



**Knowledge. Success. Life.** Those three words printed on every cover of *Incisal Edge* are the main themes guiding our editorial content. With articles ranging from news about the latest techniques and tools, to our annual “Top 40 Under 40” feature highlighting the country’s brightest rising stars, our content goes beyond traditional dental company magazines and puts *Incisal Edge* in a class all by itself. *Incisal Edge*

reaches more than 130,000 Benco customers and their staffs. This number continues to grow due to media partnerships and a subscription option.

- **OPEN BITES** – The hottest and coolest places, people and happenings, as well as the latest technology, techniques and industry trends.
- **SUCCESS** – Profiles of the best in the business.
- **FEATURES** – Franchise cover packages (40 Under 40; The Lucy Hobbs Project™), plus in-depth profiles and luxurious design layouts.
- **APEX** – The very best in travel, automobiles, and timepieces, chronicled by the nation’s top luxury experts.

AD SPECS	AD SIZE: (W x H)	AD COST:
<b>Full Page</b>	Trim size: 8” x 10.875” Live area: 7” x 9.875” Bleed size: 8.375” x 11.25”	\$7,900
<b>Back Cover</b>	Trim size: 8” x 10.875” Live area: 7” x 9.875” Bleed size: 8.375” x 11.25”	\$10,500
<b>Advertorial</b>	2 page max incl. images and words*	\$8,400
<b>Bind-in Card</b>	7” x 4.25” Perforation 1.125” from left edge	\$6,300

ISSUE:	COVER PACKAGES:	VALID:	ADS DUE:
<b>Spring 2019</b>	Edison Awards/Design Awards	Mar - May	<b>11/21/18</b>
<b>Summer 2019</b>	32 Most Influential in Dentistry	Jun - Aug	<b>3/28/19</b>
<b>Fall 2019</b>	Top 40 Under 40 Dentists	Sept - Nov	<b>5/23/19</b>
<b>Winter 2019/20</b>	The Lucy Hobbs Project Awards	Dec - Feb	<b>9/25/19</b>

#### ADVERTORIAL SUBMISSION GUIDELINES:

To meet our criteria for inclusion, advertorials must be reasonably thorough; not merely descriptive of the product, and contain cited references for all documentation, studies and statistics used for content. Benco Dental assumes the author or vendor owns the rights to allow the reprint or publishing of the submission. Benco Dental is not liable for any copyright disputes arising as a result of publication, nor for any resulting damages. For complete submission guidelines, contact your Product Manager. \**Incisal Edge* editorial staff reserves the right to modify or remove submitted content to uphold the artistic and brand standards of the magazine. Two pages maximum length.

