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# connect with buyers

A reader-friendly alternative to clinical journals, *Orthodontic Products* gives orthodontists the tools they need to build successful practices. Our 11,000 subscribers look to us for nuts-and-bolts articles by experts on the latest products, efficient treatment techniques, staff management, marketing methods, and financial planning.

Our website features complete magazine archives, daily news updates, and other online-only content, including Expert Insight, a question-and-answer forum that orthodontists use to find out everything they need to know about where to find and how to use the latest orthodontic technology. With years of experience covering the trade in print and online, *Orthodontic Products* is the perfect showcase for any product, service, or idea that can help improve an orthodontist's practice.



# meet the editor



**Alison Werner | Chief Editor**  
phone: (626) 644-3882  
email: [awerner@allied360.com](mailto:awerner@allied360.com)

Today's orthodontists are tasked with managing patient care in an evolving business environment. Orthodontists must not only know the latest clinical techniques, but they must know the latest products and practice management strategies to keep their practices thriving and patients satisfied. As editor, I seek out the information orthodontists need to keep abreast of the latest trends and present it in a quick and easy-to-read format. At the same time, I strive to create a community that allows orthodontists, product manufacturers, and service companies the opportunity to interact and discuss how to provide patients with the best treatment possible.

One major change in 2014, is the newly focused investment on Audience Engagement. We are currently investing in marketing automation which will give our advertisers the improved ability to amplify content specifically for our readers needs. This new focus will allow for greater lead nurturing opportunities for our advertisers as well.

Our editorial advisory board, which includes prominent academics as well as eminent orthodontists in private practice, keeps us abreast of the latest developments in imaging, appliances, aesthetic treatments, and office design.

**“My first goal is to present information that gives readers the practical solutions, using the latest products, that they can integrate into their practice tomorrow. My second goal is to create a forum that gives readers and manufacturers the opportunity to interact and discuss how best to serve patients.”**



[facebook.com/OrthoProducts](https://facebook.com/OrthoProducts)



[twitter.com/OrthoProducts](https://twitter.com/OrthoProducts)

# advertise with us

**Brand yourself as the expert in the orthodontic industry's most trusted editorial source.**

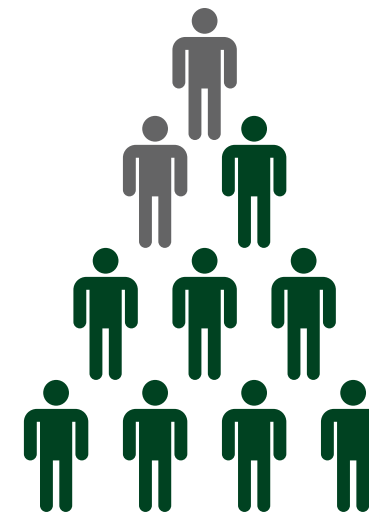
*Orthodontic Products* reaches an audience of over 39,000 professionals who are passionate about orthodontics.

**Boost your advertising dollars' productivity.**

Readers view our magazine as a trustworthy source for industry intelligence. That's why so many successful businesses continue to make *Orthodontic Products* their long-term advertising choice.

**Engage consumers through dynamic multimedia platforms.**

Your customers get their information through various platforms. *Orthodontic Products* takes your sales message and transforms it into an integrated marketing campaign. Year after year, *Orthodontic Products* is rated highest amongst competitors in reach, content and results. We can increase brand visibility, drive traffic to your site and offer lead generation.



**8 OUT OF 10  
INDUSTRY PROFESSIONALS**

who receive *Orthodontic Products* have taken action (visited an advertiser's website, discussed an ad with someone, requested more vendor information, etc) after reading advertisements in *Orthodontic Products*.\*



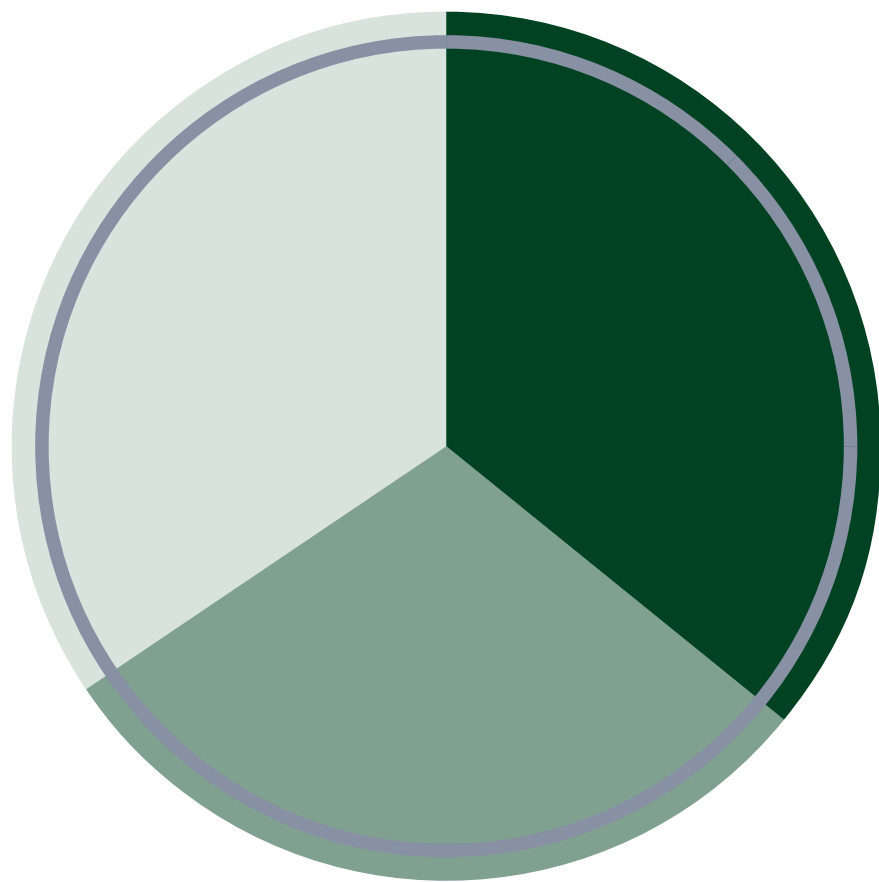
**3 OUT OF 5  
INDUSTRY PROFESSIONALS**

who receive *Orthodontic Products* share each issue of *Orthodontic Products* with additional readers.\*

