



IDS Cologne  
21–25 March 2017



Dental Tribune International

# READY TO GO DIGITAL FOR IDS 2017?

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

**dti** Dental  
Tribune  
International

# E-newsletters & e-blasts

With our targeted and customized e-marketing campaigns, you can effectively create new sales leads and inform your existing customers. DTI provides instant and comprehensive live IDS coverage at [www.dental-tribune.com](http://www.dental-tribune.com). The corresponding e-newsletters will then be sent to over 250,000 recipients multiple times per day. You

can choose from a number of different e-newsletter options described in detail herein. Pre- 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* e-newsletter

- non-exclusive: more than one sponsor per e-newsletter
- >250,000 recipients
- article on at [www.dental-tribune.com](http://www.dental-tribune.com) and IDS topic page
- one rectangle banner (336 x 300 pixels; jpg, gif, png; animated gifs are not available) with a link to the corporate website
- one product teaser with a link to the product entry on [www.dental-tribune.com](http://www.dental-tribune.com)

3,450 Euros\*/sponsor

\*VAT not included.



Corporate *today* e-newsletter

- exclusive: contains company-specific content only and is published in combination with a printed supplement of *today* IDS
- >250,000 recipients
- customized header
- logo placement
- up to four articles on IDS topics webpage on [www.dental-tribune.com](http://www.dental-tribune.com)
- four rectangle banners (336 x 300 pixels; jpg, gif, png; animated gifs are not available) or one skyscraper banner (336 x 600 pixels; jpg, gif, png; animated gifs are not available) with a link to the corporate website
- three product teasers with a link to the product entry at [www.dental-tribune.com](http://www.dental-tribune.com)

6,950 Euros\*



*Dental Tribune* e-newsletter

- exclusive: only one sponsor per e-newsletter
- >250,000 recipients
- one article at [www.dental-tribune.com](http://www.dental-tribune.com) and on IDS topic page
- one rectangle banner (336 x 300 pixels; jpg, gif, png; animated gifs are not available) with a link to the corporate website
- one product teaser with a link to the product entry at [www.dental-tribune.com](http://www.dental-tribune.com)

6,950 Euros\*



# E-newsletters & e-blasts



## Dealer e-newsletter

- non-exclusive: more than one sponsor per e-newsletter
- >10,500 recipients
- one article at [www.dental-tribune.com](http://www.dental-tribune.com) on IDS topic page
- one rectangle banner (336 x 300 pixels; jpg, gif, png; animated gifs are not available) with a link to the corporate website
- one product teaser with a link to the product entry at [www.dental-tribune.com](http://www.dental-tribune.com)
- bookings are due until the end of February; after that, on request only

4,950 Euros\*/sponsor



## Breaking News e-newsletter

- exclusive: only one sponsor per e-newsletter
- >250,000 recipients
- one article at [www.dental-tribune.com](http://www.dental-tribune.com) on IDS topic page
- one rectangle banner (336 x 300 pixels; jpg, gif, png; animated gifs are not available) with a link to the corporate website

7,950 Euros\*



## E-blast

- exclusive: contains company-specific content only, with company branding and a customized layout
- >250,000 recipients
- assistance in content design (if required)

6,950 Euros\*

## Banner advertising

On occasion of the 37<sup>th</sup> IDS Cologne, we have created a dedicated IDS topic page on the Dental Tribune website. Similar to the entire website, banner advertising is available on this page.

Advertising at [www.dental-tribune.com](http://www.dental-tribune.com) 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 2017 campaign site.

We offer various banner sizes: article, rectangle, skyscraper, supersize and wallpaper. The booking period for banners is 1 October 2016 to 30 April 2017.



→ Wallpaper Banner	Supersize Banner	Article Banner	Skyscraper Banner	Rectangle Banner
top: 996 × 120 pixels right side: 200 × 600 pixels	728 × 90 pixels	610 × 200 pixels	336 × 600 pixels	336 × 300 pixels
4,950 Euros*	3,950 Euros*	3,450 Euros*	2,950 Euros*	2,450 Euros*

\*Price per month. VAT not included.

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