



DENTAL TRIBUNE UK & IRELAND 2022

Digital Media

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

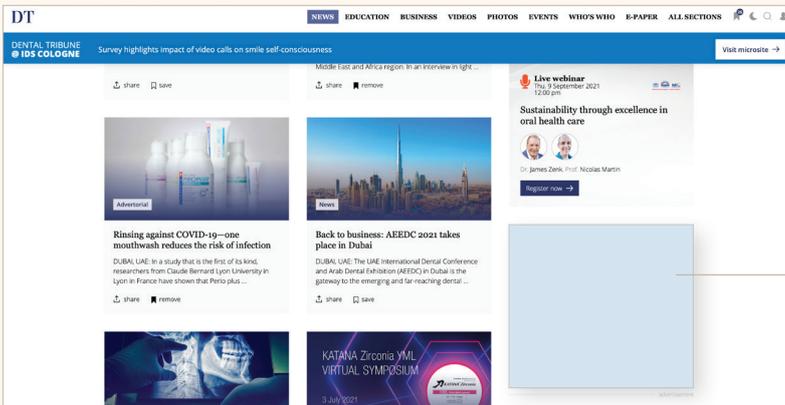
to your corporate website or your special campaign site. Direct leads can easily be tracked, as every banner is linked directly to the website specified by the advertising partner.

Banner types

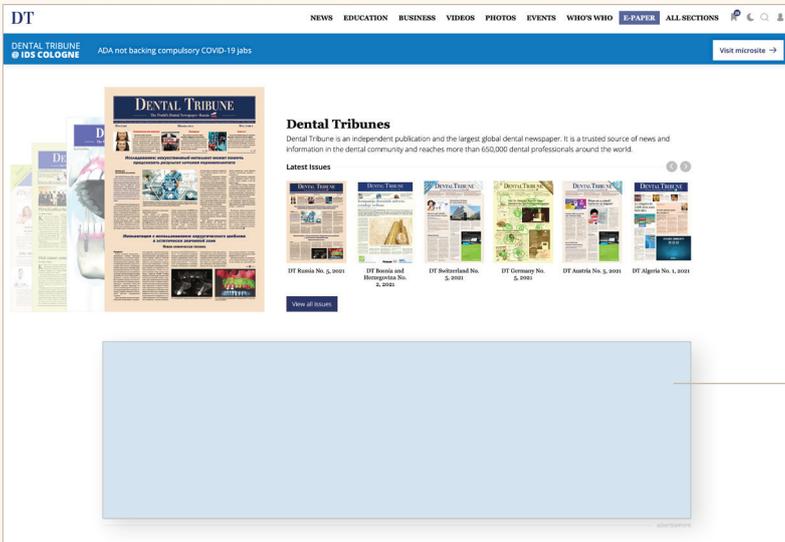
We offer two different types of banners, an **impression-based** model for a specific amount of visibility (5,000 or 10,000 impressions), and a **time-based** model for longer campaigns requiring a minimum of 1 month's duration.

