposure.
- Exclusive use of the Case Study mailing list (4x year).
- Case Study™ available to mobile users.
- 24-hour access to community ad stats.

The screenshot shows a case study page on the DrBicuspid.com website. The header includes the DrBicuspid.com logo and navigation links: Practice, Specialties, Hygiene, Digital Dentistry, Business, Cases, and Jobs. The main content area features a case description: "A 55-year-old woman presented to the family dentist for the first time for a regular exam. After taking a panoramic film, the dentist noted a radiopaque area associated with tooth #30." Below this is a "View Case details" link. The case is attributed to "Dr. Juan Yepes, DDS, MD, MPH, DrPH" and dated "April 10, 2023". To the right of the text is a panoramic X-ray image of a human jaw. Below the X-ray, there are buttons for "Not Enrolled" and "Take this Case", with a note indicating "Free". A sidebar on the right shows "4 enrolled" users. The "CASE INSTRUCTIONS:" section lists seven steps for interacting with the case, including clicking buttons to enroll, start the case, read the history, take a quiz, and read the discussion. At the bottom of the page, there is a large banner for GentleWave Root Canal Therapy, which includes the GentleWave logo and the text: "GentleWave® Procedure consistently and predictably delivers a superior clean of the entire root canal system." and "Treating is believing".



Customer- & DrBicuspid-Supplied Webinars

Take a stand as an industry thought leader by providing valuable content to your target customers.

Customer-Supplied Webinars:

- Highlight your product, company, or customers in a dynamic, interactive webinar in which you control the content.

DrBicuspid-Supplied Webinars:

- Our editors select the topics and recruit and moderate the panel to discuss the issues impacting the world of radiology and imaging.
- Ask one research question of attendees registering for the event.





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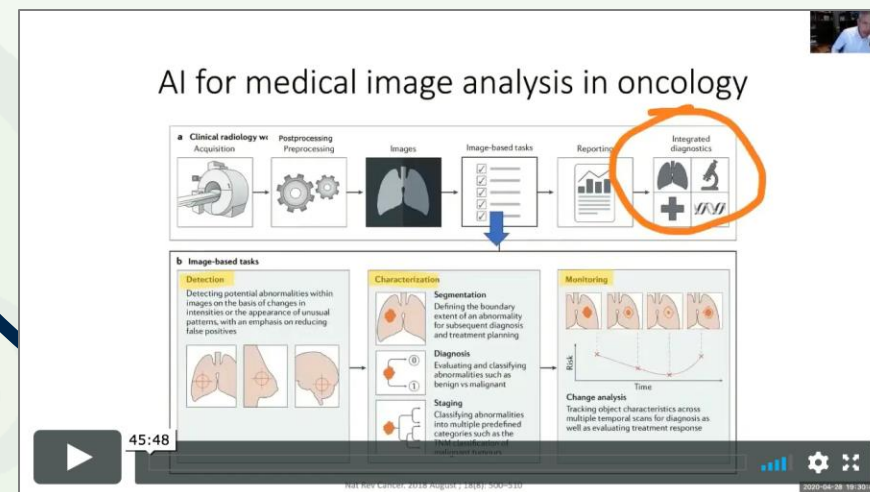
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On-Site Tradeshow Video

Let us help you tell your company's story!

Sponsor Benefits:

- Full-service video creation and production available on location for tradeshows.
- Promotion on our social media channels.
- Promotion and hosting on DrBicuspid.com for one year.
- Targeted email to announce video to DrBicuspid.com opt-in members.





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Contact Us

David Hurlbrink

National Sales Manager

Email: david.hurlbrink@scienceandmedicinegroup.com

Phone: 217-653-2406



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Thank you!