



## Submission Guidelines

Dental Tribune International

# ESSENTIAL DENTAL MEDIA

[www.dental-tribune.com](http://www.dental-tribune.com)

**dti** Dental  
Tribune  
International

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# 1. Submission Guidelines Print

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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.

*Note: DTI reserves the right to edit submitted content and advertising according to its guidelines.*

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## 1.1 Print advertising

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### General remarks

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DTI offers a range of advertising sizes in its *Dental Tribune, today* and magazine editions. In general, we offer: 2/1 - double page, 1/1 - full page, 1/2 - half page and 1/4 - quarter page. Exact file sizes are provided in your booking confirmation and can be requested from the advertising dispo team. Regardless of region, measurements are width × height (w × h). To avoid confusion, please always state the issue the advert refers to (i.e. DTUK 5/16, today EAO, CAD/CAM 4/16).

- Submissions must be either a print-optimized PDF file of at least 2,400 dpi or an EPS or TIFF file of at least 350 dpi.
- For open data, please submit unbound advertisement elements, i.e., fonts, graphics, logos, photograph data (QuarkXPress, InDesign, FreeHand MX, Illustrator, or common Mac- or PC-compatible desktop publishing (DTP) applications).
- 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 it must be scalable.
- Please add an additional 3 mm margin (bleed) around all advertisements.
- Minimum size of QR code: 20 × 20 mm.

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### Data transfer

Files can be submitted via email to the advertisement scheduling team.

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### Contact

→ **Advertisement scheduling team**  
dispo@oemus-media.de  
T +49 341 48474-124/-127/-128/-208

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## 1.2 Press release submission

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Press releases and industry news submitted by companies can be placed in the respective section of DTI's *Dental Tribune* and *today* editions, as well as magazines.

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### Clients must submit the following:

- text (about 500 words)
- at least one image must accompany the text in high resolution (300 dpi), although the submission of a small selection of images is preferred.

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### Contact

→ **Online Editorial Team**  
T +49 341 48474 106  
newsroom@dental-tribune.com

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# 1. Submission Guidelines Print

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## 1.3 Clinical article submission

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### General remarks

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All the textual components of your submission must be combined into one MS Word document. This document must contain the following:

- complete article (1,500 to 5,500 words)
- all image captions (tables, charts, photographs, etc.)
- complete list of sources cited
- author and contact information (author's title, full name, education [name of qualification and institution] in order of most recent, current position, past noteworthy positions, current membership of professional bodies, research interests or noteworthy research/practice achievements, email address)

### Text formatting

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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.

Please use single spacing and ensure that the text is aligned to the left margin.

Place a blank line between paragraphs and do not indent the first line.

Please do not add tab stops.

### Abstracts

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Please do not submit an abstract for the article.

### Online publication

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Clinical articles submitted for print publication can also be published on the DTI website, [www.dental-tribune.com](http://www.dental-tribune.com).

### Data transfer

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Files can be submitted via

- email to Magda Wojtkiewicz or the Online Editorial Team
- Please contact the editorial team to gain access to upload files.

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*Note: Please notify us once you have uploaded the files to the server.*

### Image requirements

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- Format: TIFF or JPEG
- Size: no smaller than 230 × 230 pixels
- Resolution: no less than 300 dpi.

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*Note: Please send the largest file available. Image files must be no smaller than 80 KB in size (or they will be the size of a stamp in print).*

Please do not embed images into the MS Word document. All images must be submitted separately.

Please number images consecutively throughout the article by using a new number for each image. If it is imperative that certain images be grouped together, then use lowercase letters to designate these in a group (e.g., "Fig. 2a", "Fig. 2b", "Fig. 2c").

Please place image references in your article wherever they are appropriate, whether in the middle or at the end of a sentence. If you do not directly refer to the image, place the reference at the end of the sentence to which it relates, enclosed within parentheses and before the period.

Please also submit a headshot of the author (JPEG, PNG or TIFF of at least 350 dpi).

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## Contacts

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→ **Clinical Editor**  
Magda Wojtkiewicz  
T +40 741 110 171  
[m.wojtkiewicz@dental-tribune.com](mailto:m.wojtkiewicz@dental-tribune.com)

→ **Online Editorial Team**  
  
T +49 341 48474 106  
[newsroom@dental-tribune.com](mailto:newsroom@dental-tribune.com)

## 2. Submission Guidelines Digital

### General remarks

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 online publication based on the guidelines in this document.

- Content will be published online within three working days after full delivery of the required data in the required format.
- DTI is not liable for submitted files that do not meet our guidelines.
- Files submitted must be virus free.
- If the submitted files do not meet the requirements for online publishing, DTI cannot be held responsible for any delay in publication.
- In all files, please include the company name, address and telephone number; publication name; list of contents; contact person; file or advertisement name, number and file type/format.

### Data transfer

#### Files can be submitted via:

- email to Tom Carvalho
- our FTP server for files larger than 3 MB. Please contact us to gain access to upload your files. (Any free open-source program, e.g., FileZilla, will work with our server.)
- Digital deadlines are 5 days prior to the execution date stated in the booking confirmation.

