



Dental Tribune International Group

DIGITAL MEDIA KIT 2012



valid from September 2011

Official Media Partner of



Dental Tribune International Group

INTERACTIVE PUBLISHING

Dental Tribune's unique publishing platform combines print and online media, offering a multitude of marketing channels to reach the largest dental community worldwide – over 650,000 readers of the Dental Tribune!

No wonder Google ranks ***www.dental-tribune.com*** among the most comprehensive, up-to-date and influential websites in dentistry given the hourly updated news feeds from Dental Tribune correspondents and publishers from around the world.

In order to benefit from the high Google ranking, the ever increasing online audience, and to generate active sales leads dental-tribune.com offers a search engine optimized ***Company Profile***. This microsite contains all relevant company information and works as a gateway for all interactive advertising.

All marketing tools offered by Dental Tribune are linked to the Company Profile site and help to generate quality sales leads globally and locally:

The Dental Tribune ePaper merges the print and online audiences – your print ad appears

additionally in the ePaper on www.dental-tribune.com and links to your Company Profile.

In addition a ***free weekly iPad app*** comes in English, German, French, Italian and Polish with the option to create a personal edition in several languages.

The Dental Tribune weekly ***eNewsletters*** review the weekly news feeds and announce the new ePaper issues. The Dental Tribune MediaCenter delivers the news, interviews and reports about events, products and clinical procedures in a streamed video format and links to the Company Profile.

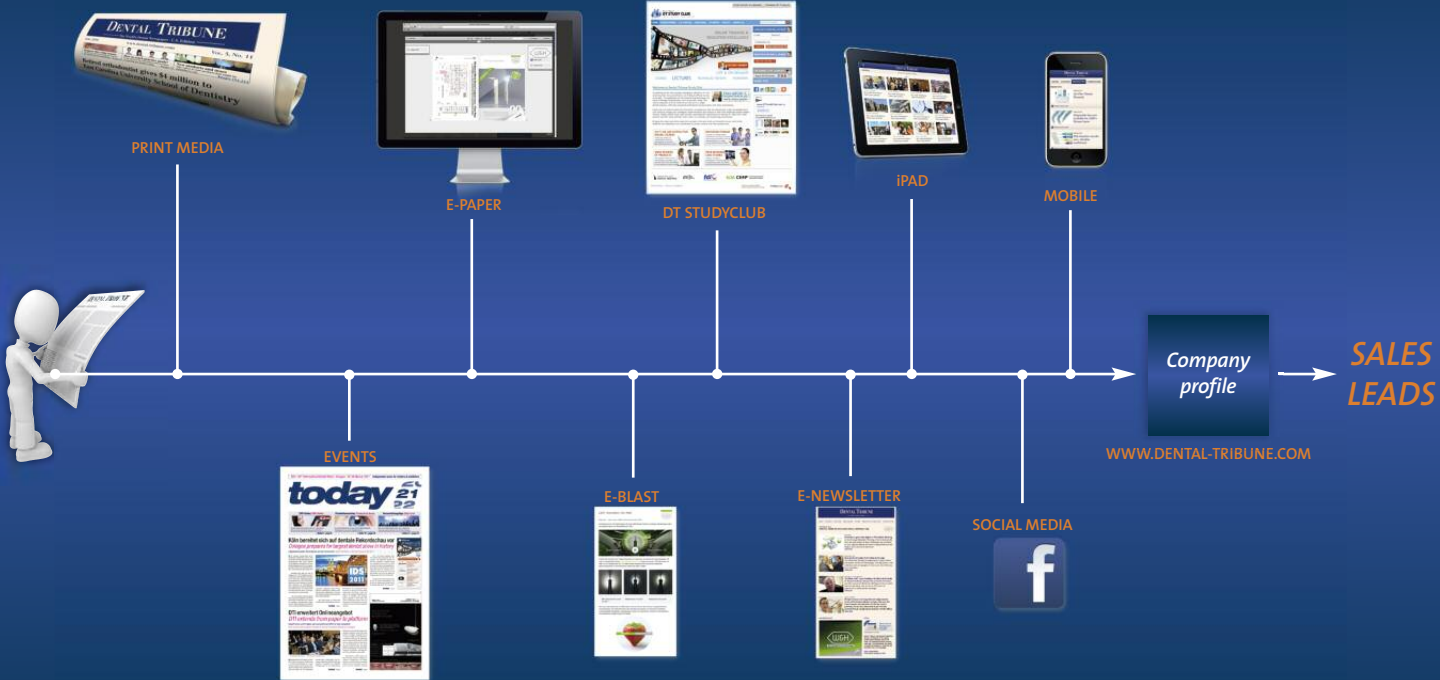
Although ***www.dental-tribune.com*** is the global on-line destination for dentists seeking real-time clinical and product information, regional landing pages and local language sites ensure targeted campaigns with well placed online advertising or local language Company profiles.

