

# Print Submission Guidelines

## General notes



In order to provide our advertisers with the high-quality reproduction they have come to expect, Dental Tribune International (DTI) accepts submission of content and advertising files for print publication based on the guidelines in this document.

If materials are not delivered as specified below and by the required deadline, DTI may not be able to include them.

DTI reserves the right to edit submitted content according to its editorial guidelines.

DTI is not liable for submitted files that do not meet our guidelines. If the submitted files do not meet the requirements, DTI cannot be held responsible for any delay in publication.

Files submitted must be virus free.

## Print advertising specifications

Advertising formats in the various *Dental Tribune, today* and magazine publications vary from country to country. The exact ad size(s) and deadline will be provided by DTI in the order confirmation.

However, the following general specifications must be met for all ad submissions:

- A print-optimized PDF file with a picture resolution of at least 300 dpi must be provided.
- Advertisements must be saved as CMYK separated.
- To avoid color fluctuation, refrain from using color or printer presets and profiles.
- The advertisement must be saved at 100% of its final size or must be scalable.
- All advertisements must contain a 3 mm bleed.
- The minimum size of QR codes is 20 × 20 mm.

### → Submission

Ad files must be submitted via email to [dispo@oemus-media.de](mailto:dispo@oemus-media.de).

## PR text specifications

### → Text requirements

- Must be delivered in the respective language of the issue in which the text will be published.
- Must be delivered as MS Word document (No PDFs).
- Should not exceed 500 words.
- Should be divided into headline (max. 100 characters, including spaces), introduction (max. 400 characters, including spaces) and main text (max. 3,000 characters, including spaces).
- End the last paragraph with a call to action (CTA) and include your contacts and/or website, which readers can consult for more information.
- Always leave out trademarks in the text.
- Must include photo caption(s) and photo credit(s).
- The article is subject to approval and editing by DTI for grammar and editorial style.

### Editorial guidelines:

DTI's objective is to educate readers about dental-related topics to help them make informed decisions about dental products. In order to help readers develop a positive association with your brand or product, your article should be composed of meaningful content and

aim to entertain, educate, enlighten, or assist the reader. Pure advertising texts as for promotional purposes will jeopardize the success of your e-newsletter campaign as such articles are generally not very well received by our readership.

# PR text specifications

## → Image requirements

- At least one image should be provided, although a small selection of images is preferred.
- Must be submitted separately (not in the MS Word document).
- Format: TIFF or JPEG

- Size: no smaller than 230 × 230 pixels
- Resolution: at least 300 dpi

## → Submission

Files must be submitted via email to [newsroom@dental-tribune.com](mailto:newsroom@dental-tribune.com).

# Clinical article specifications

## → Text requirements

- The complete article must be provided in one MS Word document.
  - The text should have between 1,500 and 5,000 words.
  - All image captions must be included in the MS Word document.
  - A complete list of references (AP Style) must be included in the MS Word document.
  - The author and contact information (author's title, full name, short biographical sketch), postal address and email address) must be included in the MS Word document.
- Please refrain from using any special formatting. To emphasize certain words within the text, please use italics only; do not use underlining or a larger font size. Boldface is reserved for article headers.
  - Text must be single-spaced and aligned to the left margin.
  - Paragraphs should not be indented, and a blank line should be included between paragraphs.
  - Tab stops should not be used.
  - Abstracts are not to be included for clinical articles.

## → Image requirements

- All images must be submitted separately (not in the MS Word document).
- Images must be numbered consecutively throughout the article, e.g. "Fig. 1", "Fig. 2". Images that are to appear as a group must be numbered as "Fig. 1a", "Fig. 1b".
- Images must be referred to within the article text.

- Format: TIFF or JPEG
- Size: no smaller than 230 × 230 pixels
- Resolution: at least 300 dpi
- Please also submit a headshot of the author (JPEG or TIFF of at least 300 dpi).

*Note: Please send the largest file available. Image files must be no smaller than 80 KB.*

## → Submission

Files must be submitted via email to [newsroom@dental-tribune.com](mailto:newsroom@dental-tribune.com).