Banner formats and sizes

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



→ Rectangle banner
621 x 555 pixels

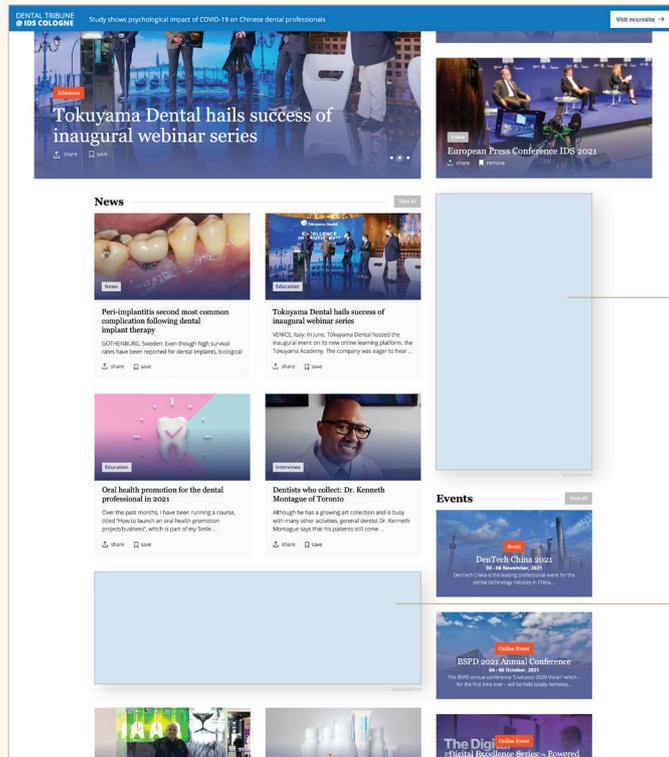


→ Billboard banner
1,980 x 600 pixels

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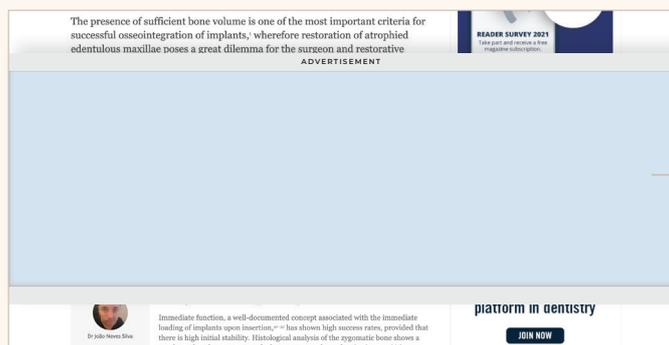
→ Skyscraper vertical
621 × 1,110 pixels

→ Skyscraper horizontal
1,300 × 450 pixels



→ Prime rectangle banner
860 × 483 pixels

Slide-in banners can only be placed within articles. 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 behaviour to have the banner scroll by. Once the banner has scrolled by, the reader can continue reading the article.



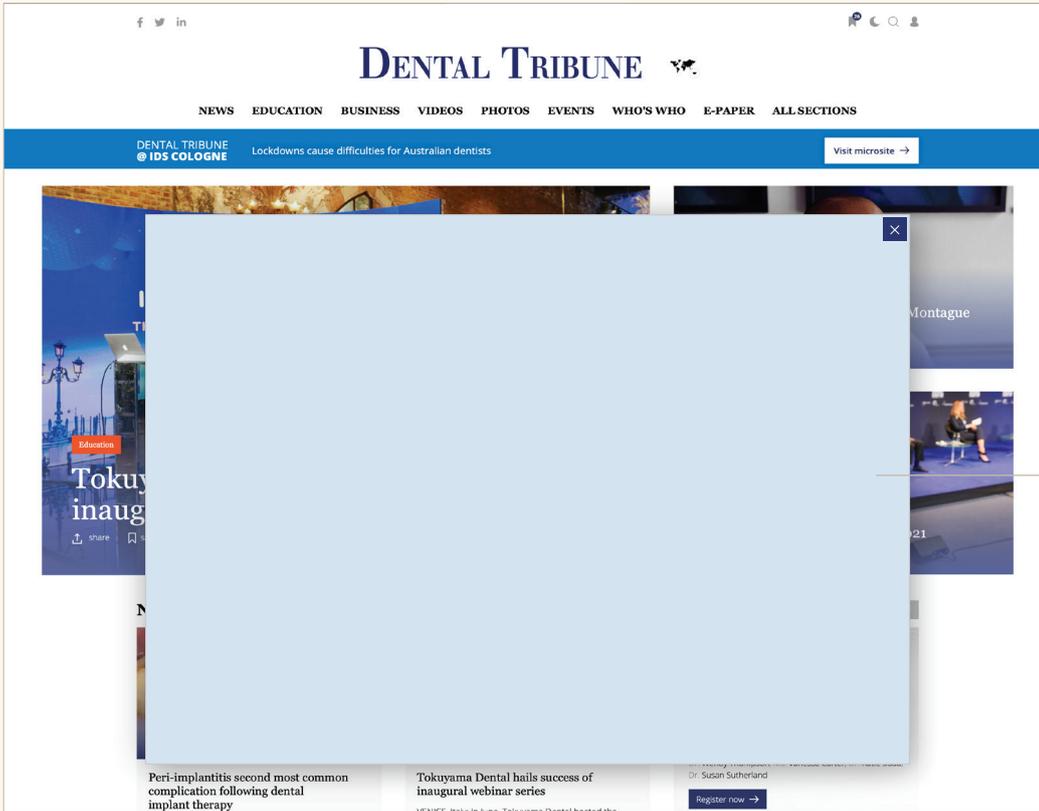
→ Slide-in banner
1,800 × 3,900 pixels (mobile)
3,840 × 1,965 pixels (desktop)