\*Publisher's own data August 2013

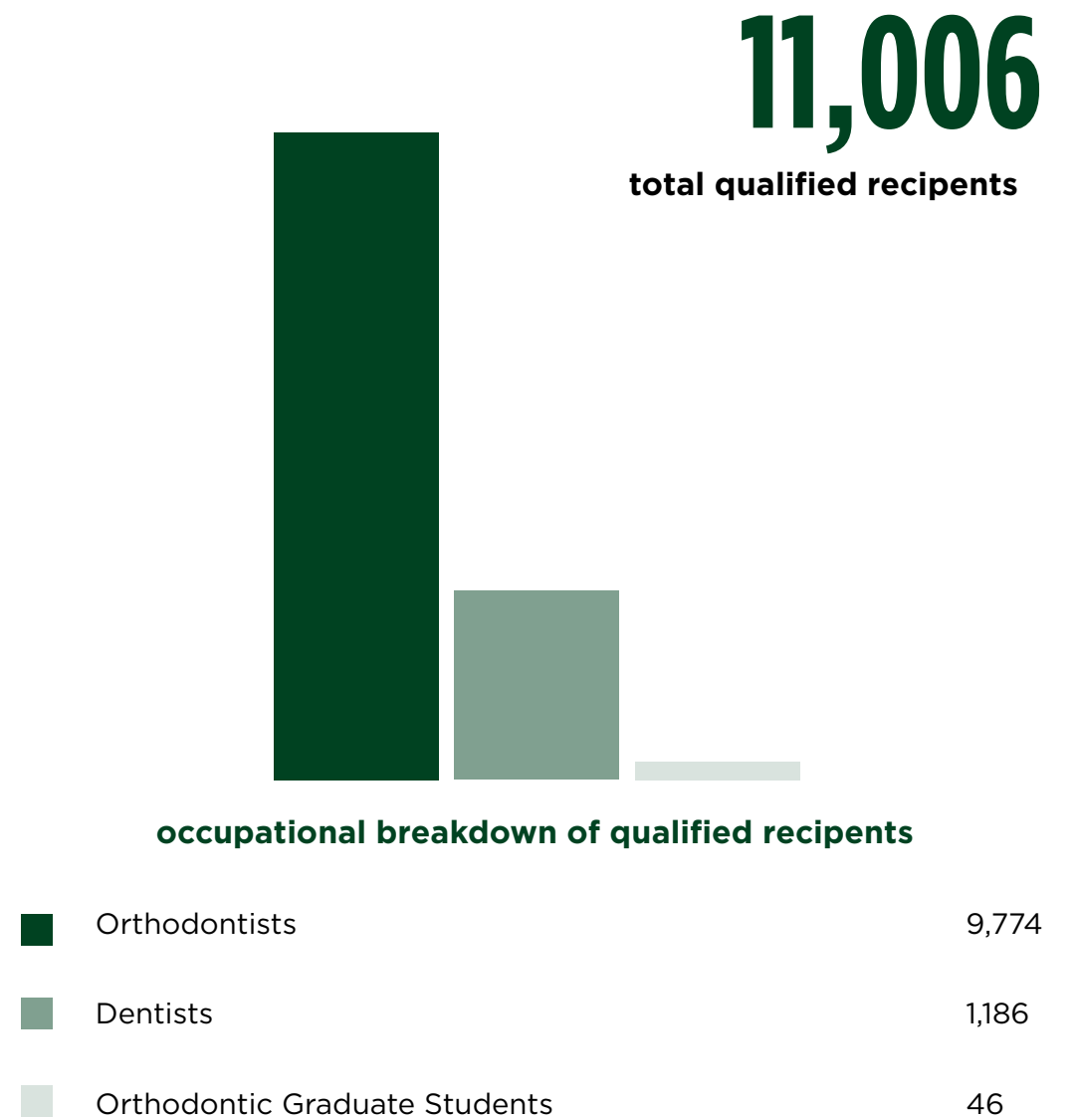
# the audience

*Orthodontic Products* allows innovative marketers to leverage print, online, e-newsletter, and interactive opportunities that maximize marketing dollars and create results-oriented programs. *Orthodontic Products* delivers complete coverage of the latest product advancements, clinical techniques, and practice management strategies.



**39,709\***  
total gross monthly contacts  
to *Orthodontic Products*

\*Publisher's own data August 2013



	[FEB]	[MARCH]	[ APRIL/MAY ]	[ JUNE ]	[ JULY ]
<b>PRINT</b>					
Focus On	▪ Pliers	▪ Wires	▪ Brackets ▪ Practice Management Software	▪ Functional Appliances	▪ Radiography ▪ Delivery Systems
Clinical Features	▪ Finishing Techniques ▪ Self-Ligating Systems	▪ Digital Photography ▪ Aesthetic Bracket & Wire Systems	▪ Accelerated Orthodontics ▪ Sleep Apnea ▪ Bracket & Wire Emergencies	▪ Class II Correction ▪ Space Closure Appliances	▪ Digital Intraoral Scanning ▪ Lingual Systems
Marketing & Management	▪ Insurance	▪ Social Media	▪ Practice Options ▪ Office Design	▪ Practice Promotions	▪ Websites & Mobile Apps
Product Usage Survey	▪ 3D Imaging		▪ Customized Bracket Systems		▪ Digital Scanning
Special Supplements			▪ Company Connection		▪ Software Solutions
Ad Space Close	12.13.13	1.15.14	2.25.14	4.18.14	5.20.14
Ad Material Deadline	12.19.13	1.21.14	3.3.14	4.24.14	5.27.14
Mail Date	2.1.14	3.1.14	4.3.14	6.2.14	7.1.14

