



The JOE Online Product Directory

See it @ www.joeopd.com

As the only online product directory created just for endodontists, the JOE Online Product Directory is a companion to the *Journal of Endodontics*—the official journal of the American Association of Endodontists.

The screenshot shows the homepage of the JOE Online Product Directory. The header features the 'JOE ONLINE PRODUCT DIRECTORY' logo and navigation links: Home, Search Listings, Add Listing, Edit Listing, Advertising Info, and Contact Us. A search bar with a 'Quick Search' button is also present. The main content area includes a 'Welcome to the JOE Online Product Directory' message, a 'Featured Products' sidebar with items like 'Bisco Dental Products CORE-FLO DC' and 'Dental USA, Inc The Implant Dentistry Basic Start-Up Kit', and sections for 'For Suppliers & Manufacturers' and 'Other Advertising Opportunities'. A yellow starburst graphic in the bottom right corner contains the text: 'Free Company listings available to all JOE advertisers and AAE conference exhibitors! See Details Inside'. The footer includes the American Association of Endodontists logo and copyright information for Elsevier Inc.

Reach endodontists with your company and product information—when they're searching, where they're searching

The JOE Online Product Directory provides endodontists and other professionals involved in the purchase of endodontic products with a comprehensive directory of endodontic equipment, devices and services. Once on the site, endodontists see your listing as they search by product category, keyword or alphabet.

The screenshot shows the homepage of the JOE Online Product Directory. The header features the 'JOE ONLINE PRODUCT DIRECTORY' logo and contact information for Advertising Representative Jim Nagle. A navigation menu includes Home, Search Listings, Add Listing, Edit Listing, Advertising Info, and Contact Us. The main content area is divided into sections: 'Featured Products' with images of dental instruments and materials; 'Search Listings' with a 'Search by Product Category' dropdown menu and a 'Search by Keyword' search box; and 'Browse Listings Alphabetically' with a letter-based navigation grid. A 'VIEW ALL COMPANIES' button is prominently displayed. The footer contains the American Association of Endodontists logo, navigation links, and copyright information for Elsevier Inc.

Endodontists know about the JOE Online Product Directory because we market it to them in a variety of ways...

- Print ads in the **Journal of Endodontics**
- Links from www.aae.org (the AAE Society's website)
- Links from www.jendodon.com (the **Journal of Endodontics** website)
- Email promotions to **Journal of Endodontics** subscribers
- Live demonstrations at the Elsevier booth at the AAE Annual Session
- High search result rankings on Google, Yahoo and other popular search engines

Become a Part of the JOE Online Product Directory Today

A basic company listing in the JOE Online Product Directory is **FREE** to all JOE advertisers and AAE conference exhibitors! Simply go to www.joeopd.com, click the "Add Listing" Tab at the top of the home page and follow the easy instructions.

Your **FREE** basic listing includes:

- Basic contact PLUS five product categories and five brand names

Your listing can be updated at any time using your confidential user name and password.

Basic listing fee for non-journal advertisers and non-exhibitors: \$1,000

The screenshot shows the JOE Online Product Directory website. The header includes the JOE logo and navigation tabs: Home, Search Listings, Add Listing, Edit Listing, Advertising Info, and Contact Us. The main content area displays the listing for "U.S. Endodontics". The contact information includes: Address: 8412 Germantown Avenue, Philadelphia, PA 19118, United States; Contact Name: Bill Stevens; Contact Title: President; Phone: 215-239-3000; Fax: 215-239-3734; Email: billstevens@usendodontics.com; Web: http://www.usendodontics.com. The listing also shows Brand Names (Ready-Burs®) and Product Categories (Instruments, Burs). The footer contains the AAE logo, navigation links, and copyright information: Copyright © 2009-2012 Elsevier Inc. All rights reserved.

Give Endodontists More Information about Your Company or Product with Listing Enhancements

In addition to your free listing, add on a **listing enhancement package** to take advantage of additional, enhanced exposure.

The **Listing Enhancement Package** includes:

- Basic company listing (as described above)
- Company logo with company listing
- Company description
- Priority search results
- Unlimited product categories
- Unlimited brand names
- Up to three feature products that include
 - Product photo or video
 - Product name
 - Product description (200 word max)
 - Links to additional product information
 - Links to instructions for use
 - Links to product reviews/testimonials
 - Links to relevant literature in **JOE**

Price: \$2,500*

*Post your listing by May 1, 2012 and receive the free listing enhancement package at no charge!

The screenshot shows the JOE Online Product Directory website with a listing for "ENDOVATIONS by Henry Schein Dental". The listing includes a company logo, contact information for Alan Lipp (Director, Marketing Exclusive Brands), and a detailed "Company Description" about the "Future of Endodontics". It lists various product categories such as Instruments (Semi-Automatics, Burs, Hand Files, etc.), Obturation (Cephalometric Instruments, etc.), Supplies (Disposables, etc.), Surgery (Biodense Filling Materials, etc.), and Office/Practice Management. A "Featured Products" section highlights the "SAF Endo System" with a product photo and a detailed description of its features and benefits. The footer includes the AAE logo, navigation links, and copyright information: Copyright © 2009-2012 Elsevier Inc. All rights reserved.

For advertising information, please contact:

Jim Nagle • Telephone: 203-801-0055 • Fax: 203-801-0011 • jimn@bna1.com