

# Get Noticed!

## in the 2009 NADL Laboratory Directory



**Call (800) 950-1150 today!**

# NADL

National Association of  
**Dental Laboratories**



**2** 008 was the first year for the **National Association of Dental Laboratories' (NADL) Laboratory Directory**. Your listing in the directory is complimentary, as an NADL member. This is your opportunity to set your laboratory apart from every other laboratory by advertising in the Laboratory Directory. If you didn't advertise in the 2008 directory, here's who didn't see you:

- Attendees of the Chicago Dental Society Midwinter Meeting (February 2008).
- Attendees of the American Prosthodontic Society Meeting (February 2008).
- Attendees of the CAL Lab Meeting (February 2008).
- Attendees of the American Dental Association Meeting (September 2008).
- Attendees of State Dental Laboratory Association Meetings.
- Attendees of State Dental Society Meetings.

The Laboratory Directory was distributed to 5,000 dental professionals in 2008 and it will be distributed at even more meetings in 2009. *Don't let this opportunity pass you by this year!* Secure your ad space by contacting our advertising department at (800) 950-1150 or complete the quick-order form on the reverse side and mail or fax it to our office no later than Friday, October 31, 2008 to ensure your ad is included in the 2009 directory.

***NADL: Bringing the resources of an entire industry to you.***

# Ad Sizes and Specs

**Full Page  
or Cover**

Trim size:  
8.5" x 11"

Bleed size:  
8.75" x 11.25"

**Half Page**

Trim size:  
8.5" x 5.375"

Bleed size:  
8.75" x 5.625"

Live area:  
at least .25" in from  
trim size on all sides

**Third Page  
Vertical**

Trim size:  
2.875" x 11"

Bleed size:  
3.125" x 11.25"

Live area:  
at least .25" in  
from trim size  
on all sides

All finished advertising artwork must be received by **October 31, 2008**. NOTE: All artwork MUST be received in electronic format with accompanying match print. PC-compatible CD or e-mail delivery of files is acceptable. Ads must be saved as high-resolution (300 dpi) **PDF** files or **Tiff** files. Logos for logo listings can be either .tiff, .jpg, .eps, or .pdf format.

## Ad Prices

Full page	\$1,600
Half page	\$950
Third Page Vertical	\$800
Logo Listing	\$250
Inside Front Cover *	\$2,200
Inside Back Cover *	\$2,200
Outside Back Cover *	\$2,700

\* Please call us for availability of Cover positions.

Contact our advertising department at (800) 950-1150 or complete the quick-order form below and mail or fax it to NADL before Friday, October 31, 2008.

At right is a sample directory page showing a logo listing (top center) and half page advertisement.

**Don't Forget!**

Even if you choose not to advertise, we need your company's information by November 1st in order to include your lab's current information.



## Sign Me Up!

I would like a:

\* Please call for availability of Cover positions.

- Full Page Ad     Half Page Ad     Third Page Ad     Logo Listing

**TOTAL AMOUNT DUE:** \$ \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

All orders must be paid in US Dollars by credit card (MasterCard, VISA and American Express) or by Check/Money Order, made payable to NADL. Please forward completed order form and payment to NADL, 325 John Knox Rd, #L103, Tallahassee, FL 32303.

**Check Payment:** (payable to NADL)    Check Number: \_\_\_\_\_    Amount: \_\_\_\_\_

**Credit Card Payment:** (  MC,     VISA    or     AmEx ) Amount to be charged: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CCV# \* \_\_\_\_\_

\* This is the 3 digit number that appears on the reverse side of your credit card. For Amex cards only, this is the 4 digit number on the front of your card.

Billing Address: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Phone Number Cardholder can be reached at during daytime hours: \_\_\_\_\_

**Thank you for your order. Please forward your completed order form and payment to:  
NADL, 325 John Knox Rd, #L103, Tallahassee, FL 32303. or FAX to: 850-222-0053**