<b>ONLINE</b>					
Weekley eNewsletter	New Products/Practice Management/Orthodontic News				
Product eNewsletter	▪ Pliers	▪ Wires	▪ Brackets/Practice Management Software	▪ Functional Appliances	▪ Radiography/Delivery Systems
Podcasts	The Best Thing I Did for My Practice				
Webinars	▪ Focus on Pliers	▪ Focus on Wires	▪ Focus on Brackets/Practice Management Software	▪ Focus on Functional Appliances	▪ Focus on Radiography/Delivery Systems

	[ AUGUST ]	[ SEPT ]	[ OCT ]	[ NOV ]	[ DEC/JAN ]
<b>PRINT</b>					
Focus On	▪ Retainers	▪ TADs ▪ Products for Patients	▪ Bonding Supplies	▪ Minor Tooth Movement Systems	▪ Buyer's Guide
Clinical Features	▪ Retention ▪ Debonding	▪ TADs ▪ Early Treatment ▪ Class III Correction	▪ Surgical Cases ▪ Bonding	▪ Aligner Management ▪ Mid-Course Correction	
Marketing & Management	▪ Staff Retention	▪ Community Outreach ▪ Infection Control	▪ Satellite Office	▪ Introducing New Services	
Product Usage Survey		▪ TADs		▪ Clear Aligners	
Special Supplements	▪ Residents	▪ Tech Spotlight			
Ad Space Close	6.19.14	7.17.14	8.20.14	9.24.14	10.21.14
Ad Material Deadline	6.25.14	7.23.14	8.26.14	9.30.14	10.27.14
Mail Date	8.1.14	9.2.14	10.1.14	11.1.14	12.1.14

<b>ONLINE</b>					
Weekly eNewsletter	New Products/Practice Management/Orthodontic News				
Product eNewsletter	▪ Retainers	▪ TADs/Products for Patients	▪ Bonding Supplies	▪ Minor Tooth Movement Systems	
Podcasts	The Best Thing I Did for My Practice				
Webinars	▪ Focus on Retainers	▪ Focus on TADs/Products for Patients	▪ Focus on Bonding Supplies	▪ Focus on Minor Tooth Movement Systems	

**INDUSTRY EVENTS**

**AAO ANNUAL SESSION 2014**  
NEW ORLEANS, LA  
APRIL 25-29  
*Bonus Distribution*  
APRIL/MAY ISSUE

**GORP ANNUAL MEETING 2014**  
ANN ARBOR, MI  
AUGUST 1-3

**GLAO/MSO ANNUAL SESSION 2014**  
CHICAGO, IL  
SEPT 11-13

**RMSO ANNUAL SESSION 2014**  
JACKSON HOLE, WY  
SEPT 18-21

**PCSO ANNUAL SESSION 2014**  
ANAHEIM, CA  
OCTOBER 2-5  
*Bonus Distribution*  
OCTOBER ISSUE

**SAO ANNUAL SESSION 2014**  
NASSAU, BAHAMAS  
OCTOBER 8-12

**MASO ANNUAL SESSION 2014**  
WILLIAMSBURG, VA  
OCTOBER 17-20

**SWSO ANNUAL SESSION**  
LITTLE ROCK, AR  
OCTOBER 23-26

**NESO ANNUAL SESSION 2014**  
HARTFORD, CT  
NOVEMBER 6-9

# online ad rates & mechanicals

## RATES & AD DETAILS

	Leaderboard	Medium Rectangle 1	Medium Rectangle 2	Bottom Banner	Interstitial	Page Peel
Initial Dimensions (WxH in pixel)	728x90	300x250	300x250	940x60	550x480	80x80 500x500
Supported File Types	jpg, gif, swf	jpg, gif, swf	jpg, gif, swf	jpg, gif, swf	jpg, gif	jpg, gif
Max Initial File Load Size	45kb	45kb	45kb	45kb	45kb	45kb
Max Video & Animation Frame Rates	24 fps	24 fps	24 fps	24 fps	-	-
Max Animation Length (Flash & GIF)	30 sec.	30 sec.	30 sec.	30 sec.	-	-
Max Number of Frames	3	3	3	3	-	-
Design Guidelines	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)					
Material Submissions	10 days prior to campaign start					
Rates <i>*All rates are net</i>	\$1500 / month	\$1500 / month	\$1000 / month	\$1000 / month	\$3000 / month	\$2000 / month
Total Units Available	3	3	3	3	1	1



**SEND AD MATERIALS**  
to Ad Coordinator:

**NINA KATSOV**  
(913) 894-6923 ext 621  
Fax (913) 647-6108  
nkatsov@allied360.com



# print ad rates & mechanicals

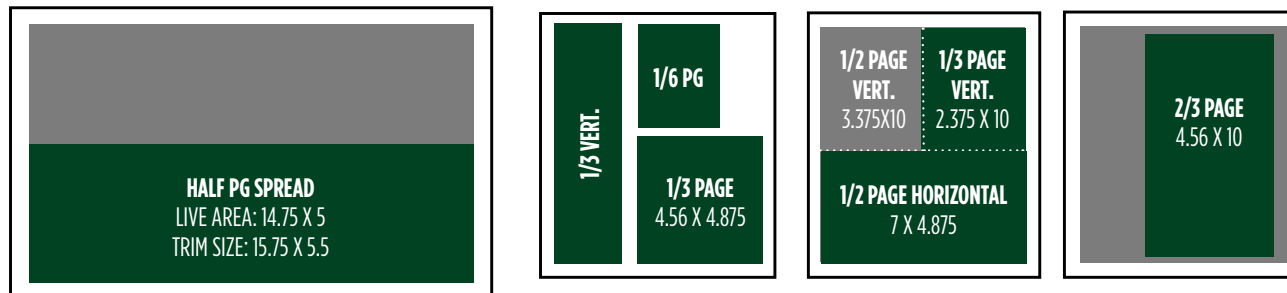
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**NINA KATSOV**  
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Fax (913) 647-6108  
nkatsov@allied360.com