# Contact

Advertisement Disposition Team | [dispo@oemus-media.de](mailto:dispo@oemus-media.de) | +49 341 48474-124/-127/-208

DTI Editorial Team | [newsroom@dental-tribune.com](mailto:newsroom@dental-tribune.com) | + 49 341 48474 101

# Digital Submission Guidelines

## General notes



In order to provide our advertisers with the high-quality reproduction they have come to expect, Dental Tribune International (DTI) accepts submission of content and advertising files for its online publications based on the guidelines in this document.

If materials are not delivered as specified below and by the required deadline, DTI may not be able to include them.

DTI reserves the right to edit submitted content according to its editorial guidelines.

DTI is not liable for submitted files that do not meet its guidelines. If the submitted files do not meet the requirements, DTI cannot be held responsible for any delay in production.

Files submitted must be virus-free.

## Submission

All files must be submitted via email to [digitaldispo@dental-tribune.com](mailto:digitaldispo@dental-tribune.com) two weeks prior to the sending date of the e-newsletter.

## E-newsletter specifications

The screenshot shows the layout of the newsletter. It includes a header with the title 'DENTAL TRIBUNE' and 'International Newsletter – 16 January 2020'. Below the header are several news articles and advertisements. One article features a photo of a person wearing a mask and discusses the ADA's stance on vaping. Another article features a product image for 'EDGEENDO EDGEONE FIRE™' with a banner above it. A third article features a photo of a man and discusses torsional resistance of rotary instruments. A fourth article features a photo of a dental professional and discusses a comparative study. A fifth article features a photo of dental instruments and discusses a new dental device. A sixth article features a photo of a dental professional and discusses molar incisor hypomineralisation.

→ Banner

→ Article

→ Product

### → Banner requirements

- Size: 336 × 600 pixels
- Format: JPEG, PNG or GIF
- URL to which the banner has to be linked

### → Product text requirements

- Headline must include product name.
- Text must include a product description of max. 1,000 characters, including spaces.
- Text should be delivered as MS Word document (No PDFs).
- Always leave out trademarks in the text.

### → Product image requirements

- Size: 385 × 270 pixels
- Format: JPEG
- Resolution: at least 72 dpi

# E-newsletter specifications

## → Article requirements

- Must be delivered in the respective language of the region the e-newsletter will be sent to.
- Should not exceed 600 words.
- Must be delivered as MS Word document (No PDFs).
- Should be divided into headline (max. 100 characters, including spaces), introduction (max. 400 characters, including spaces) and main text (max. 3,000 characters, including spaces).
- Write in the third person. Avoid referring to your business as "I" or "we."

### *Editorial guidelines:*

*DTI's objective is to educate readers about dental-related topics to help them make informed decisions about dental products. In order to help readers develop a positive association with your brand or product, your article should be composed of meaningful content and*

*aim to entertain, educate, enlighten, or assist the reader. Pure advertising texts as for promotional purposes will jeopardize the success of your e-newsletter campaign as such articles are generally not very well received by our readership.*

## → Article image requirements

- At least one image should be provided, although a small selection of images is preferred.
  - Ideally, the image of your article should not be too similar to your banner.
  - Articles images should not include text or logos.
  - DTI strongly recommends using a generic image that fits the topic of your article.
- Size: 780 × 439 pixels
  - Format: JPEG
  - Resolution: at least 72 dpi

## → Video requirements

*Please note that videos can be included in news articles too.*

**Option 1:** Videos can be included in the main text of the article.

**Option 2:** A video can be used as header video. A static image as specified under "Article image requirements" is still needed.

- Format: MP4
- Aspect ratio: 16:9 in HD (1,920 × 1,080 pixels)
- Embedding of videos via YouTube or Vimeo is also possible. Please provide us with the respective link.
- Please provide a short description of at least 50 words for the video.

# Contact

DTI Digital Disposition Team | [digitaldispo@dental-tribune.com](mailto:digitaldispo@dental-tribune.com) | +49 341 48474 108

# Digital Submission Guidelines

## General notes



Through exclusive e-blasts, Dental Tribune International (DTI) offers clients an ideal marketing tool for targeting selected markets. In order to make your e-blast campaign a success, please follow the guidelines in this document.

If materials are not delivered as specified and by the required deadline, DTI may not be able to execute the campaign as planned.

