BANNER ADVERTISING — long- and short-term advertising campaigns

0.7–3 %
POP-UP BANNER
AVG. CLICK-TO-IMPRESSION RATE

0.5 %
SKYSCRAPER BANNER
AVG. CLICK-TO-IMPRESSION RATE

0.4 %
RECTANGLE BANNER
AVG. CLICK-TO-IMPRESSION RATE

Strategically placed within and adjacent to our editorial content, banners are the perfect way to promote your products and services to Dental Tribune's extensive online audience. To ensure the readability of our website, the number of advertisements on the pages is controlled.

Banner advertising is especially suitable for brand marketing and may also be used for short-term campaigns. Depending on the goal of your campaign, banner advertising is designed to help create greater awareness of your products and services and generate more clicks through to your corporate website or your special campaign site. Direct leads can easily be tracked, as every banner is linked directly to the website specified by the advertising partner. Moreover, banners can be incorporated into a digital campaign or can be combined with DTI's print products as part of a package.

Banners can be booked for specific pan-regional or local landing pages and will be displayed across the relevant sections. Discounts are available for larger packages, long booking periods and educational marketing campaigns.

Banner types

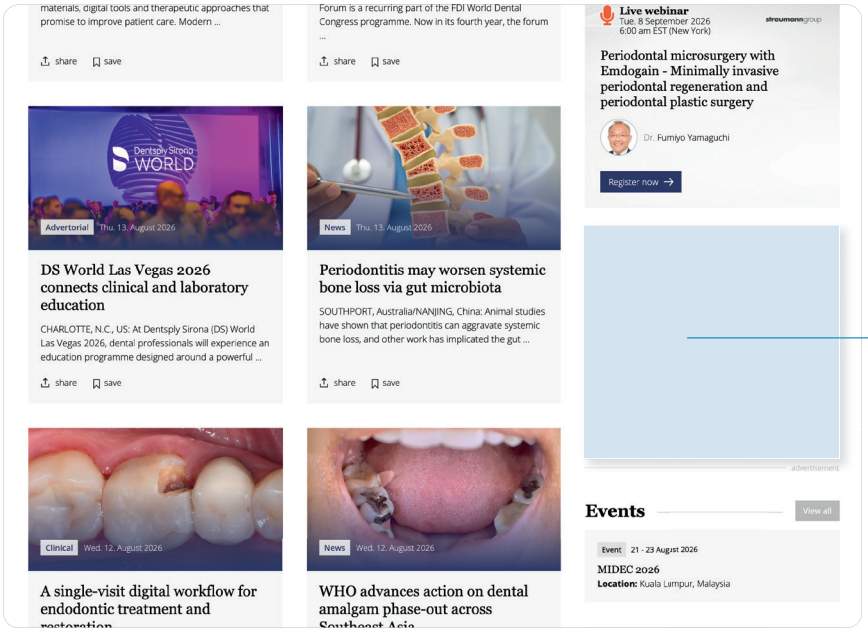
We offer two different types of banners, namely **impression-based** and **time-based** banners. Banners on all local and pan-regional landing pages are impression-based, ensuring scalable results. Clients can book impression packages of 5,000, 10,000 or 25,000 impressions.

Once the booked number of impressions has been reached, the banner will automatically be removed from the website.

Impression-based banner packages include a click report that will be sent to the client after the campaign has ended.

While the impression-based model delivers a predefined number of impressions, the time-based model is based on a specific booking period. Time-based banners can be booked on a monthly basis—a model more suitable for long-term campaigns.

Banner formats and sizes



The **rectangle** and **skyscraper** are standard banner options and can be placed anywhere on the website. The **prime rectangle** banner has a prominent placement at the top of the website.

