

2019 BURKHART ADVERTISING AGREEMENT

COMPANY NAME _____

CONTACT FOR MARKETING _____

EMAIL _____ PHONE NUMBER _____

ACCOUNTING CONTACT _____

NAME TO APPEAR ON INVOICES _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

EMAIL _____ PHONE NUMBER _____

DISCOUNT STRUCTURE

\$5,000 + = 3% \$15,000+ = 5% \$25,000+ = 10% \$40,000+ = 15%

(Discount based on the total retail cost.)

TIPS - TRENDS, INNOVATIONS & PRODUCT SOLUTIONS

Issue	Quarter*	Half	Full	Pref. Cover	Qty.	Advertorial	Article**	Content Deadline	Retail Price	Discount
Jan/Feb	<input type="checkbox"/> \$880	<input type="checkbox"/> \$2,600	<input type="checkbox"/> \$4,400	<input type="checkbox"/> \$4,900	_____	<input type="checkbox"/> \$2,600	<input type="checkbox"/> (\$2,000)	Nov. 2, 2018	_____	_____
Mar/Apr	<input type="checkbox"/> \$880	<input type="checkbox"/> \$2,600	<input type="checkbox"/> \$4,400	<input type="checkbox"/> \$4,900	_____	<input type="checkbox"/> \$2,600	<input type="checkbox"/> (\$2,000)	Jan. 11, 2019	_____	_____
May/Jun	<input type="checkbox"/> \$880	<input type="checkbox"/> \$2,600	<input type="checkbox"/> \$4,400	<input type="checkbox"/> \$4,900	_____	<input type="checkbox"/> \$2,600	<input type="checkbox"/> (\$2,000)	Mar. 8, 2019	_____	_____
Jul/Aug	<input type="checkbox"/> \$880	<input type="checkbox"/> \$2,600	<input type="checkbox"/> \$4,400	<input type="checkbox"/> \$4,900	_____	<input type="checkbox"/> \$2,600	<input type="checkbox"/> (\$2,000)	May 10, 2019	_____	_____
Sept/Oct	<input type="checkbox"/> \$880	<input type="checkbox"/> \$2,600	<input type="checkbox"/> \$4,400	<input type="checkbox"/> \$4,900	_____	<input type="checkbox"/> \$2,600	<input type="checkbox"/> (\$2,000)	July 8, 2019	_____	_____
Nov/Dec	<input type="checkbox"/> \$880	<input type="checkbox"/> \$2,600	<input type="checkbox"/> \$4,400	<input type="checkbox"/> \$4,900	_____	<input type="checkbox"/> \$2,600	<input type="checkbox"/> (\$2,000)	Sept. 6, 2019	_____	_____

* Quarter ads are for new manufacturers only.

** No charge for articles that accompany a paid advertisement. Subject to approval. For further details, see page 5 of the Media Kit.

CATALYST

Issue	Half	Full	Pref. Cover	Qty.	Advertorial	Article*	Content Deadline	Retail Price	Discount
Jan - Mar	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$4,700	<input type="checkbox"/> \$5,300	_____	<input type="checkbox"/> \$2,600	<input type="checkbox"/> (\$2,600)	Nov. 2, 2018	_____	_____
Jul - Sept	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$4,700	<input type="checkbox"/> \$5,300	_____	<input type="checkbox"/> \$2,600	<input type="checkbox"/> (\$2,600)	May 17, 2019	_____	_____

* No charge for articles that accompany a paid advertisement. Subject to approval. For further details, see page 5 of the Media Kit.

YEAR-END BUYING GUIDE

Issue	Half	Full	Qty.	Content Deadline	Retail Price	Discount
Sept - Dec	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$5,000	_____	July 26, 2019	_____	_____

SMALL EQUIPMENT BUYING GUIDE

Issue	Half	Full	Qty.	Content Deadline	Retail Price	Discount
Apr - Jun	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$4,700	_____	Jan. 25, 2019	_____	_____

DIGITAL TECHNOLOGY SALES BROCHURE

Issue	Quarter	Half	Full	Qty.	Content Deadline	Retail Price	Discount
Jul - Sept	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$4,000	_____	May 3, 2019	_____	_____

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SPECIALTY DENTISTRY PROMOTIONAL GUIDE

Issue	Half	Full	Qty.	Content Deadline	Retail Price	Discount
Jul - Sep	<input type="checkbox"/> \$2,600	<input type="checkbox"/> \$4,000	_____	May 3, 2019	_____	_____

STATEMENT STUFFER

Each	Qty.	Content Deadline	Retail Price	Discount
<input type="checkbox"/> \$1,500	_____	60 days Prior to Month Scheduled	_____	_____

Due to limited availability, please complete the Marketing Request Form for approval.

PACKAGE STUFFER

Each	Qty.	Content Deadline	Retail Price	Discount
<input type="checkbox"/> \$3,500	_____	60 days Prior to Month Scheduled	_____	_____

Due to limited availability, please complete the Marketing Request Form for approval.

CO-BRANDED SALES FLYER

Each	Qty.	Content Deadline	Retail Price	Discount
<input type="checkbox"/> \$1,400	_____	60 days Prior to Month Scheduled	_____	_____

Due to limited availability, please complete the Marketing Request Form for approval.

TIPS SAMPLE INSERT

Each	Qty.	Content Deadline	Retail Price	Discount
<input type="checkbox"/> \$2,750	_____	60 days Prior to Month Scheduled	_____	_____

Due to limited availability, please complete the Marketing Request Form for approval.

WEBSITE BANNER ADS

Requested Timeframe Subject to availability				Retail Price	Discount
Homepage: \$2,800 Monthly <input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> Jun <input type="checkbox"/> Jul <input type="checkbox"/> Aug <input type="checkbox"/> Sept <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec				_____	_____
Subpage: \$2,000 Bi-Monthly <input type="checkbox"/> Jan-Feb <input type="checkbox"/> Mar-Apr <input type="checkbox"/> May-Jun <input type="checkbox"/> Jul-Aug <input type="checkbox"/> Sept-Oct <input type="checkbox"/> Nov-Dec				_____	_____

ON-HOLD MESSAGING

Issue	Each	Content Deadline	Retail Price	Discount
<input type="checkbox"/> Jan-Mar	\$900	Dec. 7, 2018	_____	_____
<input type="checkbox"/> Apr-Jun	\$900	Mar. 8, 2019	_____	_____
<input type="checkbox"/> Jul-Sept	\$900	June 7, 2019	_____	_____
<input type="checkbox"/> Oct-Dec	\$900	Sept. 6, 2019	_____	_____

E-BLAST MARKETING (Pricing will vary. Please contact Melissa Gill for more details.)

TOTAL RETAIL COST _____

DISCOUNT APPLIED _____

TOTAL ADVERTISING EXPENDITURE _____

MANUFACTURER SIGNATURE: _____ DATE _____

Please return completed form to Melissa Gill - MGill@BurkhartDental.com