DT STUDY CLUB — the global dental CE community

500K+	60+	2.4K+
MEMBERS	PLATFORMS	INTERNATIONAL SPEAKERS

Established more than 15 years ago, the Dental Tribune (DT) Study Club is an education-based online community that provides accessible, interactive continuing education. The DT Study Club provides a unique opportunity for dental professionals to connect with peers and learn in a collaborative learning environment, thereby facilitating interaction across borders within a global professional community.

Unlike other online education platforms, DT Study Club is a recognized continuing education provider by the American Dental Association Continuing Education Recognition Program (ADA CERP) and offers dental professionals across the globe a convenient way to earn continuing education (CE) credits.

DT Study Club webinars are a cost-effective alternative to face-to-face lectures, workshops, exhibitions or congresses, with no travel expenses for speakers or participants.

It offers an online community of live, interactive, and archived webinars* as well as product reviews with recordings of opinion leaders' first impressions. Currently, webinars are available in English and local languages of various regions.**

For international, English-language webinars on the DT Study Club platform, partners can expect strong and scalable reach. As a benchmark, a webinar is generally considered successful from around 150 registrations; however, campaigns typically generate solid three-digit registration volumes per event and, depending on the topic, speaker and timing, may reach into four- or even five-digit interest and registration ranges.

Live participation generally accounts for around 25 to 65% of registrations, while additional views continue to build on demand. Lead volumes shared with partners may vary, since registrations, attendance and consent rates are influenced by external factors, and not all data can be passed on owing to applicable legal requirements. Archived webinars, which can be accessed 24/7, generate further leads and can be used for training purposes.

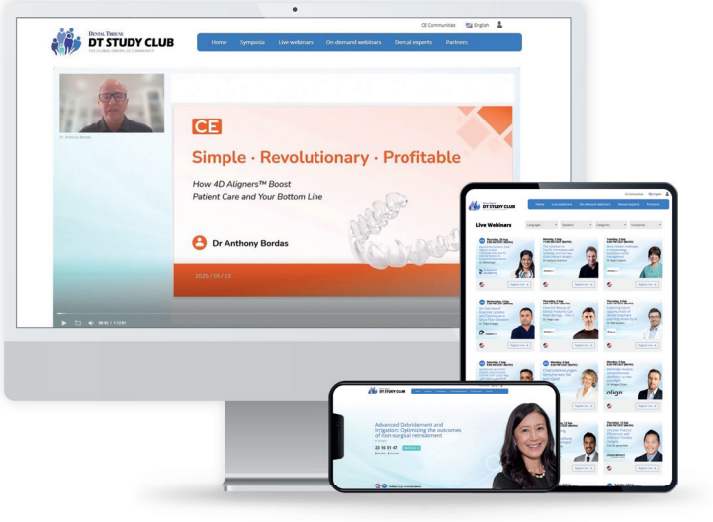
With more than 500,000 members worldwide, DT Study Club has access to the largest online dental community. The number of members is constantly growing, and the latest figures are available on request.

** Simultaneous interpretation and subtitles for various languages are available for live and archived webinars on request.*

*** Regions include Asia Pacific, Brazil, Bulgaria, Canada, China, Croatia, the Czech Republic and Slovakia, Denmark, Finland, France, Germany, Greece, Hungary, India, Iran, Israel, Italy, Japan, Latin America, the Middle East, the Netherlands, Pakistan, Poland, Portugal, Romania, Russia, Serbia, Sweden, Turkey and the UK & Ireland.*

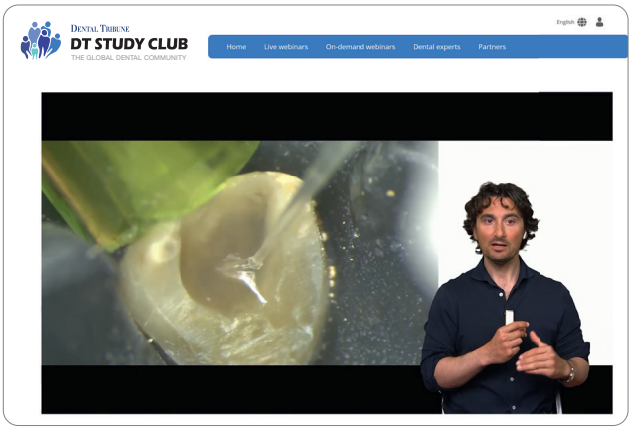
Benefits of including webinars in your advertising and lead generation strategy

- cost-effective alternative to in-person events
- no travel expenses for speakers or participants
- live lectures are broadcast in real time via the Internet to geographically dispersed viewers
- archived webinars are accessible 24/7 from anywhere
- excellent market research tool that promotes both direct sales and accurate use of products
- higher degree of interactivity in comparison with face-to-face sessions (participants can post questions during the session on a virtual whiteboard)



WEBINAR AND STUDIO LIVE STREAMING

Webinar specifications



- 45- to 60-minute online lecture in a virtual classroom, followed by a 30-minute Q&A session
- live broadcast accessible from anywhere in the world (no additional software is required)
- professional recording, editing and archiving of the lecture in the DT Study Club online archive
- technical support, comprehensive briefing, and, if requested, assistance in finding a speaker and/or lecture topic
- up to 1,500 live participants (more on request)
- administration of CE credits from an ADA CERP-recognized provider (for unbranded webinars)
- promotion of the webinar on the international DT Study Club platform and the DT website, and via the DTI social media channels
- the client receives the list of all registered leads from non-GDPR-restricted regions (including country, name, address, phone and email, if provided)
- where applicable, one follow-up email to all registered participants will be sent by DTI (the material must be provided by the sponsor)
- the virtual classroom features a download area for brochures or catalogues
- technical requirements: a stable broadband connection, a computer or mobile device, a camera and a headset

Studio live streaming specifications



- up to 30-minute live-streamed product presentation
- one or two speakers
- technical support and fully equipped studio
- high-resolution live streaming at
  – www.dental-tribune.com
  – www.dtstudyclub.com
- professional recording, editing and archiving of the live streaming in the DT Study Club online archive
- live interaction with attendees worldwide
- promotion of the live streaming, featuring your speaker and session, in relevant DTI print publications and the *today* show daily

INFO *Rates depend on the country, region and number of local language versions. Please contact media sales for more information.*

MEDIA SALES CONTACT

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

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