

# Banner Advertising — long- and short-term advertising campaigns

Strategically placed within and adjacent to our editorial content, banners are the perfect way to promote your products and services to the extensive online community that frequents the Dental Tribune website. 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 distributed across all sections respectively. 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.

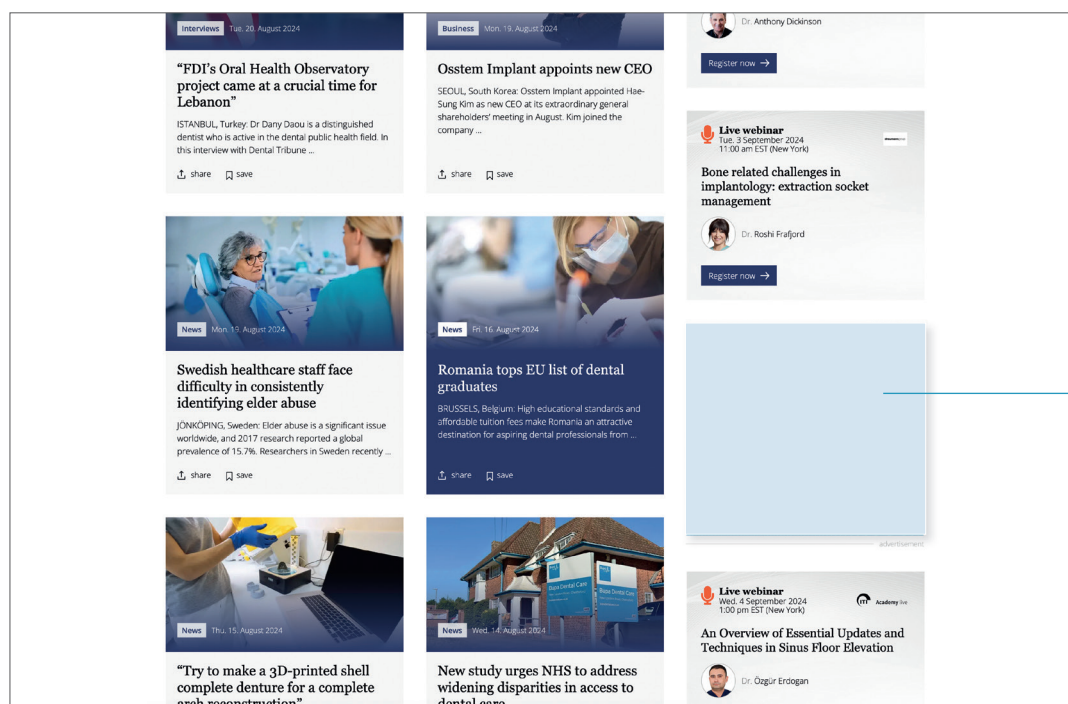
Once the booked number of impressions has been reached, the banner will automatically be removed from the website.

Impression-based banner packages include a click report that will be sent to the client after the booking has fully been executed.

While the impression-based model aims for a specific amount of visibility, 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

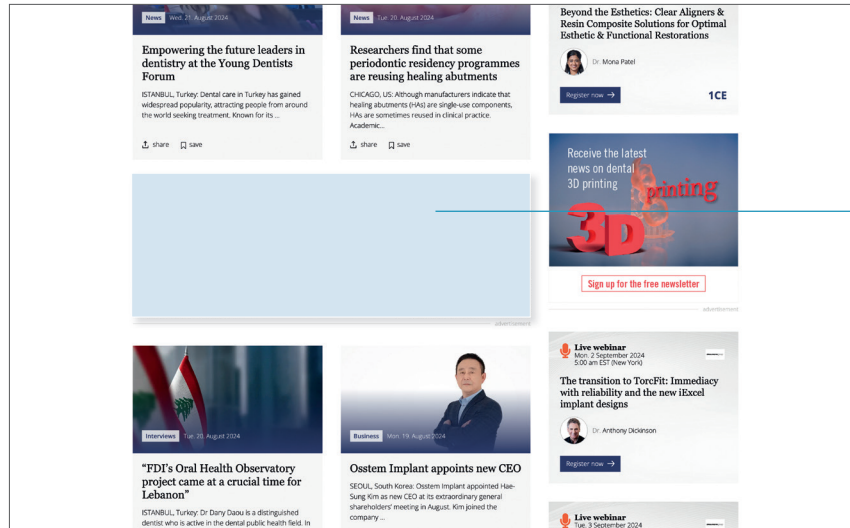
621 × 555 pixels



Rates vary based on whether banners are impression-based or time-based. Please check the full list of rates [here](#).

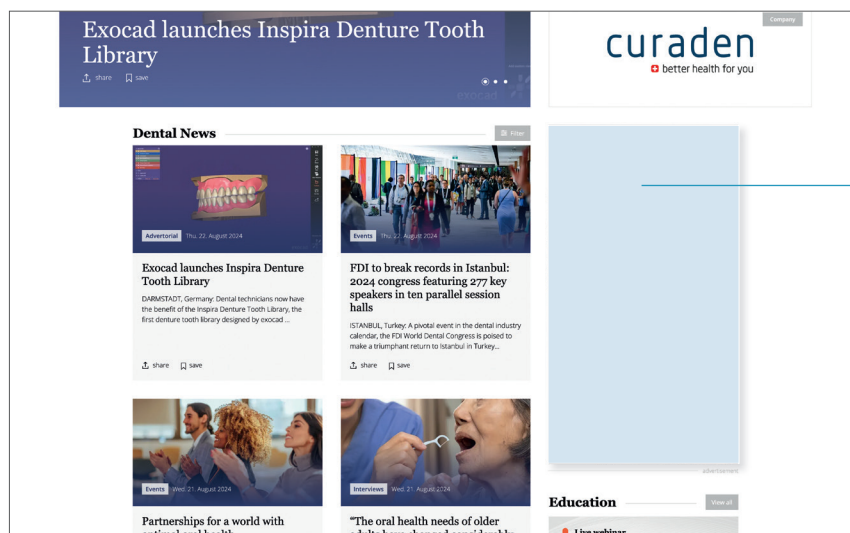
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## Banner format and sizes



