A comprehensive directory of Dallas-Fort Worth Doctors and Dentists brought to you by the editors of D Magazine.

PLUS: Doctor & Dentist Profiles
Learn more about Dallas’ top health care professionals.

WHY DALLAS-FORT WORTH MEDICAL DIRECTORY?
The 375,021* monthly readers of D Magazine have spoken: they care about leading a healthy lifestyle and being educated on issues concerning their health. To service our readers’ health care needs, D created a special publication that serves as a comprehensive medical resource for the Dallas-Fort Worth area.

The Dallas-Fort Worth Medical Directory will include a detailed listing of specialty clinics, hospitals, and licensed doctors and dentists in the Dallas-Fort Worth area, including area of specialty and contact information.

This annual publication is a long-lasting medical reference.

HERE’S WHAT THE 2013 DALLAS-FORT WORTH MEDICAL DIRECTORY WILL OFFER:
A directory of local doctors and dentists:
• Doctors and dentists listed by specialty
• Contact information

Where will D’s readers find the Dallas-Fort Worth Medical Directory?
• The Dallas-Fort Worth Medical Directory will be distributed to 2,000 professional waiting rooms in the Dallas-Fort Worth area.
• D Magazine subscribers residing in the Dallas-Fort Worth area. (Polybagged with June issue)
• All physicians and dentists listed in the Dallas-Fort Worth Medical Directory will receive a complimentary copy.

Be sure to check out your online listing at dmagazine.com

PHYSICIANS: Please review your existing complimentary listing on dmagazine.com and e-mail any corrections to medicaldirectory@dmagazine.com. Ask your account executive about how to get an enhanced listing on dmagazine.com’s Medical Directory. Discounts are available to all profile and display advertisers.

* SOURCE: CVC June 2011
Don’t miss out on all the opportunities to showcase your practice.

Ask the Expert

Placing your display ad in Ask The Expert guarantees an additional page of advertorial copy, placed across from your ad and focused on the nature of your business. You will have exclusivity in your area of expertise within this section and your input will guide the special sections editor with content for the advertorial page.

Sample Categories:
- Anesthesiology
- Cardiovascular
- Colon/Rectal
- Family Medicine
- Gastroenterology
- General Dentistry
- General Practice
- General Surgery
- Gynecology/Obstetrics
- Hematology/Oncology
- Internal Medicine
- Neurology/Neurosurgery
- Ophthalmology
- Orthodontics
- Orthopedic/Orthopedic Surgery
- Otolaryngology
- Pain Management
- Pediatrics
- Plastic Surgery
- Psychiatry
- Pulmonary
- Radiology
- Rheumatology
- Urology

Ask the Expert rates (net): $9,425
- Art production is available for your display ad if desired for an additional $300.
- Photography is available for an additional $400.

Ads within the Physician and Dentist Listings

Offered on a limited basis, these ads will be strategically placed to fall close to the listings of your category, enabling your practice to stand out among your colleagues and D Magazine readers. Discounts offered to multiple ad placement clients within our Medical Directory.

Pricing:
Quarter-page ad: $1,980 net (4 Color)

Doctor and Dentist Profiles

A special section within the Dallas-Fort Worth Medical Directory

This section is available exclusively to health care professionals.

Detail your practice, your caring staff, your specialty, the latest technology you offer, awards of recognition, and more in a profile that will be created specifically for you. Each spread, full-page, or half-page profile includes professional photography and copy, as well as contact information including phone number, address, e-mail address, and website.

Two-page spread example

Doctor and Dentist Profile Rates (net):

<table>
<thead>
<tr>
<th>SIZE</th>
<th>WORD COUNT</th>
<th>RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-page spread, 4C</td>
<td>Up to 350</td>
<td>$16,250</td>
</tr>
<tr>
<td>Full-page, 4C</td>
<td>Up to 200</td>
<td>$8,975</td>
</tr>
<tr>
<td>Half-page, 4C</td>
<td>Up to 150</td>
<td>$5,400</td>
</tr>
<tr>
<td>Quarter-page, 4C*</td>
<td>Up to 100</td>
<td>$1,980</td>
</tr>
</tbody>
</table>

Profile Details:
- Profiles above the stated word limit will be cut. All profiles must adhere to the style guidelines of D Magazine and will be edited by D Magazine.
- Costs include quality photography session and complete design, copy creation, production, and pre-press services, except for quarter-page advertisers. Quarter-page advertisers need to supply their own picture and copy. No-show and re-take fee for photo session: $400.
- To reserve your profile space, send in the attached contract.

Display Advertising Rates (gross):

<table>
<thead>
<tr>
<th>FOUR COLOR</th>
<th>COVER RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-page</td>
<td>$9,600</td>
</tr>
<tr>
<td>2/3-page</td>
<td>$7,800</td>
</tr>
<tr>
<td>Half-page</td>
<td>$5,980</td>
</tr>
<tr>
<td>1/3-page</td>
<td>$4,200</td>
</tr>
</tbody>
</table>

Deadlines
Profile/Ask the Expert Space Reservation: March 28, 2013
Display Ad Space Reservation: April 5, 2013
Display Ad Materials Due: April 10, 2013

For more advertising information, contact Kym Rock, Associate Publisher, at 214.540.0107 or e-mail kymr@dmagazine.com.