Being with us helps improving the visibility of your web site page. We know how ***search engines optimization (SEO)*** works and what dentists search for.

Accelerate the success of your promotional campaign by using all media, branding and lead generation tools Dental Tribune has to offer!



GENERATE SALES LEADS GLOBALLY



Dental Tribune

ONLINE COMPANY PROFILE

The screenshot shows a detailed online company profile for 3Shape A/S on the Dental Tribune website. The profile includes the following sections:

- Navigation:** NEWS, POLITICS, BUSINESS, SPECIALTIES, PRODUCTS, COMPANIES, EVENTS, CAREERS, CLASSIFIEDS.
- Company Information:** 3Shape A/S Headquarters, Address: Høvedsgade 10, Copenhagen, Denmark. Phone: +45 33 22 22 22, Fax: +45 33 22 22 22, Email: info@3shape.com, Internet: www.3shape.com.
- Articles:** A list of recent articles such as 'Among the dental world's top ten awards for 2014, 3Shape's 3Shape 3000 wins the top prize', 'The 100 most innovative dental products in 2014', '3Shape leads new studies at ESE', and 'Management of full mouth orthodontics: not all smiles are the same'.
- Images:** A gallery of images showing dental equipment and staff, with a featured image of the '3Shape 3000'.
- Featured Products:** A section highlighting '3Shape Dental System™' and '3Shape 3000'.
- Product Introduction Text:** A detailed description of the 3Shape 3000, stating it is 'the world's first fully integrated 3D dental workflow'.
- Job Offers in Careers Section:** A list of job openings, including '3Shape A/S Headquarters' and '3Shape A/S Headquarters'.

Linked articles

Linkage to corporate website

Address directory

Company description

Interactive banner ads

Featured products linked to corporate site

Product introduction text

Company image video, product and educational videos

Job offers in Careers section

- Central module for all interactive advertising on www.dental-tribune.com
- Inventory for all relevant company information:
 - Company portrait, articles, news, product features, scientific studies, videos, webinars, courses or brochures.
- Company details including:
 - Company logo, address, telephone & fax, email, links to your own corporate website or special campaign websites, download section for articles or product information
- All your ads, product information, articles, e-papers – every content you provide – is linked to your profile
- Our editorial team provides multimedia assistance and supervision

Company Profile Rates

The booking period for Company Profiles is 12 months. Annual Rates vary from 2,500 € to 6,000 € depending on the country, region and number of local language versions. All company related contents are linked to your profile. Rates available on request.

Dental Tribune iPad EDITION



Full Screen Slider: 1,024 x 642 Pixel

Booking period: weekly

Advertisement Price: 990 €

Interactive Option-Upgrade: 500 €

Ad Layout and Design: upon request



Rectangle Hoover: 336 x 300 Pixel

Price on request

A free iPad app is featuring a weekly “Best of” e-journal in English, German, French, Italian and Polish with the option to create a personal edition in several languages. This is an amazing new vision for our magazines that goes far beyond the printed pages. Custom-built to play to the strengths of the device you can touch, zoom, tap, pinch and dive-in to the latest news coverage and video. The publishing concept has been completely reimagined for iPad, allowing advertisers to do more than they ever could before. Images are more vibrant on the large, high-resolution display. The format is familiar, stylish and intuitive. The content is handpicked by our editorial team and it steers users towards the most important stories of the day and the latest news updates.

iPad advertisements allow the integration of videos and animations or interactive features.

We offer an individual advertisement layout and design according to your wishes.



Dental Tribune

BANNER ADVERTISING

In order to protect the readability of the portal, we control the amount of advertising on the main page of www.dental-tribune.com. Therefore our selected long-term banner advertising within the portal is your exclusive modern and among the community accepted way to position your products and services. It is especially suitable for your brand marketing (long term Banner), but can be used for temporary monthly campaigns as well. Our Banner advertising is designed to help to

generate more clicks through to your corporate website or to your special campaign site via your profile and to merge your Print and Online advertising. Every Banner and Wallpaper will be directly linked with your booked Company profile and therefore will help to channelize prospective customers more effectively.

