

# COME PREPARED TO YOUR NEXT MEETING WITH REPRINTS & DATA-USE

CR Foundation® Reprints and Data-use Information

## Are You Prepared for Upcoming Dental Meetings and Conventions?

The *Gordon J. Christensen Clinicians Report*® is often a guide clinicians will use to identify the best products in the dental industry. CR Foundation® offers the option to purchase both printed and digital rights to publication materials.

By purchasing Data-use or Bulk reprints, your product information can be easily shared and promoted at major dental conventions because of our easily recognizable masthead, logo, and format.

## What is the Value?

The *Gordon J. Christensen Clinicians Report*® is a worldwide publication, translated in 7 different languages, distributed among 92 countries, with a readership of more than 100,000. When the most difficult part of marketing has already been taken care of for you, purchasing rights to our publication material is minimal.

## How much does it Cost?

### Q: How much is Data-use? How can I use it?

A: Data-use can be purchased for as little as \$2,100 a month and has no limit to the number of advertisements or references that can be created during the purchased period.

A: Data-use is most commonly used to create social media posts, press releases, email blasts, intercompany communication, and printed advertisements.\*

### Q: How many reprints can I order? How can I use them?

A: Reprints can be purchased in several different quantities up to 150,000 (minimum order of 500 reprints). CR Foundation® can customize the size of your order to best fit your company's needs.\*\*

A: Reprints are most often used as handouts at dental conventions, stuffers for product orders, and as a resource for sales representatives.

## How do I Order?

Placing an order and finding additional information is easy. Contact CR's Reprint and Data-use representative Danelle Raymond, Business Assistant Director, today!



**Gordon J. Christensen  
Clinicians Report®**  
A Publication of CR Foundation®



*Your product was recently featured in a CR Publication because your product is valued among some of the best dental products in the industry.*

*Let CR do the talking— with the purchase of Reprints and Data-use.*

## Contact

**Danelle Raymond**  
Business Assistant Director  
801-655-4211 • 801-226-2121  
Danelle@CliniciansReport.org

\*All advertisements are subject to review by Clinicians Report® and must meet specified guidelines.

\*\*The cost for reprints varies by the order size and length of the article.

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## Ways to Use your Purchased Data-use

### Print

1. Your own flyer
2. Press release
3. Billboard/Outdoor sign
4. Magazine Ad
5. Table Pop-up
6. Newspaper Ad
7. Program Cover
8. Banners
9. Brochure
10. Annual Report
11. Coupons/Billing
12. Business card
13. DVD
14. Catalog
15. Envelope
16. Letterhead
17. Memo pad
18. Manual
19. Plaque
20. Post card
21. Survey
22. Employee Training Manual

### Online

1. YouTube video
2. Web ad
3. Email
4. Social Media site
5. Email signature
6. Multimedia presentation
7. Your website
8. Online Survey
9. Google Ad
10. Blog
11. QR code
12. Podcast
13. Your App
14. Facebook Ad



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*Data-use purchase includes an official pdf that can be referenced in CR approved print and electronic promotions (must include a link or reference to the official CR pdf).*

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