Preferred Positions			
Guaranteed Positions	10% premium		
Inside Cover	\$515		
Back Cover	\$590		
Color Rates		Spread	
Standard/matched inks	\$625	\$800	
4-Color	\$1,000	\$1,500	
5-Color PMS	\$1,200	\$1,900	

## MECHANICAL REQUIREMENTS

	Live Area	Trim Size	Bleed Size
Spread	15.5 x 10.25	15.75 x 10.75	16 x 11
1 page	7.375 x 10.25	7.875 x 10.75	8.125 x 11
2/3 page	4.56 x 10		
1/2 page spread	14.75 x 5	15.75 x 5.5	
1/2 page island	4.56 x 7.5		
1/2 page vertical	3.375 x 10		
1/2 page horizontal	7 x 4.875		
1/3 page vertical	2.375 x 10		
1/3 page square	4.56 x 4.875		
1/4 page vertical	3.375 x 4.875		
1/6 page vertical	2.187 x 4.875		



## STANDARD RATES

Size	1x	3x	6x	12x	18x	24x	30x
1 Page	\$2,235	\$2,215	\$1,990	\$1,865	\$1,780	\$1,730	\$1,685
2/3 pg	\$1,815	\$1,715	\$1,610	\$1,515	\$1,440	\$1,400	\$1,360
1/2 Island	\$1,610	\$1,535	\$1,430	\$1,340	\$1,285	\$1,250	\$1,215
1/2 pg	\$1,450	\$1,380	\$1,300	\$1,215	\$1,165	\$1,135	\$1,100
1/3 pg	\$1,070	\$1,010	\$950	\$885	\$850	\$825	\$805
1/4 pg	\$940	\$885	\$840	\$785	\$750	\$730	\$710
1/6 pg	\$495	\$470	\$440	\$410	\$390	\$380	\$370

