

Dental Tribune International

**DTI@IDS**

September 22–25, 2021

# GO DIGITAL FOR IDS 2021

# Targeted Digital Marketing

## E-newsletters

With our targeted and customized e-marketing campaigns, you can effectively create new sales leads and inform your existing and potential new customers. At IDS 2021, DTI will provide instant and comprehensive live coverage at [www.dental-tribune.com](http://www.dental-tribune.com). The corresponding e-newsletters will then be sent to over 200,000 recipients multiple

times per day. You can choose from a number of different e-newsletter options described in detail herein. Preview and review versions of the *Dental Tribune* and *today* e-newsletters are available and will be sent out two weeks prior and four weeks after IDS, respectively.



### today show daily e-newsletter

- non-exclusive: more than one sponsor per e-newsletter
- >140,000 recipients
- article at [www.dental-tribune.com](http://www.dental-tribune.com) and on special topic page for IDS
- one rectangle banner (336 × 300 pixels; JPG, GIF, PNG) with a link to client's corporate website
- one product teaser with a link to the product entry at [www.dental-tribune.com](http://www.dental-tribune.com)
- preview and review versions are sent out two weeks prior to and four weeks after IDS 2021, respectively

€3,950\*/sponsor



### Corporate today e-newsletter

- exclusive: contains company-specific content only and is published in combination with the *today* corporate edition
- >200,000 recipients
- customized header
- logo placement
- up to four articles on the special topic page for IDS and at [www.dental-tribune.com](http://www.dental-tribune.com)
- four rectangle banners (336 × 300 pixels; JPG, GIF, PNG) or one skyscraper banner (336 × 600 pixels; JPG, GIF, PNG) with a link to client's corporate website
- three product teasers with a link to the product entry at [www.dental-tribune.com](http://www.dental-tribune.com)

€10,000\*



### Dental Tribune e-newsletter

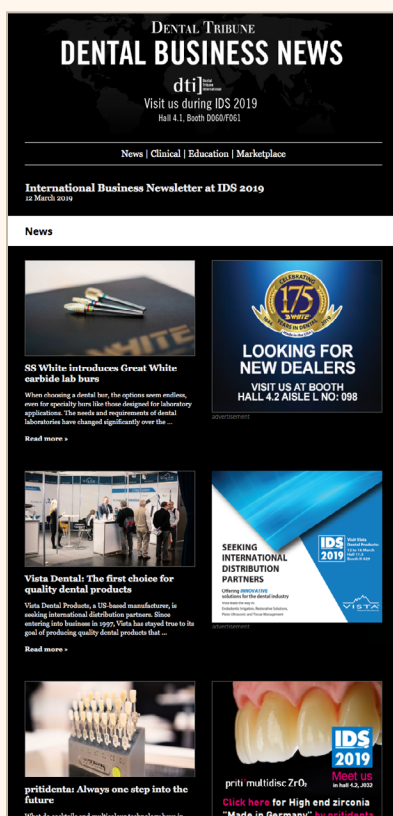
- exclusive: only one sponsor per e-newsletter
- >200,000 recipients
- one article at [www.dental-tribune.com](http://www.dental-tribune.com) and on special topic page for IDS
- one rectangle banner (336 × 300 pixels; JPG, GIF, PNG) with a link to client's corporate website
- one product teaser with a link to the product entry at [www.dental-tribune.com](http://www.dental-tribune.com)
- preview and review versions are sent out two weeks prior and four weeks after IDS 2021, respectively

€6,950\*

\* VAT not included.

# Targeted Digital Marketing

## E-newsletters and e-blasts



### Dental Business News e-newsletter

- non-exclusive: more than one sponsor per e-newsletter
- >20,000 recipients
- one article at [www.dental-tribune.com](http://www.dental-tribune.com) and on special topic page for IDS
- one rectangle banner (336 × 300 pixels; JPG, GIF, PNG) with a link to client's corporate website
- one product teaser with a link to the product entry at [www.dental-tribune.com](http://www.dental-tribune.com)