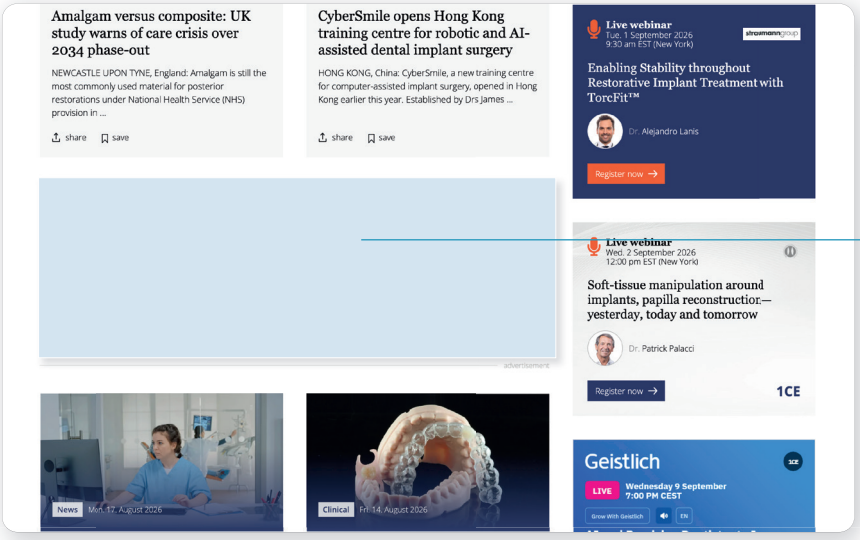
→ Rectangle banner

621 × 555 pixels

INFO *Rates vary based on whether banners are impression-based or time-based. Please check the full list of rates here.*

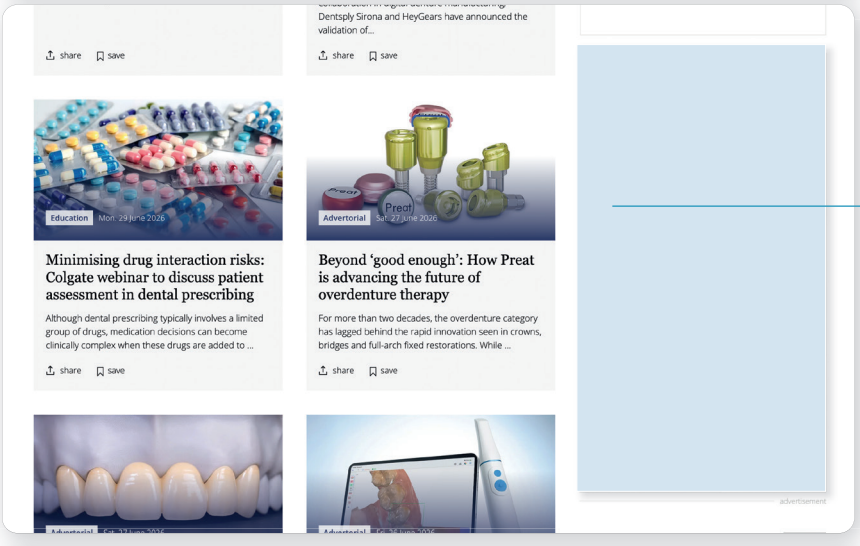
BANNER ADVERTISING — long- and short-term advertising campaigns

Banner formats and sizes



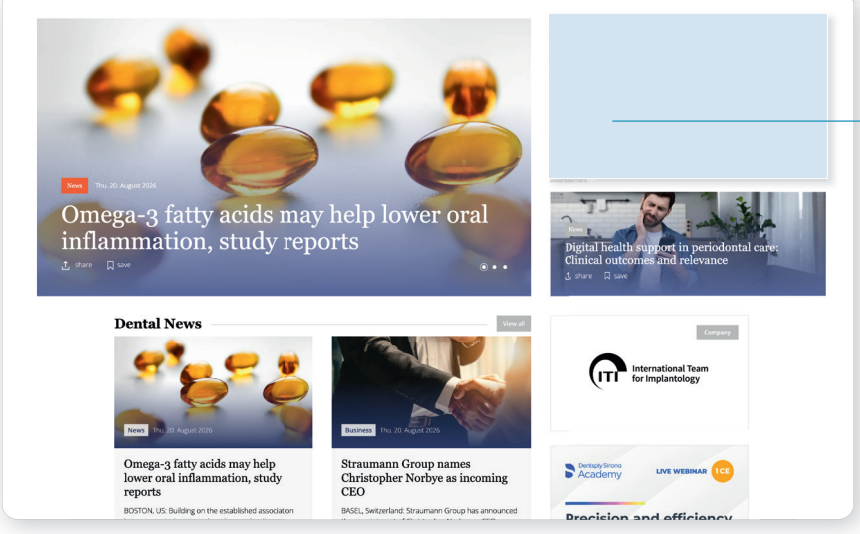
→ Skyscraper horizontal

1,300 × 450 pixels



→ Skyscraper vertical

621 × 1,110 pixels



→ Prime rectangle banner

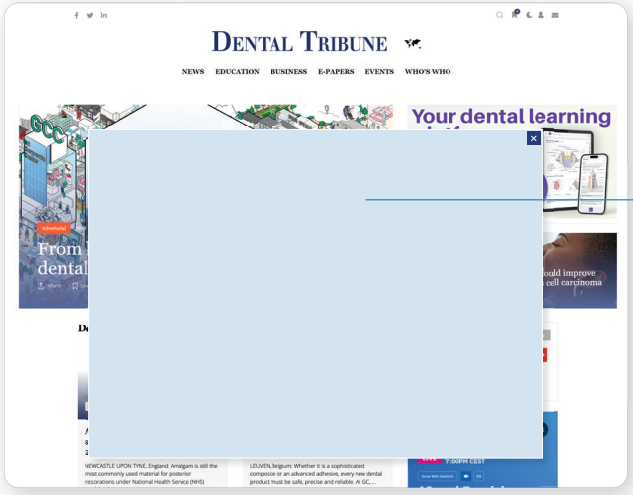
860 × 483 pixels

INFO *Rates vary based on whether banners are impression-based or time-based. Please check the full list of rates here.*