## CUSTOM MARKETING



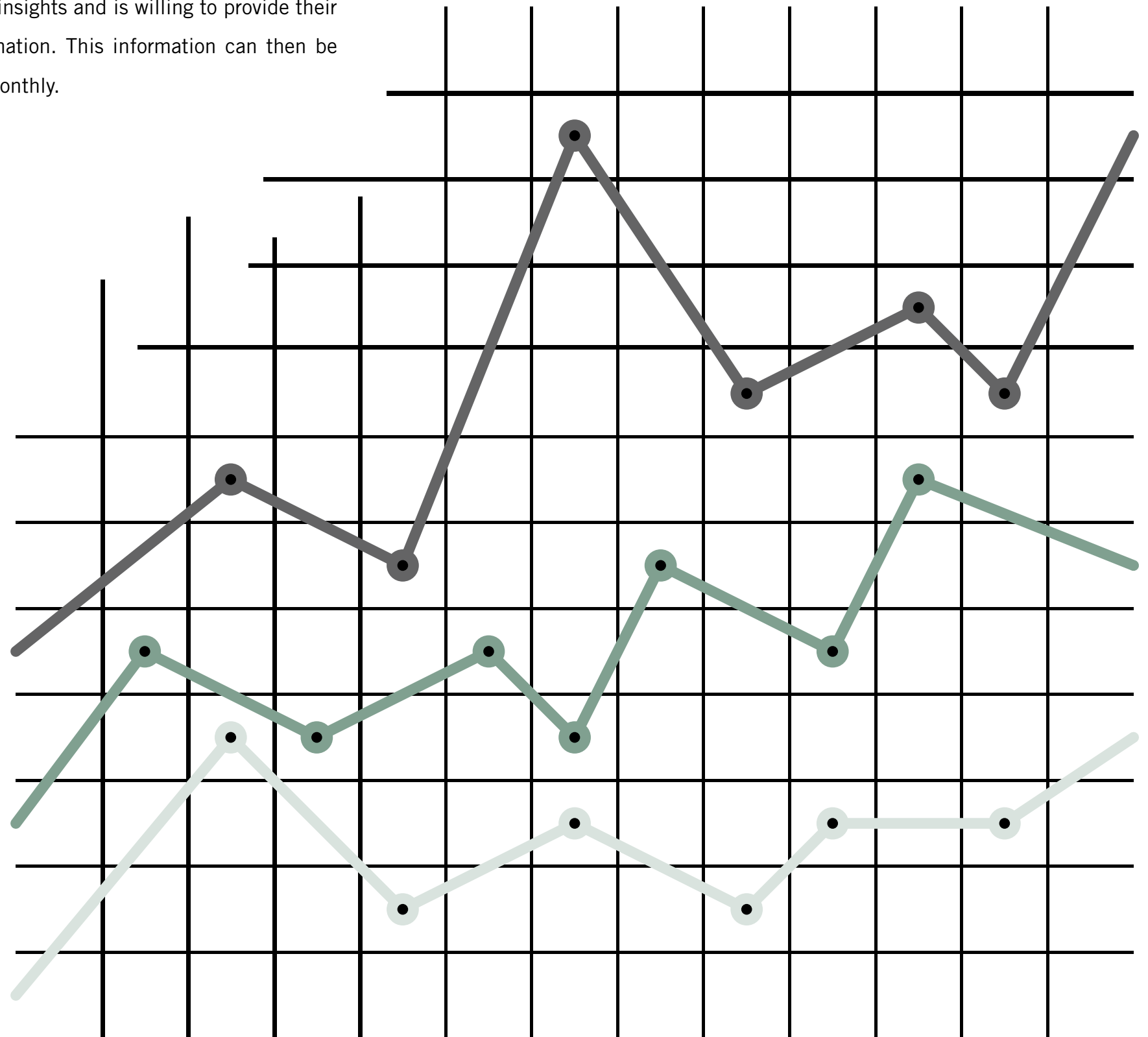
## KEY DATES & DEADLINES

	Feb	March	April/May	June	July	Aug	Sept	Oct	Nov	Dec/Jan
Space Close	12.13.13	1.15.14	2.25.14	4.18.14	5.20.14	6.19.14	7.17.14	8.20.14	9.24.14	10.21.14
Ad Material Due	12.19.13	1.21.14	3.3.14	4.24.14	5.27.14	6.25.14	7.23.14	8.26.14	9.30.14	10.27.14
Est. Mail Date*	2.1.14	3.1.14	4.3.14	6.2.14	7.1.14	8.1.14	9.2.14	10.1.14	11.1.14	12.1.14

\*Mailing date is an estimated date and could vary depending on delays in print production, postal processing or mailing transit times

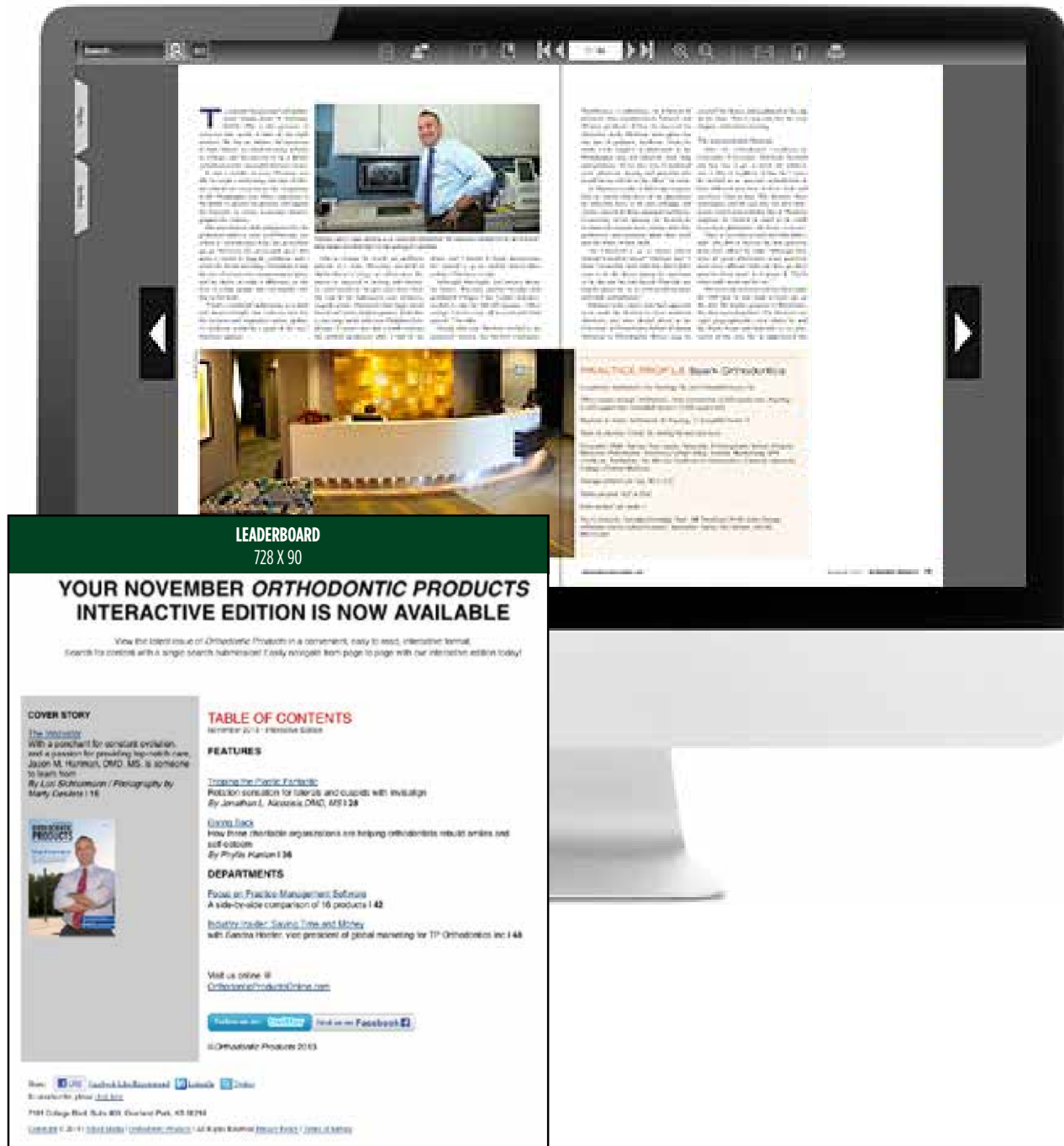
# lead generation program

By delivering relevant and valuable content we empower our readers. In turn, our audience recognizes the worth of our news and insights and is willing to provide their contact data in order to access this key information. This information can then be passed on to your sales team daily, weekly, or monthly.



# digital edition

Our digital editions offer enhanced features such as slide shows, podcasts, videos, and much more that make reading the latest issue truly interactive and unique.



