



**ACE**  
Academy of Comprehensive Esthetics

*The Academy of Comprehensive Esthetics is a community that cares about the doctor's, hygienist's and dental team member's lifelong success. Through mentoring and sharing of information, our members help each other succeed in the business of dentistry and life.*

**2 0 0 7 M E D I A K I T**



## **ORGANIZATION SUMMARY**

Drs. Michael Maroon, Anthony Vocaturo, Timothy Hale, and Mr. Peter Maroon founded the Academy of Comprehensive Esthetics (A.C.E.) in 2003. The company provides educational seminars and events for the entire dental team. They also provide an extensive dental online community for dental professionals. Doctors, hygienists, all team members, technicians and service professionals communicate on a daily basis, sharing information on cases, techniques, products and services among others. This network has grown to over 5000 members worldwide and is consistently growing.

A.C.E. has been developed to expand the organization into a broader market and to develop an accreditation process to build an internal dental referral network for the organization.

**A.C.E Mission Statement: The Academy of Comprehensive Esthetics (ACE) is a community of dedicated dental professionals who strive to provide excellent patient care and who, through education, camaraderie, sharing of information & mentoring both in person & online, help each other succeed in the business of dentistry and life.**

We believe to succeed in this marketplace over the long-term two things are needed;

1. To target market the **TOP 10% OF DENTISTS and Hygienists**. Marketing to this group that have been out of school from 3-25 years and dental practices that are grossing \$500,000.00 or more. After conducting extensive market research this has been determined the strongest target for the future of A.C.E. because of the determination of these professionals to be at the top of their skills and their continued interest in CE.
2. To develop strong lasting business relationships with quality companies that can be part of the growth and direction of this new organization.
3. The Executive Board of A.C.E. will be the 4 founding principles mentioned above along with a strategic Advisory board. The Advisory Board members have been hand chosen because of their dental skills and certain affiliations with different groups or organizations. The Advisory board currently consists of **Dr. Thomas Hedge** of Cincinnati, OH (Affiliation with LVI); **Dr. Gary Radz** of Denver, CO (Numerous affiliations with different Trade Journals and organizations); **Dr. Tony Soileau** of Lafayette, LA (Affiliation with the Nash Institute); **Dr. Richard Coker** of Tyler, TX; **Dr. Gerilyn Alfe**







**Spring 2007 (March)**

***THEME: Web  
Marketing/Websites/Photography***

Photography in Dentistry  
Web Optimization  
Simple Unit case: Class III  
Sending Your First Big Case to the Lab  
MAC Computers in Dentistry  
The Dental Spa in your Practice  
Marketing the Hygiene Practice  
Hygiene Leadership

**Summer 2007 (June)**

***THEME: Esthetics and Technology***

Occlusion Treatment  
Trials & Tribulations of the Young Dentist  
New Technologies Update  
Interesting Esthetic Cases  
What Technologies are Used in the Hygiene Practice Today  
Hygiene and Esthetics Treatment  
Hand and Face Esthetic Treatments  
Leadership in the Hygiene Practice

**Fall 2007 (September)**

***THEME: Occlusion and Ceramics***

Latest Update on Ceramics  
Occlusion in Depth  
Hygiene Treats Ceramics  
Leadership in Hygiene  
Practice and Personal Development

**Columns in All Issues**

Patient Experience  
Face the Challenge Fellowship Update  
New Innovations  
Esthetics and the Total Body Experience



## Publication 2007 Pricing

	<u>1x</u>	<u>3x</u>
Full Page	\$4,400	\$4,175
1/2 page	\$3,375	\$3,175
1/3 page	\$2,365	\$2,247
1/4 page	\$1,720	\$1,634
4 COLOR RATE	\$500	

Cover 2 position	\$6,000
Spread	\$8,200
2 pg insert	2 x B/W rate
4 pg insert	3 x B/W rate
No agency discounts accepted	
All rates are Net rates	

### Advertising Deadlines

<b>Issue</b>	<b>Ad Deadline</b>	<b>Materials Deadline</b>
Spring	Mar 23,2007	<u>Mar 28, 2007</u>
Summer	Apr 30, 2007	May 4, 2007
Fall	Sept 4, 2007	Sep 7,2007

### All sales inquiries contact:

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# ACE ESTHETICS

ACADEMY OF COMPREHENSIVE ESTHETICS

## Mechanical Requirements

### Preferred Software

- PLEASE send all files HiRes PDF
  - Macromedia FreeHand
  - Adobe Illustrator
  - Adobe PhotoShop

### Fonts

- Change fonts to outlines or convert to paths
- Flatten PhotoShop files

### Graphics

- Please include all HiRes support files and photos
- Please provide color matching proofs

## Updated 11/20/06

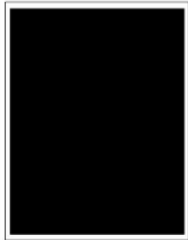
### Ad Sizing

Publication Size 8.375 X 10.875

- Full Spread 16x10 (Full bleed 17 x 11.125)
- Full Page 7.5 x 10 (Full bleed 8.625 x 11.125)
- 1/2 Page 5 x 7.5 Vertical 7.5 x 5 Horizontal
- 1/3 Page 5 x 7.3125 & 2.3125 x 10 Vertical
- 1/4 Page 2.5 x 7.5 & 5 x 5 Vertical
- 2.3125 x 7.6875 Horizontal

## Ad Configurations

Publication Size 8.375 X 10.875



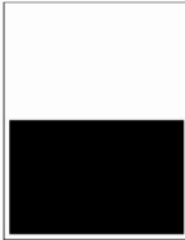
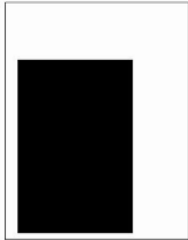
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Full Page 7.5 x 10  
Full Bleed 8.625 x 11.125



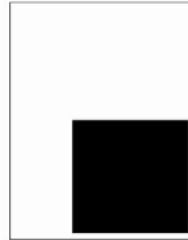
### Full Spread

Full Spread 16 x 10  
Full bleed 17 x 11.125



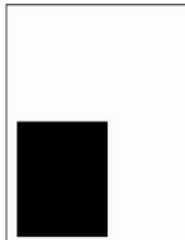
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5 x 7.5  
7.5 x 5



### 1/3

5 x 7.3125  
2.3125 x 10



### 1/4

2.3125 x 7.6875  
5 x 5  
7.5 x 2.5

## Questions?

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