We offer different Banner packages: *Wallpaper Banner*, *Supersize Banner*, *Rectangle Banner*, *Skyscraper Banner* and *Mobile Banner*.

Wallpaper Banner
top: 996 x 120 pixel
sides: 200 x 600px

Supersize Banner
728 x 90 pixel

Skyscraper Banner
330 x 600 pixel

Rectangle Banner
330 x 280 pixel

Mobile Banner
446 x 80 pixel
Price on request



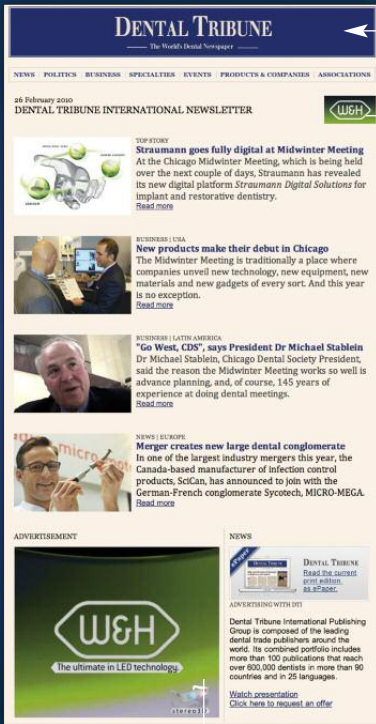
Discounts are available for long term bookings, depending on the respective regional or country landing pages:

Booking Period	1 month	3 months	6 months	12 months
Discount	List price	20%	35%	50%

Banners are booked for the respective regional or local landing page in one of the sections: NEWS, POLITICS, BUSINESS or SPECIALTIES

<i>Bookable regions and countries</i>	<i>Language</i>	<i>Wallpaper Banner</i>	<i>Supersize Banner</i>	<i>Skyscraper Banner</i>	<i>Rectangle Banner</i>
<i>International</i>	<i>English</i>	4.950 €	2.950 €	2.450 €	1.450 €
<i>Americas</i>	<i>English</i>	4.950 €	2.950 €	2.450 €	1.450 €
<i>USA</i>	<i>English</i>	4.950 €	1.950 €	1.450 €	1.250 €
<i>Canada</i>	<i>English/French</i>	4.950 €	1.950 €	1.450 €	1.250 €
<i>Latin America</i>	<i>Spanish</i>	4.950 €	1.950 €	1.450 €	1.250 €
<i>Brazil</i>	<i>Portuguese</i>	4.950 €	1.950 €	1.450 €	1.250 €
<i>Europe</i>	<i>English</i>	4.950 €	2.950 €	2.450 €	1.450 €
<i>Germany, Switzerland, Austria</i>	<i>German</i>	2.950 €	1.950 €	1.450 €	1.250 €
<i>UK</i>	<i>English</i>	2.950 €	1.950 €	1.450 €	1.250 €
<i>Italy</i>	<i>Italian</i>	2.950 €	1.950 €	1.450 €	1.250 €
<i>France</i>	<i>French</i>	2.950 €	1.950 €	1.450 €	1.250 €
<i>Spain</i>	<i>Spanish</i>	2.950 €	1.950 €	1.450 €	1.250 €
<i>Belgium</i>	<i>Dutch/French</i>	2.950 €	1.950 €	1.450 €	1.250 €
<i>Netherlands</i>	<i>Dutch</i>	2.950 €	1.950 €	1.450 €	1.250 €
<i>Norway</i>	<i>Norwegian</i>	2.950 €	1.950 €	1.450 €	1.250 €
<i>Sweden</i>	<i>Swedish</i>	2.950 €	1.950 €	1.450 €	1.250 €
<i>Portugal</i>	<i>Portuguese</i>	1.950 €	1.450 €	950 €	750 €
<i>Greece</i>	<i>Greek</i>	1.950 €	1.450 €	950 €	750 €
<i>Turkey</i>	<i>Turkish</i>	1.950 €	1.450 €	950 €	750 €
<i>Hungary</i>	<i>Hungarian</i>	1.950 €	1.450 €	950 €	750 €
<i>Romania & Moldavia</i>	<i>Romanian</i>	1.950 €	1.450 €	950 €	750 €
<i>Bulgaria</i>	<i>Bulgarian</i>	1.950 €	1.450 €	950 €	750 €
<i>Croatia & Bosnia</i>	<i>Croatian</i>	1.950 €	1.450 €	950 €	750 €
<i>Slovenia</i>	<i>Slovenian</i>	1.950 €	1.450 €	950 €	750 €
<i>Serbia & Montenegro</i>	<i>Serbian</i>	1.950 €	1.450 €	950 €	750 €
<i>Poland</i>	<i>Polish</i>	1.950 €	1.450 €	950 €	750 €
<i>Czech & Slovak Republic</i>	<i>Czech</i>	1.950 €	1.450 €	950 €	750 €
<i>Asia Pacific</i>	<i>English</i>	4.950 €	2.950 €	2.450 €	1.450 €
<i>China</i>	<i>Chinese</i>	4.950 €	1.950 €	1.450 €	1.250 €
<i>Japan</i>	<i>Japanese</i>	4.950 €	1.950 €	1.450 €	1.250 €
<i>Korea</i>	<i>Korean</i>	4.950 €	1.950 €	1.450 €	1.250 €
<i>Middle East & Africa</i>	<i>English</i>	4.950 €	2.950 €	2.450 €	1.450 €