\*Multimedia add on items are only available with an enhanced digital ad  
 \*\*Multimedia features added to online digital edition only and do not bundle with tablet edition

## program features

### PRIMARY SPONSOR

- Single or multiple issue sponsorship of digital edition
- Leaderboard (728x90) on 2 separate e-blasts for each edition
- Left hand page facing the digital edition front cover
- Traffic Driver promotional items on brand website and weekly e-newsletters
- Sponsorship recognition on digital edition promotion ad in print

\$2500/issue

### DIGITAL AD LINK

- Live link on ad and in Ad Index

\$150 | \$100/additional

### BANNER AD

- Rotating Banner Ad that will appear above the digital edition (max. 3)

\$350/issue

### ENHANCED DIGITAL AD

- Substitute the print ad with one designed with the digital format in mind
- Place unique buttons and calls for action that will drive interaction with your ad
- Your ad can be linked to any url (max 4)

### MULTIMEDIA ADD ONS

- Add Audio, Video and Flash items to an Enhanced Digital Ad or replace your ad completely with a flash version

### ENHANCED DIGITAL AD SPREAD

- 2-page ad in digital edition

## DIGITAL AD ENHANCEMENT DETAILS

	Digital Ad	Digital Spread	Audio	Video	Flash animation	Flash Ad
Type	pdf	pdf	TC	youtube, vimeo	swf	swf
Specs	7.875 x 10.75	15.75 x 10.75	2 min	2 min	30 sec.	30 sec. loop
Pricing	\$500	\$1,000	\$175	\$200	\$200	\$300

# e-newsletter & e-blast

Direct to the desktop or mobile device, promote your message via direct marketing. E-blasts and e-newsletters deliver the latest product developments, technology advancements and other industry news to thousands of professionals. Our average click through rates beat industry averages. And, we can gather important reader information to provide you qualified leads.

## program features

### E-NEWSLETTER AD UNIT

- Leaderboard (728x90) ad with URL link

### BREAKING NEWS

- Leaderboard (728x90) ad with URL link

### TOP TEN E-BLAST

- Leaderboard (728x90) ad with URL link
- Sent to editorial preference list

### AD UNITS PRICING (PER MONTH)

	Daily Newsletter	Weekly Newsletter	Breaking News	Top Ten
Leaderboard - 1	\$7,000	\$3,000	\$3,000	\$3,000
Leaderboard - 2	\$6,000	\$2,000	—	\$2,000
Leaderboard - 3	\$5,000	\$1,000	—	\$1,000
Leaderboard - 4	—	\$750	—	—
Leaderboard - 5	—	\$750	—	—

### MUTLI-SPONSOR/SHOW E-BLAST

- Client Logo and URL link
- Client provided materials
- Sent to editorial preference list
- 300-500 words from editorial must be included (highlighting pertinent information to e-blast)

\$400/per listing | \$800/for lead gen

### 3RD PARTY E-BLAST/NEWSLETTERS

- Client provided materials
- Sent to 3rd party preference list

\$300/CPM | \$200 production charge



# buyer's guide

Orthodontic Products annual Buyer's Guide summarizes and highlights the companies serving the orthodontic market. The guide is published in December and hosted throughout the year on the web. This is a resource that purchasing decision-makers will refer to throughout the year.

## CATEGORY SPONSORSHIP ADVERTISING

- Banner ad branding of a category and all sub-categories

## AD UNITS DETAILS

	Leaderboard	Medium Rectangle	Bottom Banner
Ads/per Category	3	3	3
Specs	728 x 90	300 x 250	940 x 60
Pricing/per year	\$5,000	\$5,000	\$4,000



## program features

### BASIC LISTING ONLINE - FREE

- Your Company Information
- Free listing will be included in annual print edition

### FEATURED LISTING ONLINE

- Logo
- Flagged as Featured
- Access to Recommend/Print/Visit/Claim features
- Ability to make listing popular based on number of clicks
- Rotated feature listing in left column
- Company Descriptions
  - Short - 200 characters max - listing will rotate in sidebar
  - Long - 1150 characters max - will be part of your company listing page
- Product listings
- FREE Featured Listing with purchase of print ad (half page minimum) and product category sponsorship

\$1200/year (50% discount with purchase of category sponsorship ad)

## featured listings - print - requires purchase of a display ad in print Buyer's Guide

### FEATURED LISTING - BASIC

- Short Company Description - 200 characters max
- Company logo
- Display ad call out

\$300/per listing

### FEATURED LISTING - 1/4 PAGE

- Long Company Description - 450 characters max
- One image and company logo
- Display ad call out

\$495/per listing

### FEATURED LISTING - 1/2 PAGE

- Long Company Description - 1150 characters max
- One image and company logo
- Display ad call out

\$870/per listing

### FEATURED LISTING - FULL PAGE

- Extended Company Description - 2500 characters max
- Two images and company logo
- Display ad call out

\$1788/per listing

# feature report

Feature Reports provide an in-depth examination of technologies and trends shaping the current business environment. We assign an industry freelance editor to report on a specific topic. Analysis and editorial coverage on the topic is presented in a downloadable document and promoted through a turnkey marketing program. Feature Reports are great for branding, promoting the sponsor as a subject matter expert, generating leads, and providing great leave behinds for a client's sales team or for use at trade shows.

This is an editorial product that is sponsored by your company. We provide you with a draft version of the report and will provide an opportunity to offer suggestions to clarify points or offer commentary to improve overall readability of report.

## program features

- Promotional traffic drivers across platforms
- Accessible on the website for 3 months
- Customized registration page
- Sponsorship recognition on report cover
- One full page 4-color ad within the report
- Lead retrieval options include daily, weekly, or monthly reporting

## MATERIALS NEEDED

- Logo with URL link (eps or jpg format - 300 dpi)
- Up to 3 custom registration questions (optional)
- Title suggestion – we will review with editorial and refine as needed to optimize for SEO
- 3-5 key bullet point themes that are relevant to title
- Point of contact for interview (name, phone, and email)
- Charts, figures, analyst reports, photos, etc. to provide context (optional)

\$17,000 total | promoted for three months

Production time frame – 12 weeks from signed insertion date

Rapid changes in how pathologists must do their job today require tools that can help them quickly adapt, continue to work efficiently, and provide accurate answers to the critical questions related to patient care.

