

Dental Tribune International

BANNER ADVERTISING



GREATER BRAND AWARENESS THROUGH BANNER CAMPAIGNS

Banner Advertising

Long- and short-term advertising campaigns

Strategically placed within and adjacent to our editorial content, banners are the perfect way to promote your products and services to the extensive online community that frequents the Dental Tribune website. To ensure the readability of our website, the number of advertisements on the pages is controlled.

Banner advertising is especially suitable for brand marketing and may also be used for

short-term campaigns. Depending on the goal of your campaign, banner advertising is designed to help create greater awareness of your products and services and generate more clicks through to your corporate website or your special campaign site. Direct leads can easily be tracked, as every banner is linked directly to the website specified by the advertising partner. Moreover, banners can be incorporated into a digital campaign or

can be combined with DTI's print products as part of a package.

Banners can be booked for specific pan-regional or local landing pages and will be distributed across all sections respectively. Discounts are available for larger packages, long booking periods and educational marketing campaigns.

Banner types

We offer two different types of banners, namely **impression-based** and **time-based banners**. Banners on all local and pan-regional landing pages are impression-based, ensuring scalable results. Clients can book impression packages of 5,000, 10,000 or 25,000 impressions.

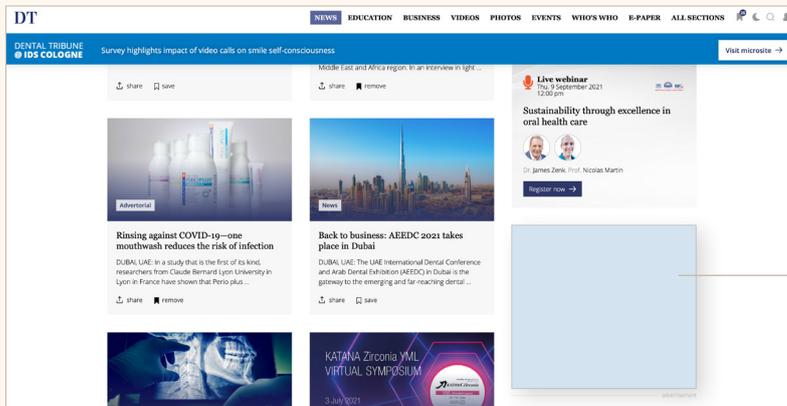
Once the booked number of impressions has been reached, the banner will automatically be removed from the website. Impression-based banner packages include a click report that will

be sent to the client after the booking has fully been executed.

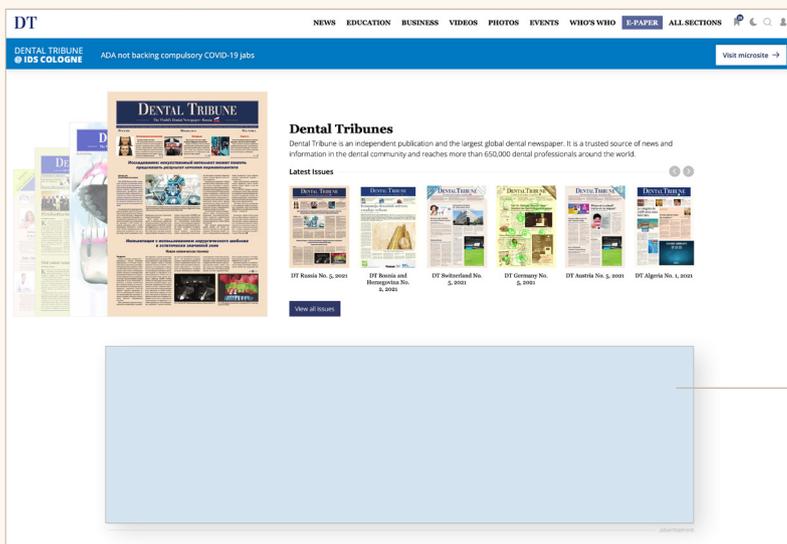
While the impression-based model aims for a specific amount of visibility, the time-based model is based on a specific booking period. Time-based banners can be booked on a monthly basis—a model more suitable for long-term campaigns.

Banner formats and sizes

The **rectangle**, **skyscraper** and **billboard** are standard banner options and can be placed anywhere on the website.