DTI reserves the right to reject or edit submitted materials according to its guidelines if the e-blast

does not meet the requirements below.

If necessary, the e-blast can also be developed by DTI at additional costs.

DTI is not liable for submitted files that do not meet its guidelines. If the submitted files do not meet the requirements, DTI cannot be held responsible for any delay in production.

Files submitted must be virus-free.

## Submission

The e-blast must be submitted as HTML file with the respective image files via email to [digitaldispo@dental-tribune.com](mailto:digitaldispo@dental-tribune.com) two weeks prior to the sending date.

## E-Blast specifications

### Coding guidelines for e-blasts

- The coding must be prepared as a mailing, not as a website.
- Do not create single-picture mails. In case the image is not showing, the recipient will miss the entire message.
- Always use in-line CSS styles rather than classes.
- Avoid external (`<link rel="stylesheet">`) or embedded style sheets (those contained within the `<style>` tag above the `<body>` tag). Many email services disable external style sheets and cut everything above the `<body>` tag.
- Do not use tag attributes on the `<body>` tag. Most email services ignore the `<body>` tag.
- Use basic HTML tables. Otherwise, your e-blast will not work across different email browsers and clients.
- Do not use coding shortcuts. For example, when styling CSS, specify the value of each property separately rather than grouping properties in one shortcut code, i.e. use "border-width: 5px; border-style: solid; border-color: #000000;" rather than "border: 5px solid red;". For both HTML and CSS, use all six hexadecimal digits (#ffffff and #000000).
- The width of the e-blast should not exceed 1,000 pixels to ensure it is shown properly in email clients. We recommend a width between 600 and 850 pixels.
- Do not use short URLs because email clients tend to mark these as spam.
- Do not use JavaScript.

### → Image, background and font guidelines

- Image format: JPEG, PNG or GIF
- The total file size of all images must not exceed 300 KB.
- Avoid background images because they are not fully supported across all email clients and will not display for all users.
- Avoid image maps because they rely on technology that is not supported by many email browsers.
- Avoid animated GIFs because they are not fully supported across

all email platforms, and most will display only the first frame of the animation.

- Be careful with spliced images. If you place a large spliced image into your HTML using table cells or `<img>` tags right next to each other. Some email clients may add extra spaces between the images.
- Use web-safe fonts because they are likely to be present on a wide range of computer systems. A list of web-safe fonts can be found [here](#).

# E-Blast specifications

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## Coding guidelines for e-blasts

### → Guidelines for responsive design

- Write mobile-specific CSS.
- Target different devices with media queries. About 50% of our online readers use smartphones.
- The font size of the <body> text should have between 22 and 28 pixels and headlines should have between 15 and 18 pixels.
- Images should only be compressed to a level, at which the image is still clearly displayed. However, the file size must remain small.
- Use single-column layouts.
- Buttons should at least have 44 to 46 pixels in width and height.

## Subject line of e-blasts

- The subject line should not exceed 40 characters, including spaces.
- Aggressive marketing jargon should be avoided in the subject line.
- Open questions, commands, announcements, a call to action will attract the attention of the reader.

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## Contact

DTI Digital Disposition Team | [digitaldispo@dental-tribune.com](mailto:digitaldispo@dental-tribune.com) | +49 341 48474 108



# Digital Submission Guidelines

## General notes



In order to provide our advertisers with the high-quality reproduction they have come to expect, Dental Tribune International (DTI) accepts submission of content and advertising files for its online publications based on the guidelines in this document.

If materials are not delivered as specified below and by the required deadline, DTI may not be able to include them.

DTI reserves the right to edit submitted content according to its editorial guidelines.

DTI is not liable for submitted files that do not meet its guidelines. If the submitted files do not meet the requirements, DTI cannot be held responsible for any delay in production.

Files submitted must be virus-free.

## Submission

All files must be submitted via email to [digitaldispo@dental-tribune.com](mailto:digitaldispo@dental-tribune.com).