Dental Tribune E-NEWSLETTER & E-BLAST



E-Newsletters

Your most efficient way to communicate multimedia messages directly to the dentists.

Frequency: weekly to monthly, depending on the region and country

Sponsor logo in header

Rectangle Banner: 280 x 240 pixel, 72 dpi, jpg format only

Press materials: Text of up to 300 words in local language

E-Blasts

Your way of unscheduled online marketing

Frequency: a one-time digital flyer, designed as a special announcement

Layout: to be provided by the client
Distribution: via email to registered readers of selected target markets



Dental Tribune

E-NEWSLETTER & E-BLAST ADVERTISING RATES

<i>Edition</i>	<i>Country</i>	<i>Frequency</i>	<i>Subscribers*</i>	<i>E-Newsletter**</i>	<i>E-Blast</i>
Dental Tribune	<i>International</i>	weekly	50.000	3.950 €	5.950 €
Dental Tribune	<i>Germany, Austria, Switzerland</i>	weekly	30.000	2.450 €	4.950 €
Dental Tribune	<i>Norway</i>	monthly	3.600	1.250 €	2.450 €
Dental Tribune	<i>Sweden</i>	weekly	5.400	2.450 €	4.450 €
Dental Tribune	<i>UK</i>	weekly	24.500	2.950 €	4.950 €
Dental Tribune	<i>France</i>	bi-weekly	11.500	2.450 €	4.450 €
Dental Tribune	<i>Italy</i>	weekly	12.000	2.450 €	4.450 €
Dental Tribune	<i>Spain</i>	monthly	12.400	1.450 €	2.950 €
Dental Tribune	<i>Portugal</i>	weekly	4.400	750 €	1.450 €
Dental Tribune	<i>Belgium</i>	monthly	2.800	750 €	1.450 €
Dental Tribune	<i>Netherlands</i>	monthly	4.000	950 €	1.950 €
Dental Tribune	<i>Greece</i>	monthly	3.000	750 €	1.450 €
Dental Tribune	<i>Turkey</i>	monthly	11.000	1.450 €	2.450 €
Dental Tribune	<i>Hungary</i>	monthly	5.000	750 €	1.450 €
Dental Tribune	<i>Romania & Moldavia</i>	monthly	2.500	750 €	1.450 €
Dental Tribune	<i>Bulgaria</i>	monthly	3.000	750 €	1.450 €
Dental Tribune	<i>Croatia & BiH</i>	bi-weekly	2.400	750 €	1.450 €
Dental Tribune	<i>Serbia & Montenegro</i>	monthly	3.200	750 €	1.450 €
Dental Tribune	<i>Slovenia</i>	monthly	1.200	650 €	1.250 €
Dental Tribune	<i>Poland</i>	weekly	2.700	750 €	1.450 €
Dental Tribune	<i>Czech & Slovak Republic</i>	monthly	2.000	750 €	1.450 €
Dental Tribune	<i>Asia Pacific</i>	monthly	24.000	2.450 €	4.950 €
Dental Tribune	<i>China</i>	monthly	10.000	1.950 €	2.950 €
Dental Tribune	<i>U.S.</i>	weekly	35.000	2.950 €	4.950 €
Dental Tribune	<i>Hispanic & Latin America</i>	monthly	68.000	4.950 €	7.950 €
Dental Tribune	<i>Brazil</i>	monthly	120.000	14.950 €	24.950 €

*Subject to change due to continuous newsletter signups // **Includes Rectangle Banner

Dental Tribune

GENERAL TERMS AND CONDITIONS

1. Advertising order

- (1) „Advertising order“, in the sense of the following General Terms and Conditions, refers to the agreement to publish one or more than one advertisement or presentation in any form of information or communication services, especially on the internet, for the purposes of circulation.
- (2) The advertising order is exclusively subject to the General Terms and Conditions and price list of Dental Tribune International GmbH, which constitute an integral part of the contract. The validity of any terms and conditions on the part of the Advertiser or other space buyer are, if these do not comply to these General Terms and Conditions, expressly excluded.

