PARTNER CONTENT DISTRIBUTION PACKAGE — combined multimedia products



Through its unique global publishing network, Dental Tribune International (DTI) offers a multitude of communication channels to reach the largest dental community worldwide. Companies that sign up for a Partner Content Distribution Package will have the opportunity to easily distribute content via the Dental Tribune news website and selected regional, pan-regional, as well as international e-newsletters. Submitted content, 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 for the dental 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 automatically 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 are designed to generate qualified 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 cost)
- 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 client's corporate website
- optional creation of SEO content, 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
- complimentary campaign placement within 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

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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).



MEDIA SALES CONTACT

Contact us for more information, offers and individually designed packages.

Dental Tribune International

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

facebook.com/DentalTribuneInt
linkedin.com/company/dental-tribune-international
x.com/dentaltribunein
www.instagram.com/dental.tribune.international

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

Contact:
Telephone: +49 341 48474 302
Email: info@dental-tribune.com

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

Business identification number:
232/107/02156

Responsible for contents according to Sec. 55, para. 2, German Federal Broadcasting Agreement (RstV):
Chief Content Officer: Claudia Duschek
Email: newsroom@dental-tribune.com

INFO *The most current version of this rate card is available at www.dental-tribune.com/advertise-with-us.*