## Banner specifications

### → Banner formats



	Rectangle banner	Skyscraper banner	Slide-in banner	Pop-up banner
Dimensions (w x h)	336 × 300 pixels	336 × 600 pixels	1,200 × 2,600 pixels (mobile) 2,560 × 1,310 pixels (desktop)	1,280 × 960 pixels
Max. file size	< 200 KB	< 300 KB	< 500 KB	< 500 KB

### → Banner requirements

- Size: according to banner format mentioned above
- Format: JPEG, PNG or GIF. Animated GIF possible for rectangle, skyscraper and pop-up banners.
- Please provide the URL to which the banner will be linked.

*Please note: Rectangle and the skyscraper are standard banner options and can be placed anywhere on the website.*

*Slide-in banners can only be placed within an article. This banner slides by while a reader is scrolling down through an article.*

*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.*

### → Tips for banner ad design

- Add your company logo to build brand awareness.
- Keep content and visuals simple.
- Add a clear visible call to action (CTA), for instance "Learn more" or "Get started".
- Format your headline and body copy in different sizes. All copy should be four lines or less. Don't use italics, extremely thin fonts, all caps, or font sizes smaller than a 10 pt.

## Contact

DTI Digital Disposition Team | [digitaldispo@dental-tribune.com](mailto:digitaldispo@dental-tribune.com) | +49 341 48474 108

# Digital Submission Guidelines

## General notes



The Partner Content Distribution Package is an effective multimedia hub, through which you can easily put editorial contents, products, company events and various other information about your business on display. In order to provide our advertisers with the high-quality reproduction they have come to expect, Dental Tribune International (DTI) accepts submission files for the Partner Content Distribution Package based on the guidelines in this document.

If materials are not delivered as specified below and by the required deadline, DTI may not be able to include them.

DTI reserves the right to edit submitted content according to its editorial guidelines.

DTI is not liable for submitted files that do not meet its guidelines.

If the submitted files do not meet the requirements, DTI cannot be held responsible for any delay in production.

Files submitted must be virus-free.

## Submission

All files must be submitted via email to [digitaldispo@dental-tribune.com](mailto:digitaldispo@dental-tribune.com).

## Partner Content Distribution Package

### → About

- Company name, address (street, postal code, city, country), telephone number, fax number, email address, website
- Introduction: short description of the company in one sentence (Motto, slogan)
- Company description of max. 1,000 characters, including spaces
- Company logo (Format: JPEG or PNG; Resolution: at least 72 dpi)
- Social Media Links: Facebook, Twitter, LinkedIn, YouTube, Vimeo (if available)
- Files for download section (e.g. product catalogue as PDF; file size should not exceed 10 MB)

### → Products

- 3 to 24 products can be included
- Product text requirements
  - Headline must include product name.
  - Text must include a product description of max. 1,000 characters, including spaces.
  - Text should be delivered as MS Word document (No PDFs).
  - Always leave out trademarks in the text.
- Product image requirements
  - Size: 385 x 270 pixels
  - Format: JPEG
  - Resolution: at least 72 dpi
  - Ideally, the image should have a white background.

### → Jobs

- Location of workplace
- Job description
- Job requirements (qualifications, education, etc.)
- Contact details

# Partner Content Distribution Package

## → Articles

- Text requirements
  - Must be delivered as MS Word document (No PDFs).
  - Must be delivered in English language.
  - Should not exceed 600 words.
  - Should be divided into headline (max. 100 characters, including spaces), introduction (max. 400 characters, including spaces) and main text (max. 3,000 characters, including spaces).
  - Write in the third person. Avoid referring to your business as "I" or "we."
  - End the last paragraph with a call to action (CTA) and include your contacts and/or website, which readers can consult for more information.
  - Always leave out trademarks in the text.
  - Must include photo caption(s) and photo credit(s).
  - The article is subject to approval and editing by DTI for grammar and editorial style.
- Image requirements
  - At least one image should be provided, although a small selection of images is preferred.
  - Articles images should not include text or logos.
  - DTI strongly recommends using a generic image that fits the topic of your article.
  - Size: 780 × 439 pixels
  - Format: JPEG
  - Resolution: at least 72 dpi

### *Editorial guidelines:*

*DTI's objective is to educate readers about dental-related topics to help them make informed decisions about dental products. In order to help readers develop a positive association with your brand or product, your article should be composed of meaningful content an aim to entertain, educate, enlighten, or assist the reader. Pure advertising texts as for promotional purposes will jeopardize the success of your e-newsletter campaign as such articles are generally not very well received by our readership.*

