

Guidelines for Publicizing Inclusion in *topDENTISTS*™

We are pleased that you wish to publicize your listing in topDENTISTS.

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In exchange for permission to cite topDENTISTS, a copy of any advertisement must be mailed or faxed to us for approval before it is released in any public medium. In addition, we request one copy of the final advertisement after it is published for our files. These materials should be sent to the attention of Top DENTISTS, LLC, PO Box 970, Augusta, GA 30903 or faxed to 866-637-6593.

Any advertisement or promotion containing information excerpted from and/or referring to topDENTISTS must give the following credit:

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Listings in topDENTISTS may not be mentioned in the following: billboards and other forms of outdoor advertisements, yellow-page advertisements, and television or radio advertisements.

Listed dentists are permitted to mention in their advertisements that they are included in topDENTISTS but not that they are a "top dentist" or to suggest that a listing in topDENTISTS guarantees a desired result or that they are necessarily more skilled than dentists who are not listed in topDENTISTS.

Pre-approval of simple announcements or press releases sent to local media by listed dentists is not required as long as it is worded as follows:

Press release for individual dentists: Doctor Jane Doe was recently selected by her peers for inclusion in *topDENTISTS* in the field of _____ (Copyright 2008-2009 by Top DENTISTS, LLC, www.usatopdentists.com, Augusta, GA).

Press release for dental practices: ___ dentists from _____ were recently selected by their peers for inclusion in *topDENTISTS* (Copyright 2008-2009 by Top DENTISTS, LLC, www.usatopdentists.com, Augusta, GA).

It is important to note that the dentists listed in topDENTISTS are voted into specialties entirely as a result of the nominations and evaluations they receive from other dentists.

Since many dental associations have a certification process and rules governing dental specialties, please be aware that the specialties listed in topDENTISTS are based on information from the general dental community and that a listed dentist may or may not be certified in a particular specialty. Patients are urged to check with a dentist to determine whether he or she is certified in the particular specialty.