*Note: DTI reserves the right to edit submitted content and advertising according to its guidelines.  
Please notify us once you have uploaded the files to the server.*

## 2.1 Specifications for online banners

Banner advertising is designed to help generate more clicks through to your corporate website or to a special campaign site. Every banner is linked to the company website and thus helps to channel prospective customers more effectively. We offer various banner sizes:



#### Wallpaper Banner

top: 996 × 120 pixels

right side: 200 × 600 pixels

#### Supersize Banner

728 × 90 pixels

#### Article Banner

610 × 200 pixels

#### Skyscraper Banner

336 × 600 pixels

#### Rectangle Banner

336 × 300 pixels

Image or Flash banners are permitted.

### Image banners

- Format: JPEG, PNG or GIF
- Please insert the URL to which the banner will be linked.

### Flash banners

- Required files: SWF (Flash banner) and JPG (fall-back image)
- For each Flash banner, a fall-back image is required.
- Please insert the URL to which the banner will be linked.

Insert links using the clickTAG method. One link is permitted for Supersize, Article, Rectangle and Skyscraper banners. Up to three links are permitted for Wallpaper banners.

Please name the clickTAG variables in the SWF file as follows:

- first/master link variable: clickTAG
- second link variable: clickTAG2 (for Wallpaper banners only)
- third link variable: clickTAG3 (for Wallpaper banners only).

*Note: Please do not place direct links while creating a Flash banner. Always use clickTAG variables. The banner can only be tracked if the clickTAG method is used.*

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## 2. Submission Guidelines Digital

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### 2.2 Newsletter Banners

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Our e-newsletters come out weekly or monthly, depending on the country, and offer article teasers along with a sponsorship option.

#### Image banners

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- Banner sizes: rectangle: 336 × 300 pixel, skyscraper: 336 × 600 pixel, article: 610 × 200 pixel
- Formats: JPEG, PNG or GIF
- Animated GIFs are not available
- URL to which the banner is to be linked

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### 2.3 Video specifications

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- Format: MP4
- Size: 1,280 × 720 pixels

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### 2.4 Company Profile specifications

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- Company name, address (street, postal code, city, country), telephone number, fax number, email address, website
- Company description (max. 1,000 characters, including spaces; MS Word or PDF file)
- Logo (format: JPEG or PNG; resolution: min. 72 dpi; size: 199 × 138 pixels)
- Two to ten focus products (format: JPEG or PNG; size: 99 × 99 pixels; product name; short description of about 150 characters, including spaces; and URL)
- If you do not want to showcase single products but product groups, please select the category from:  
[www.dental-tribune.com/products/productfinder](http://www.dental-tribune.com/products/productfinder) or specify your own category.

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### 2.5 Product specifications

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- Product image (format: JPEG or PNG; size: 385 × 270 pixels)
- Product description (max. 1,000 characters, including spaces; format: MS Word or PDF file)
- Please select the product category from [www.dental-tribune.com/products/productfinder](http://www.dental-tribune.com/products/productfinder)
- Product entries will be linked to the Company Profile (for booked Company Profiles only). If no profile has been booked, please provide the company name and address (street, postal code, city, country).

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### 2.6 E-blast specifications

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#### Delivery options

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- The e-blast can be delivered as an HTML file with the respective image files (format: JPEG, PNG or GIF).
- The mailing can be stored on an external website for download.
- For a non-HTML mailing, you can send us an image file and the respective link to your website, which we will send as an image email.

*Note: If you prepare the e-blast as an HTML mailing, the coding has to be prepared as a mailing not as a website. MS Outlook, in particular, demands an accurately written in-line CSS. 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 of between 600 and 850 pixels.*

## 2.7 Specifications for e-newsletter sponsoring

Clients must submit the following:

- Company logo (height: 30 pixels; width: varies)
- Text for the article, including:
  - headline (max. 75 characters, including spaces)
  - introduction (about 450 characters, including spaces)
  - main text (max. 1,500 characters, including spaces)
- Photograph for the article (format: JPG, PNG or GIF; size: 610 × 325 pixels)
- Banner (size: 336 × 300 pixel; formats: JPG, PNG or GIF; animated GIFs are not available; URL to which the banner is to be linked)

*Note: Animated GIF is not possible.*

*Note: Leave out trademarks in the text (®, ™, etc.).*

- Product descriptions (about 1,000 characters, including spaces)
- Photographs of products (format: JPG, PNG or GIF; size: 385 × 270 pixels)

## 2.8 Online article and press release submission

### Text formatting

- Online texts should always be aligned to the left margin.
- Please always divide articles into headline (max. 75 characters, including spaces), introduction (max. 450 characters, including spaces), and main text (max. 1,500 characters, including spaces).
- Names of publications, films, lecture titles, etc. must be given in *italics*.
- Always leave out trademarks in the text (®, ™, etc.).
- Names of dental companies will be linked to their company profile if they are mentioned in an article.

*Note: Links to websites other than [www.dental-tribune.com](http://www.dental-tribune.com) will not be included.*

### Images

One image will be included as the header image (size: 610 × 325 to 350 pixels; resolution: min. 72 dpi).

*Note: No images can be placed in the main text. However, photograph galleries and videos can be included (photograph gallery image size: 640 × 480 pixels; gallery format: JPG or PNG; video size: 1,280 × 720 pixels; video format: MP4).*

### Contacts

→ Project Manager Online  
Tom Carvalho  
T +49 341 48474 108  
[digitaldispo@dental-tribune.com](mailto:digitaldispo@dental-tribune.com)

→ Online Editorial Team  
T +49 341 48474 106  
[newsroom@dental-tribune.com](mailto:newsroom@dental-tribune.com)