## → Videos

- Format: MP4 or AVI
- Aspect ratio: 16:9 in HD (1,920 × 1,080 pixels)
- Please provide a short description of at least 50 words for the video.
- Embedding of videos via YouTube or Vimeo is also possible. Please provide us with the respective link.
- Preview image for the video (Size: 1,200 × 675 pixels; Format: JPEG)

## → Photos

- At least three to four images should be delivered to create a separate photo gallery.
- Photo captions and photo credits must be delivered for all images.
- Format: JPEG
- Size: 780 × 439 pixels
- Resolution: at least 72 dpi

## → Events

- Event title
- Event description
- Start and end date
- Event location (address)
- Event website
- Event image (Size: 2,000 × 1124 pixels; Format: JPEG; Resolution: at least 72 dpi) + image credit and caption.

# Partner Content Distribution Package

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## → Webinars

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All webinars that your company conducts via the Dental Tribune Study Club or your own CE Campus will be automatically shown in this section. If you are interested in sponsoring a webinar, please do not hesitate to contact us.

## → E-papers

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All print publications in which your company has advertised will be automatically show this section. If you are interested in booking advertisements, please do not hesitate to contact us.

## → Sidebar banners

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- Size: width 250 pixels, height variable
  - Format: JPEG, PNG or GIF
  - Provide the URL to which the banner will be linked.
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## Contact

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DTI Digital Disposition Team | [digitaldispo@dental-tribune.com](mailto:digitaldispo@dental-tribune.com) | +49 341 48474 108



# Education Submission Guidelines

## General notes



Dental Tribune International (DTI) offers companies the opportunity to broadcast single webinars via its flagship continuing education (CE) platform, Dental Tribune Study Club, and host multiple webinars on a custom-branded CE campus. In order to provide our advertisers with the high-quality reproduction they have come to expect, DTI accepts submission of files for its e-learning platforms based on the guidelines in this document.

If materials are not delivered as specified below and by the required deadline, DTI may not be able to include them.

DTI reserves the right to edit submitted content according to its editorial guidelines.

DTI is not liable for submitted files that do not meet its guidelines.

If the submitted files do not meet the requirements, DTI cannot be held responsible for any delay in production.

Files submitted must be virus-free.

## Submission

All files for webinars must be submitted via an online submission form as specified below.

## Webinar Specifications

### → Technical requirements

- a computer with access to the internet
- a high-quality webcam
- a headset with a microphone (please make sure the presenter uses a high-quality headset, as the audio is vital during a live webinar)
- wired internet connection (the presenter should NOT use a wireless internet connection, as such connections are unstable and may interrupt the presentation)

### → Webinar online submission form

The online form must be completed for each new webinar. It can be found at <https://www.dtstudyclub.com/support/new-webinar/>. The following information is mandatory:

- date and time of the webinar (please make sure to indicate whether the webinar will take place a.m. or p.m.)
- high-resolution photograph(s) (300 dpi) of the speaker(s) (Size: at least 1,000 × 1,000 pixels)
- webinar title
- company logo (for sponsored webinars)
- webinar description and excerpt (about 300 characters, including spaces)
- CE quiz (at least three multiple choice questions are necessary)
- full name(s), email address(es) and phone number(s) of the speaker(s)

*!Note: The completed form should be made available no later than **4 weeks prior to the live webinar**. However, the sooner you have all the information, the sooner we can start promoting the webinar.*

# Webinar Specifications

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## → Presentation requirements

- Format: MS PowerPoint
- All videos have to be removed from the presentation and must be submitted as separate files. The empty slide in the presentation

must be retained and a title for each video that reads "Video 1", "Video 2", etc. must be added. The rest of the slide should be empty. This will let us know at which slide each video has to be loaded.

*!Note: The speaker's presentation must be uploaded at least 24 hours prior to the training session, i.e. **7–10 days before the webinar**. Without the final presentation and video files, the training session **CANNOT** take place.*

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# Contact

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DTI Webinar Service Team | [webinar@dental-tribune.com](mailto:webinar@dental-tribune.com) | +49 341 48474 132