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A **pop-up** banner appears by overlaying the webpage the reader is currently looking at. The banner needs to be either closed or clicked for the reader to continue navigating through the website. The **wallpaper** banner Remains 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

Educational Media

DT Study Club

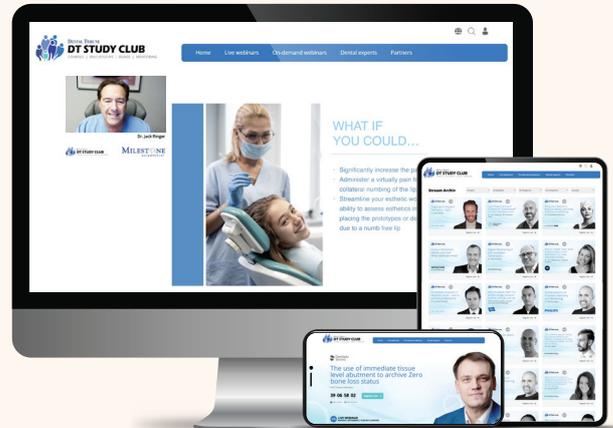
With 25,000 members and recognized as a continuing education provider, the **DT Study Club UK & Ireland** platform brings local events & lectures to national audiences. The **live & on-demand webinars** satisfy the educational needs and requirements across all dental disciplines.

With manageable technical requirements such as, a stable broad band connection, a computer or mobile device, a camera, and a headset, webinars can be broadcasted from anywhere.

Webinar Specifications

- 45- to 60-minute online lecture in a virtual classroom, followed by a 15-30-minute Q&A session
- professional recording, editing, and archiving of the lecture in the DT Study Club online archive
- Speaker technical support & comprehensive briefing
- administration of CE credits
- promotion of the webinar on the DT Study Club platforms, DT website, and social media channels
- the client receives the list of all registered leads from non-GDPR-restricted regions (including country, name, address, phone, and email, if provided)

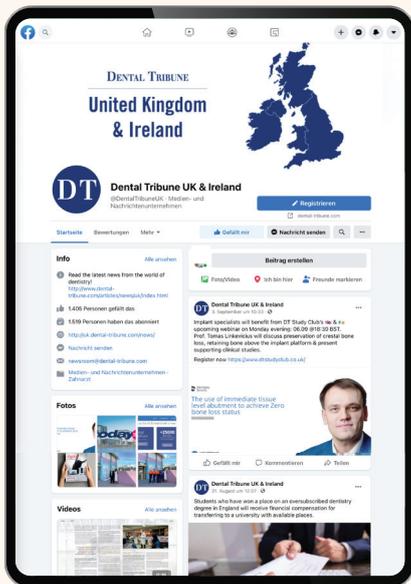
- where applicable, one follow-up email to all registered participants will be sent by DTI (the material must be provided by the sponsor)
- the virtual classroom features the company logo and a download area for brochures or catalogues



www.dtstudyclub.co.uk

Social Media

Connecting the dental world



The Dental Tribune social media channels are an extension of the well-known brand. Our editorial team keeps our fans and followers up to date with the latest news from the dental community and live posting from all major dental trade fairs and congresses. Additionally, these channels provide a pivotal setting in which to share corporate messages, engage in with dental professionals, promote product releases, brand awareness and more.



share posts



social media campaigns



add to digital campaign packages

Facebook

Dental Tribune International 25,000
Dental Tribune UK & Ireland 1,500

Twitter

Dental Tribune International 4,500

* Numbers as of September 2021.

Media Sales Contact

mediasales@dental-tribune.com
+49 341 48474 100



Legal information

Information provided according to Sec. 5, German Telemedia Act (TMG):
Dental Tribune International GmbH
Holbeinstraße 29
04229 Leipzig

Represented by:
Chief Executive Officer: Torsten Oemus

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



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