2. Advertisement forms

- (1) An advertising form in the sense of these General Terms and Conditions can, for example, be made up of one or more of the following elements:- a picture, with or without text, a series of musical notes with or without moving pictures (e.g. banners),- a sensitive area which, when clicked, initiates a connection to further data at an online address given by the Advertiser, e.g. that of the Advertiser (i.e. a link)
- (2) Advertisements, which in form or appearance are not immediately recognisable as such will be altered to make this clear.

3. Conclusion of a contract

- (1) The contract enters into force through confirmation in either written form or by email, subject to the provisions of individual agreements. Should this confirmation not be received the order is deemed confirmed by the publication of the online advertisement. Orders placed orally or by telephone are also subject to these General Terms and Conditions.
- (2) In the event of doubt, orders placed by advertising agencies represent a contract between the publisher and the advertising agency, subject to the provisions of other written agreements. Should an

advertising client act as Advertiser the Publisher must be advised of the name by the advertising agency. The Publisher has the right to demand proof that the client is listed by the advertising agency.

- (3) Advertising for goods or services on behalf of more than one advertising client or other advertiser within a particular advertisement (e.g. banners, newsletters) requires an extra contract either in written form or per email.

4. Settlement period

If the right to call for individual advertisements is granted under the terms of a transaction, the order must be carried out within 12 months from the date of the contract conclusion.

5. Extension of an order and Extension for Company profile & presentation

- (1) The advertiser has the right to place more advertisements within the contractual period or within the period stated in paragraph 4 than agreed in the original contract, depending on space availability.
- (2) Company profiles are understood as the central module for online advertising with DTI. Bookings of such a profile are for a minimum of 12 month and are automatically renewed at the list price for another year if they are not cancelled at least 4 weeks before expiry.

6. Delivery of data

- (1) The Advertiser is obliged to provide the Publisher with proper advertising material, particularly with respect to the format or the technical specifications stipulated by the Publisher in due time before the publication date. The Publisher will immediately request a replacement if the material is considered to be unsuitable or damaged.
- (2) The Publisher will store data no longer than 3 months after the end of the advertising contract.
- (3) The Advertiser shall bear the costs for requested alterations of the advertising material and should bear the charges/costs incurred as a result.

7. Right of refusal

- (1) The Publisher reserves the right to refuse or block advertising orders - including individual bookings under the terms of a contract – if:
 - their contents violate laws or official regulations or
 - if the contents were rejected by the German Advertising Council (Deutscher Werberat) in a complaints procedure or
 - if the content is contradictory to The Publisher's mission and ethical code.
- (2) The Publisher has the right to withdraw an advertisement already published if the Advertiser changes the content of the advertisement or if a link is subsequently changed whereby the conditions of paragraph 1 become applicable.

8. Guarantee of rights

- (1) The Advertiser guarantees that he is in full possession of all rights necessary for the placement of an advertisement. The Advertiser shall hold the Publisher harmless within the framework of the contract from all claims by third parties which might arise through the violation of any laws. In addition the Publisher is released from the costs of legal defence. The Advertiser is obligated to support the Publisher in good faith in his defence against third parties by supplying information and documents.
- (2) The Advertiser will pass all necessary copyrights for the use of the advertisements in all forms of online media, including the internet to the Publisher. This includes the right of use, ancillary copyright and other rights, in particular the right to duplicate, circulate, transmit, broadcast, abstract from a database and call, both with regard to time and content, to a degree necessary for the completion of the contract. The above mentioned rights are always to be given unboundedly and authorise the Publisher to place advertisements using all forms of technical process and all known forms of online media.

9. Publisher's guarantee

(1) The Publisher guarantees a best possible reproduction of provided content of the advertisement in accordance with the current technical standards. The guarantee does not include negligible defects. An error in the depiction of the advertisement is negligible if it has been caused

- by the use of unsuitable software or hardware (e.g. a browser) or
- by a default of the communications network belonging to other providers or

- by a computer breakdown caused by a breakdown of the system
- by so-called proxy servers (message buffers) that are either incomplete or not up-to-date or

- a breakdown of the ad server lasting no longer than 24 hours (cumulated or continuous) within a 30 day period after the begin of the contractually agreed placement period. A breakdown of the ad server over a considerable period (more than 10 percent of the period booked) will release the Advertiser from duty of payment for the period of the breakdown. Further claims are excluded.

