

Partner Content Distribution Package — combined multimedia products



Through its unique global publishers' network, Dental Tribune International (DTI) offers a multitude of communication channels to reach the largest dental community worldwide. Companies who sign up for a Partner Content Distribution Package will have the opportunity to easily distribute contents via the Dental Tribune news website and selected regional, pan-regional, as well as international e-newsletters. Submitted contents, such as press releases, interviews, clinical cases, etc. will be professionally edited and proofread by the experienced DTI editorial team to tailor them to the needs of the target audience.

In addition to providing the most versatile communication platform of the industry, the Partner Content Distribution Package includes a vast variety of useful tools. Partnering with the largest online dental community is the key to search engine optimization (SEO). The Partner Content Distribution Package is built from content provided by partners and includes regular updates and editorial support. Additionally, company-related information published within the international DTI print and online portfolio is automati-

cally made available at this multimedia hub, presenting valuable information for prospective local and international customers. Furthermore, this multimedia hub contains company-related information, news, product features, scientific studies, photos, videos, upcoming courses and events and much more.

This service is valid for 12 months and is automatically renewed in order to foster long-term partnerships with companies.* The Partner Content Distribution Package offers more than an all-encompassing source of information and content distribution. The features included in the package are effective engagement tools that result in scalable and guaranteed leads.

**The Partner Content Distribution Package is automatically renewed for another 12 months at the same conditions if it is not cancelled at least four weeks before expiry.*

Benefits of becoming a DTI partner

- millions of visitors to www.dental-tribune.com
- brand marketing and sales lead generation
- multimedia assistance and supervision of company-related content through the DTI team
- Google ranking optimization and traffic support
- comprehensive global and local online representation at www.dental-tribune.com
- no additional editorial or online project management is needed; the DTI team processes all content

Partner Content Distribution Package — features

The annual rate for a Partner Content Distribution Package is €7,950 and includes the following features:

Content distribution package

- publication of press releases/articles in English at www.dental-tribune.com (press releases/articles in local languages upon request and at additional costs)
- distribution of published press releases/articles in up to four relevant e-newsletters
- company featured as DTI partner in selected e-newsletters

Video package

- company video postings on the DT website and social media channels and distribution within the DTI network
- embedding of videos in news articles available (up to four per year)

SEO package

- regular news updates and direct links from the hub create backlinks that boost referral traffic to the corporate website of the client
- optional creation of SEO contents, including interviews, news and event promotion, in collaboration with the DTI editorial team

Discounted marketing packages

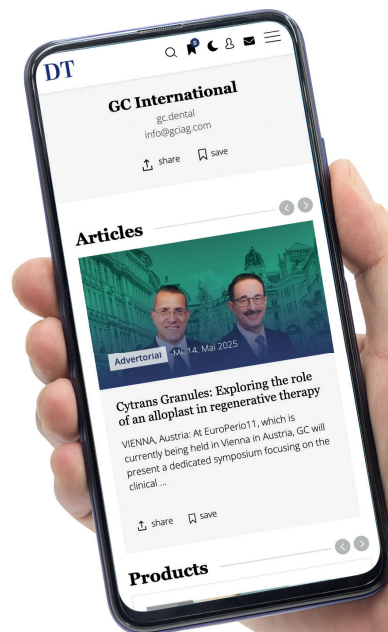
- additional digital campaign bookings will be discounted throughout the year

Company multimedia hub

- social media links
- short company portrait and content overview
- company-related articles published at www.dental-tribune.com are linked to and featured in the hub
- placement of the company's main products, including regular updates
- event calendar
- free-of-charge campaign placement inside the hub
- company-related webinars at www.dtstudyclub.com or on the company's custom CE campus are linked to and featured in the hub

The Partner Content Distribution Package can be extended with

- the **lead generation webinar package** which includes
 - production of one webinar with up to 500 live participants, and
 - promotion of the webinar through DTI's various digital media channels.
- the **content creation package** which includes
 - creation of customized articles of up to 500 words in English, including editing and proofreading, and
 - exclusive placement of articles on DT website (ad-free layout).



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