BANNER ADVERTISING — long- and short-term advertising campaigns

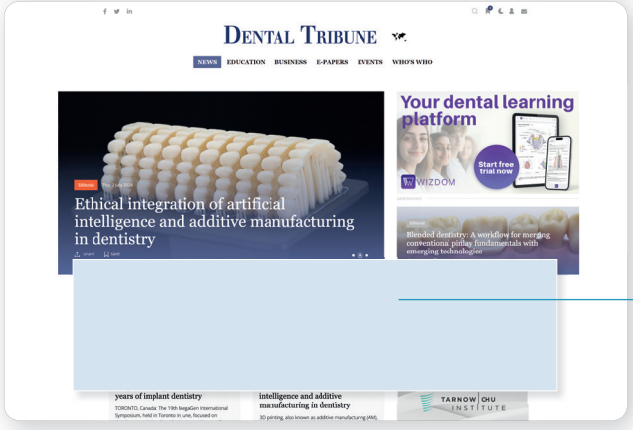
Banner sizes

A **pop-up** banner overlays the webpage the reader is currently looking at. The banner needs to be either closed or clicked in order for the reader to continue navigating through the website. It is the most attention-grabbing banner format and is most suitable for exclusive campaigns. Similarly, the **billboard** banner appears at the bottom of the webpage and disappears automatically after a few seconds. An attractive alternative is the **wallpaper** banner, which stays at the bottom of the page and does not obstruct the view of the reader.



→ Pop-up banner

1,920 × 1,440 pixels



→ Billboard banner

1,980 × 600 pixels



→ Wallpaper banner

format and price upon request

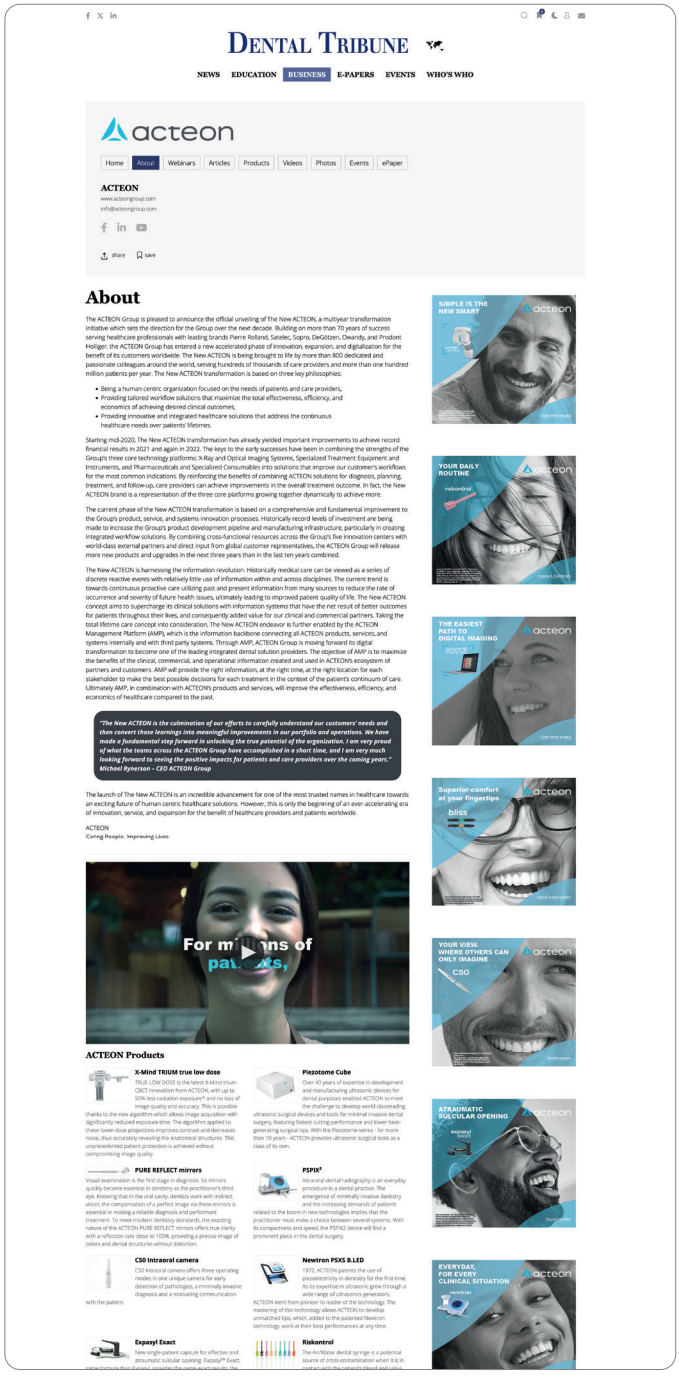
INFO *Rates vary based on whether banners are impression-based or time-based. Please check the full list of rates here.*