(2) If the reproduction quality of the advertisement is insufficient and constitutes a considerable error, the Advertiser has the right to a reduction of payment or a perfect replacement, but only as far as the advertisement is affected. If the replacement is insufficient or unacceptable, the Advertiser has the right to a reduction of payment or a withdrawal from the contract.

(3) If there are unrecognizable defects in the advertisement materials, the Advertiser shall have no claims in the event of an insufficient reproduction of the advertisement. The same applies if the advertisement is placed several times and if the Advertiser does not draw the Publisher's attention to the errors before the next placement.

10. Default

If the execution of an order cannot be fulfilled for reasons for which the Publisher cannot be held accountable (for instance software problems or other technical reasons), in particular a breakdown of the computer system, strike, legal provisions, interference in the sphere of responsibility of third parties (e.g. other providers), network operators or service providers or for similar reasons, then the order will be repeated, if this is possible. The Publisher is still entitled to payment for an order that is carried out again after the disruption has ceased, and within a time period reasonable for the Advertiser.

11. Publisher's Protective clause

Advertisers agree to indemnify and protect the publisher from any claim or expenses resulting from the Advertisers unauthorized use of name, photograph, sketch or words protected by copyright or registered trade mark. The Publishers is not responsible for errors or omissions in any advertising materials provided by the Advertisers (including errors in key numbers) or for changes made after closing dates.

12. Liability

(1) Indemnity claims from breach of obligation and civil offence are only applicable in case of deliberate action and gross negligence by the Publisher, its representatives or proxies. This does not apply for claims for warranted quality, or to injury of life, body or health or the breach of considerable contractual obligations. In this case the liability is restricted to the replacement of the foreseeable loss. Indemnity claims from impossibility of performance and default by slight negligence are restricted to the compensation of the foreseeable loss.

(2) In the case of gross negligence on the part of its subcontractors the liability towards the companies is restricted to the extent of the foreseeable damage. This does not apply to a breach of integral contractual obligations.

13. Media Kit

(1) The advertisement rates are based on the Publisher's advertising Media Kit published on the internet and in effect at the time the contract is concluded. Should the advertising rate change after the conclusion of the contract, the Publisher is entitled to charge the price according to the price list valid at the time of the publication; this does not apply to business dealings with non-traders, insofar as no more than 4 months have elapsed between the conclusion of the agreement and the publication date of the advertisement.

(2) Discounts are granted according to the Media Kit valid at the time. Advertising agencies and other Advertisers are obligated to use the various Publishers' Media Kit for their quotations, contracts and invoices. Discount credit notes and supplementary discount charges shall principally not take into consideration until the end of the insertion year.

14. Price reductions

(1) If an order should not be carried out due to circumstances for which the Publisher is not responsible, the Advertiser must reimburse

the Publisher for the difference between the discount granted and corresponding actual sales price, regardless of any further legal obligations.

(2) If no other agreement has been made, the Advertiser shall have been entitled to a discount relevant to the actual number of advertisements placed within a year, if a contract has been concluded based on the rate card which explicitly allows discounts. The claim to a discount expires if it is not asserted within three months after the end of the contractual year in question.

15. Default of payment

(1) In the event of default or delay in payment, the Publisher shall charge interest and debt collection charges. The Publisher may postpone the further execution of the current order until payment and request advance payment for the remaining advertisements.

(2) If there is reasonable doubt regarding the Advertiser's ability to pay, the Publisher is entitled, even during the term of the contract, to make the publication of further advertisements conditional upon advance payment of the amount charged and settlement of unpaid bills, regardless of previously agreed terms of payment.

16. Cancellation

Cancellations of advertisement orders can only be accepted in written form or by email.

17. Placement confirmation

Placement confirmations are only valid under reserve and may be changed for technical reasons. In such cases, the Publisher may not be held accountable.

18. Data security

The advertisement order will be carried out according to the currently applicable laws of data security.

19. Place of jurisdiction

The advertising order is subject to German law. The place of fulfillment is the principle place of business of the Publisher. Insofar as claims of the Publisher are not forwarded by court collection proceedings, the place of jurisdiction is Leipzig, Germany. German law applies.

Dental Tribune International

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