→ Rectangle banner
621 × 555 pixels

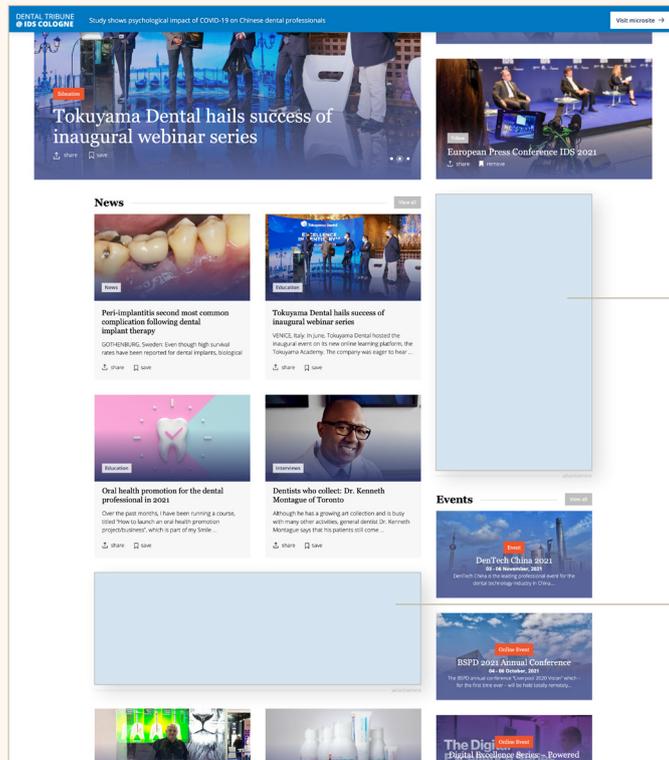


→ Billboard banner
1,980 × 600 pixels

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Banner format and sizes



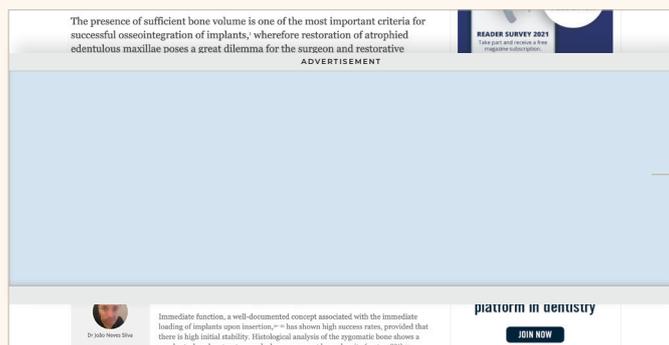
→ Skyscraper vertical
621 × 1,110 pixels

→ Skyscraper horizontal
1,300 × 450 pixels



→ Prime rectangle banner
860 × 483 pixels

Slide-in banners can only be placed within an article. This banner slides by while a reader is scrolling down through an article. The advertisement is placed behind the main text and hijacks the page's scrolling behavior to have the banner scroll by. Once the banner has scrolled by, the reader can continue reading the article. This banner type is relatively unobtrusive and is ideal for engaging and informative campaigns.



→ Slide-in banner
1,800 × 3,900 pixels (mobile)
3,840 × 1,965 pixels (desktop)

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Banner sizes

A **pop-up** banner appears by overlaying the webpage the reader is currently looking at. The banner needs to be either closed or clicked in order for the reader to continue navigating through the website. This is the most aggressive banner size and is most suitable for exclusive campaigns. An attractive alternative is the **wallpaper** banner, which stays at the bottom of the page and does not obstruct the view of the reader.



→ Pop-up banner

1,920 × 1,440 pixels



→ Wallpaper banner

upon request

Embedded Video

Greater brand awareness through videos

No other marketing medium can communicate a message as quickly and effectively as a video. Therefore, Dental Tribune International offers the inclusion of videos in its email marketing campaigns, as well as in news articles and product entries at www.dental-tribune.com, in order to increase brand awareness among your existing and potential customers—our readers.

Embedding of videos is available as part of an e-newsletter booking or digital campaign.

Fully embedded video

The screenshot shows the Dental Tribune website interface. At the top, there are navigation links for NEWS, EDUCATION, BUSINESS, VIDEOS, PHOTOS, EVENTS, WHO'S WHO, E-PAPERS, and ALL SECTIONS. Below this is a blue banner with the text "DENTAL TRIBUNE IDS COLOGNE" and "Face coverings must still be worn in dental settings in England". The main content area features a video player for the article "3Shape Dental System 2021: Revolutionizing the technician's work through AI". The video player shows a 3D model of a dental crown and a technician working at a computer. To the right of the video player is a sidebar with the 3Shape logo and navigation links. Below the video player is the article title and a "Leave a Reply" section with a comment form.

Your video can be featured in a dedicated article either fully embedded in our web environment or inserted as a YouTube or Vimeo video.

Please contact media sales for more information.

Featured YouTube video

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Media Sales Contact

Please contact your media sales representative for more information and individual rates.



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**Information provided according to Sec. 5,
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Registering court: Leipzig district court
Registration number: B 19276

VAT:

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DE227724594

Business identification number:

232/107/02156

**Responsible for contents according to Sec. 55, para. 2,
German Federal Broadcasting Agreement (RstV):**

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The most current version of this rate card is available at
www.dental-tribune.com/advertise-with-us