EMBEDDED VIDEO — greater brand awareness through videos

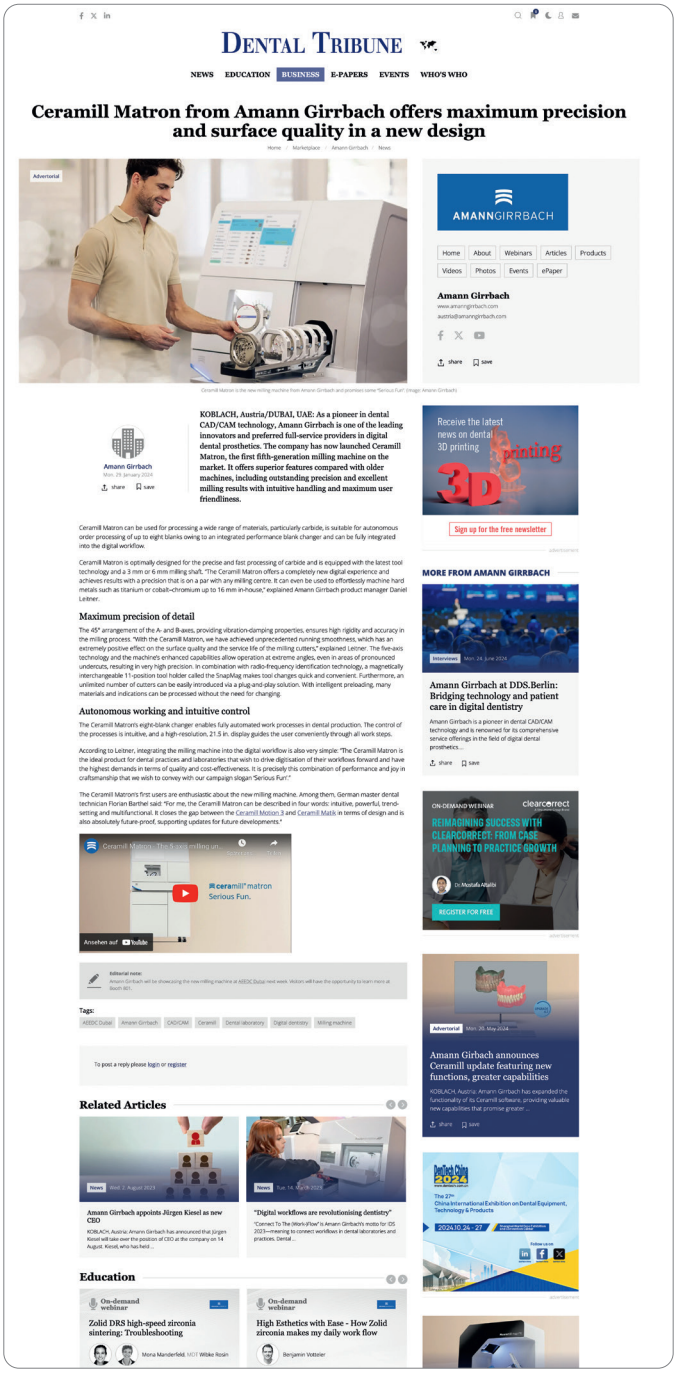
Video can communicate complex messages quickly and effectively. Therefore, Dental Tribune International offers the inclusion of videos in its email marketing campaigns, as well as in news articles and product entries at www.dental-tribune.com, in order to increase brand awareness among your existing and potential customers—our readers. Embedding of videos is available as part of an e-newsletter booking or digital campaign.

Your video can be featured in a dedicated article either fully embedded in our web environment or inserted as a YouTube or Vimeo video.

Fully embedded video



Featured YouTube video



INFO *Please contact the media sales representative for individual rates and more information.*

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.*