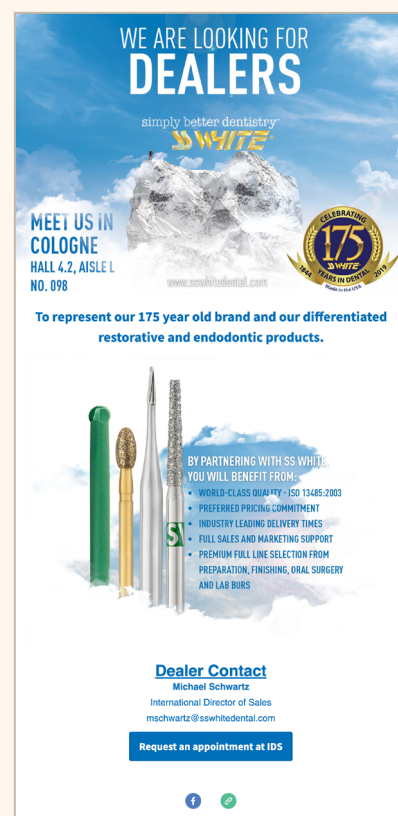
€4,950\*/sponsor



### Breaking News e-newsletter

- exclusive: only one sponsor per e-newsletter
- >200,000 recipients
- one article at [www.dental-tribune.com](http://www.dental-tribune.com) and on special topic page for IDS
- link to client's corporate website

€7,950\*



### E-blast

- exclusive: contains company-specific content only, with company branding and customized layout
- >200,000 recipients
- assistance in content design (if required)

€6,950\* / €11,950\* during IDS

\* VAT not included.

# Targeted Digital Marketing

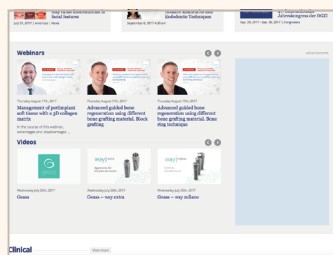
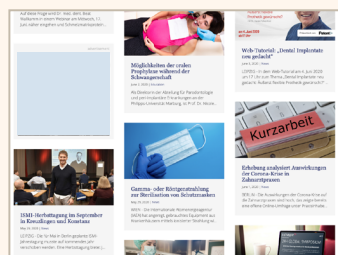
## Banner advertising

Dental Tribune International will again provide up-to-the-minute news feeds at [www.dental-tribune.com](http://www.dental-tribune.com). Advertising on the DT website during IDS is an exclusive way to present your products and services to the extensive online community that frequents the site, particularly during IDS. Banner advertising is designed to help generate more clicks through to your corporate website or to your special IDS 2021 campaign site.

We offer various banner types and sizes. Impression packages can be booked with either 10,000, 25,000 or 50,000 impressions as rect-

angle, skyscraper, slide-in or pop-up. Once the booked number of impressions has been reached, the banner will automatically be removed from the website. Impression banner packages include a click report that will be sent to the client after the booking has been fully executed. Time-based banners can be booked on a monthly basis.

## Banner formats (w × h)



### Rectangle banner

336 × 300 pixels

### Skyscraper banner

336 × 600 pixels

### Slide-in banner

1,200 × 2,600 pixels (mobile)

2,560 × 1,310 pixels (desktop)

### Pop-up banner

480 × 320 pixels (min. size)

1,280 × 960 pixels (max. size)

## Time-based banner

Pages	Rectangle	Skyscraper
International DT website	1,950	2,450
DTI@IDS special topic page	1,950	2,450
All prices in euros.VAT not included.		

## Impression-based banner

Number of Impressions	Rectangle	Skyscraper	Slide-in	Pop-up
10,000	950	1,450	1,950	3,450
25,000	1,950	2,450	2,950	6,450
50,000	3,750	4,250	4,750	14,950
All prices in euros. VAT not included.				



# Media Sales Contact

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



**mediasales@dental-tribune.com**

**+49 341 48474 100**



[facebook.com/DentalTribuneInt](https://facebook.com/DentalTribuneInt)



[twitter.com/DentalTribuneInt](https://twitter.com/DentalTribuneInt)



[linkedin.com/company/dental-tribune-international](https://linkedin.com/company/dental-tribune-international)

**Information provided according to Sec. 5,  
German Telemedia Act (TMG):**

Dental Tribune International GmbH  
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04229 Leipzig

**Represented by**

Chief Executive Officer: Torsten Oemus

**Contact:**

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Email: [info@dental-tribune.com](mailto:info@dental-tribune.com)

**Entry in the commercial registry:**

Registering court: Leipzig district court  
Registration number: B 19276

**VAT:**

VAT ID number according to Section 27a, German Value-Added  
Tax Act (Umsatzsteuergesetz):  
DE227724594

**Business identification number:**

232/107/02156

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

Chief Content Officer: Claudia Duschek  
Email: [newsroom@dental-tribune.com](mailto:newsroom@dental-tribune.com)