By: Sherri' Hefner, CT ASCP

### Introduction

With the healthcare system being redefined by the adoption of the electronic medical record (EMR), emergence of accountable care organizations (ACOs), advances in technology for histologic sample collection, the rapid growth of molecular technology as the heart of personalized medicine, significant decreases in reimbursement, and increased patient demands for quality of care, the pathologist now finds himself/herself in the position of reinventing their role as a healthcare provider in order to adapt and survive in this new healthcare environment.

The landscape of patient care is taking many new routes. An aging population and the large influx of patients into the healthcare system in the near future are being met by a growing primary care physician shortage that is only expected to get worse, according to the American Academy of Family Physicians.<sup>1</sup> Already, this type of care is seeing a shift to being administered by the growing field of nurse practitioners and physician assistants, who are capable of writing prescriptions and utilizing clinical and pathology laboratory services. There is also rapid growth and adoption of telemedicine as a driving force for the future care of many patients. States are quickly passing laws that are expanding the use of this new electronic technology to cover a multitude of patients, including the underserved.<sup>2</sup> Lastly, more new physicians coming out of medical school are following the path to becoming specialists; and many are going on to subspecialize within many of the medical specialties such as gastroenterology, pediatrics, etc.

These new groups of basic care providers and specialty/subspecialty physicians face the inevitable task of providing the high-quality care that Americans have come to expect, and at the same time, meeting efficiency goals that are being driven to reduce the cost of healthcare in this country. Specialized physicians are also requiring access to new molecular tech-

nologies and access to "specialized pathologists," either directly or through their own local pathologist, to help get the diagnostic answers they need for treatment-planning decisions.

Thus, as this new trend matures, treating physicians are going to require more guidance from the pathologist and the laboratory. "Pathologists, PhDs, nurse practitioners, and physician assistants all have an opportunity to play a significant role as consulting advisors in a most cost-effective way by helping to solve the problem of cutting down on inappropriate testing," says Jared Schwartz, MD, PhD, past president of the **College of American Pathologists** (CAP) and currently chief medical officer, **Leica Biosystems**, Vista, Calif. "It doesn't mean not allowing tests to be ordered. Where the pathologist and the laboratory team can assist is in making sure the right tests are ordered to answer the physician's specific questions related to the treatment of a patient. Thus, the pathologist can become a more active member of the patient's team and provide the role of an interpretive director and clinical advisor."

With these new healthcare demands and the increased growth of "electronic medicine," digital pathology is opening new doors for the pathology laboratory in the aim for better patient care. As part of reinventing the pathology laboratory's role, pathologists must look for, and adopt, a variety of new tools that can help them successfully meet the demands for quick analysis, increased precision, immediate access, and expanded service. Today's electronic technology is an accelerator, and digital pathology is quickly becoming a "prized tool" in the pathologist's tool kit to help him or her in this transition. Digital pathology is allowing pathology laboratories in the clinical healthcare and life science arenas to engage, evaluate, and excel in a whole new dimension of transparency, consistency, and collaboration.



"Pathologists, PhDs, nurse practitioners, and physician assistants all have an opportunity to play a significant role as consulting advisors in a most cost-effective way by helping to solve the problem of cutting down on inappropriate testing,"

—Jared Schwartz, MD, PhD

# webinars

Engage with your target market and position your company as a subject matter expert by providing information in an educational format. As a sponsor, you will get powerful brand recognition on all webinar promotions, as well as access to audience data that will help you plan future marketing initiatives. You can sponsor an editorial webinar, work with us to create something customized for your product message, or let us host your already recorded content. These topic-specific webinars bring our editorial team together with leading industry experts for an in-depth product or market briefing.

## program features

- Live or recorded, audio plus PowerPoint presentation
- Custom developed webinar will be moderated by Chief Editor (marketer provides PowerPoint)
- Customized registration page
- One full page 4-color print ad
- Weekly e-newsletter promotion
- Weekly e-blasts promoting webinar
- Inclusion in monthly promotional e-blast after live event
- Lead retrieval options include daily, weekly, or monthly reporting
- Archived on the website for 3 months

## WEBINAR OPTIONS

	Rate
60 Minute Event	\$13,000
30 Minute Event	\$7,500
15 Minute Event	\$4,500

Webinar programs require minimum of three months lead time for development, marketing and registration. Event date will not be set earlier than 90 days from receiving the signed contract.



# podcasts

Podcasts can be custom-developed for your message. Hosted by our chief editor, custom podcasts feature a one-on-one interview with industry leaders that provide insights into critical, current topics. These can be a one-time interview or part of a series that dissect industry developments. Podcast sponsors provide branding, association with delivery of intelligent content and embedded direct response opportunities. In addition, we can host your previously recorded podcasts on our site.

## program features

- Single or multi sponsorship
- 15-second audio commercial
- Customized registration form to access podcast
- Lead retrieval options include daily, weekly, or monthly reporting
- Archived on the website for 3 months
- Inclusion in monthly promotional e-blast

\$2000/month | (3 month minimum)

**Production time frame - 8 weeks from signed insertion date**





# video showcase

Tell your story, present your solution, or demonstrate your product with video. All packages include print, website, and e-newsletter promotions. These videos are only accessible to registered site visitors.

## program features

- Video URL link or embedded YouTube link hosted in Resource Center
- Inclusion in monthly promotional e-blast
- Promotional traffic drivers across platforms

\$2000/month | (3 month minimum)

**Production time frame - 4 weeks from signed insertion date**



# dedicated communities

Create a niche community dedicated exclusively to the category of your choice! With this community style platform, readers can log on to find out information on product news, new research, educational articles, and much more!

## Content development

We facilitate the creation of a community where all content is consumer-oriented and industry specific. This could include *Orthodontic Products* editorial content, association news, your branded content, blogs, industry experts, and interactive industry expert blogs.

## Analytics

Reports containing the micro site ranking with the other sections of the website and daily site traffic for the micro site.

## program features

- Link from site homepage
- Interactive link/ad with the monthly digital edition
- Promotional traffic drivers across platforms

## MATERIALS NEEDED

- Logo (150x140) with URL link (eps or png format)
- Leaderboard (728x90) and bottom banner (940x60)

\$5000/month | (6 months minimum)

Production time frame - 4 weeks from signed insertion date

**LEADERBOARD 728 X 90**

# ULTRASOUND

ORTHODONTIC PRODUCTS COMMUNITY

Home Archives 24x7 Magazine RSS

## FDA Clears Aixplorer Multiwave Ultrasound System for US Market

French medical device company [Supersonic Imagine](#), Aix-en-Provence, announced on September 2nd, 2009, that the Aix MultiWave Ultrasound system, first cleared by the FDA in 2007, has now received FDA clearance for the groundbreaking capabilities of its Real-Time ShearWave Elastography (SWE) technology.

According to the company, it enables images up to 200 times faster than conventional ultrasound, allowing it to generate shear waves in tissue and simultaneously image and compute the velocity of the waves. Because shear wave velocity is directly related to tissue stiffness, the technology permits non-invasive elastic palpation, even in deep, hard to reach organs.

SWE also provides additional clinical advantages for all manual-guided procedures, evaluation of nodular soft tissue, dynamic analysis of elasticity changes and longitudinal follow-up of tissue abnormalities and treatment, according to the company.

## Philips launches EPIQ ultrasound

Gets FDA (2010) clearance to market the premium ultrasound system

[Philips](#) has received (2010) clearance from the FDA to market its new EPIQ ultrasound system in the United States.

One of the biggest innovations provided by EPIQ, says Sean Gallimore, vice president, global ultrasound marketing for Philips, is acRFPT imaging.

According to Gallimore, what acRFPT does is basically address the "key traditional tradeoffs between frame rate and resolution that you would normally have to live with using a parallel processing abilities and really refined beamforming." Consequently with acRFPT these limitations are avoided, allowing the user to improve all aspects of imaging performance, such as spatial resolution, temporal resolution and frame uniformity without compromising each other.

Image quality is therefore improved substantially, according to Gallimore, with a 70% increase in penetration and a 20% increase in temporal resolution (the ability to maintain high resolution at high frame rates).

**BOTTOM BANNER 940 X 60**

# white paper

Our white paper download program offers a direct channel to place your abstracts and white papers in the hands of orthodontic professionals. We provide you with the complete contact registration leads for those professionals who download your paper, giving you the perfect opportunity to initiate follow up conversations.

## program features

- Link from Homepage
- Promotional traffic drivers across platforms
- Registration Page with two custom questions
- E-newsletter promotion as news item
- Lead retrieval options include daily, weekly, or monthly reporting
- Inclusion in monthly promotional e-blast

### MATERIALS NEEDED

- Logo (150x140) with URL link (eps or png format)
- Completed whitepaper in PDF format
- Customized registration page

\$2000/month | (3 months minimum)

Production time frame - 2.5 weeks from signed insertion date

The screenshot shows a webpage layout for a white paper download. At the top, there is a header with a green background containing the text 'INDUSTRY INSIDER WHITE PAPER' and a green folder icon with a download arrow. To the right of the header is a green box with the text 'Learn how you can prevent leaking formalin while maintaining IHC quality!'. Below the header is a horizontal line, followed by the title 'Lab Business Intelligence: A Lab Manager, Quality System Analyst and IT Director Perspective'. The main body of the page contains a paragraph of text about clinical laboratories and a link to 'Download the CLP white paper'. Below the text is a photo of a man in a lab coat. To the right of the photo is a dark green box with the text 'LOGO 150X140'. Below the photo is a green button with the text 'Download the full white paper HERE'. At the bottom of the page, there are social media links for LinkedIn and Twitter, and a footer with the address '#400 Overland Park, KS 66210' and links for 'Privacy Policy' and 'Terms of Service'.

This block shows a close-up of the white paper download button and logo. The logo is a green folder icon with a download arrow, next to the text 'INDUSTRY INSIDER WHITE PAPER'. Below the logo is a dark green box with the text 'LOGO 150X140'. Below the logo and text is a green button with the text 'Download the full whitepaper HERE'. Below the button is a paragraph of text: 'The business environment for clinical labs is getting tougher. Download the Viewics whitepaper to learn how one lab is fighting back with business intelligence tools.' Below the text is another green button with the text 'Download the full whitepaper HERE'.

# trade show marketing

Trade shows are an important venue in which to get to know and connect with your target audience. You need to make sure you are getting the most out of your trade show investment, but how can you drive people to your booth and create a buzz before and during key shows? Our pre-event product highlights, daily event news, and post-event highlight e-newsletter programs provide your company maximum reach and impact—before, during, and after key industry events.

## program features

- Sponsors will have prominent branding on all print, website, and e-newsletter promotions

## MATERIALS NEEDED

- Because each sponsor's needs are specific, custom package pricing will be developed. Please contact our sales representative for details.

**Production time frame - 8 weeks from signed insertion date**



# sweet spot marketing

Orthodontic Products' new Online Management Services Team gets your customers to see your message. **At Sweet Spot Marketing, we know that a website without traffic is just art and copy.**

- Your ad will come up in relevant search results **YOU HAVE** requested
- With our Precise Targeting and Budget Management, the end result is a higher return on investment (ROI) for your advertising budget
- We will create your keywords
- We will create your ad
- We will drive customers where they want to go
- You only pay when people click through to your site
- We will show your ads to the thousands of potential clients proactively looking for your product or service
- An Inc 500 fastest growing company
- One of a **SELECT FEW** Google Certified Search Engine Marketing Companies

## DID YOU KNOW

In 2013, our clients ads will be seen over 100 million times and we drive more than 1 million visits to their sites.



**SWEETSPOT**  
MARKETING

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