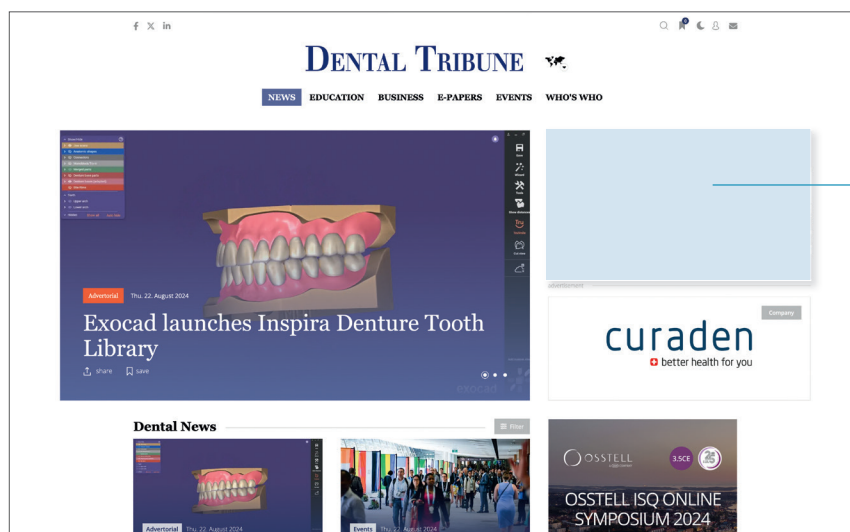
### → Skyscraper horizontal

1,300 × 450 pixels



### → Skyscraper vertical

621 × 1,110 pixels



### → Prime rectangle banner

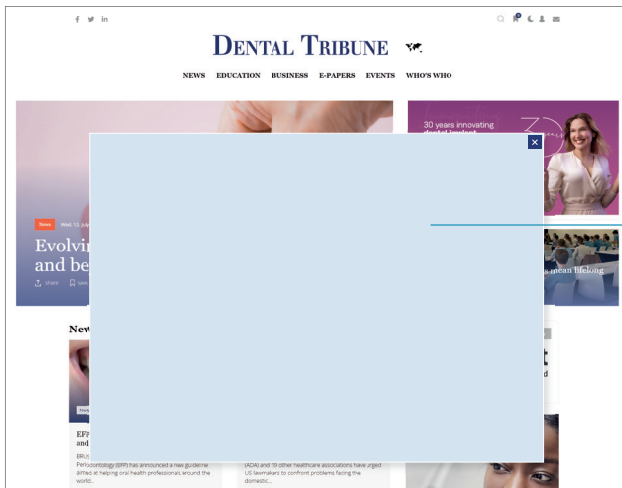
860 × 484 pixels

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## Banner sizes

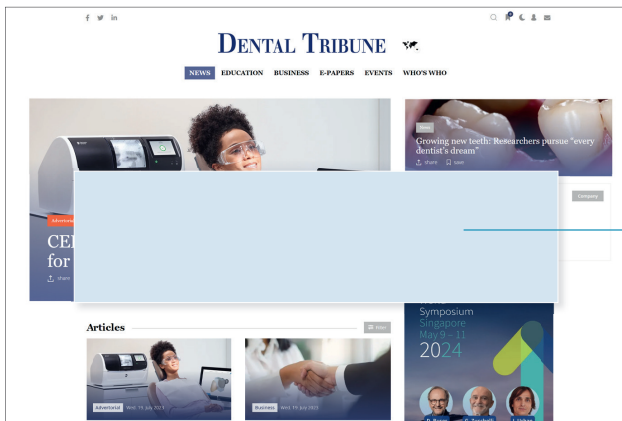
A **pop-up** banner overlays the webpage the reader is currently looking at. The banner needs to be either closed or clicked in order for the reader to continue navigating through the website. This is the most aggressive banner type and is most suitable for exclusive campaigns. Similarly, the

**billboard** banner appears at the bottom of the webpage and disappears automatically after some 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.



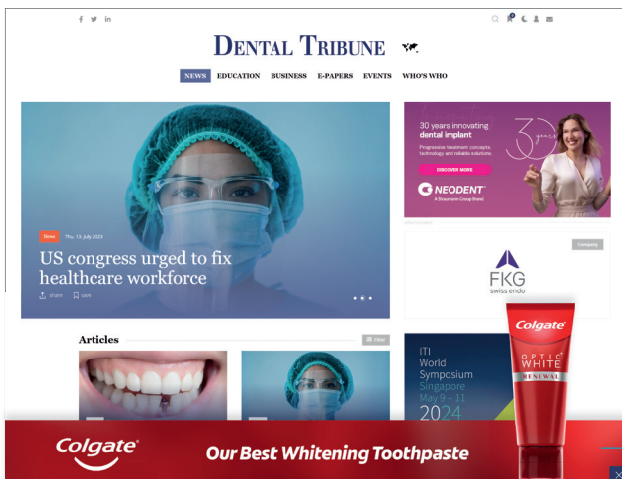
→ Pop-up banner

1,920 × 1,440 pixels



→ Billboard banner

1,980 × 600 pixels



→ Wallpaper banner

format and price upon request

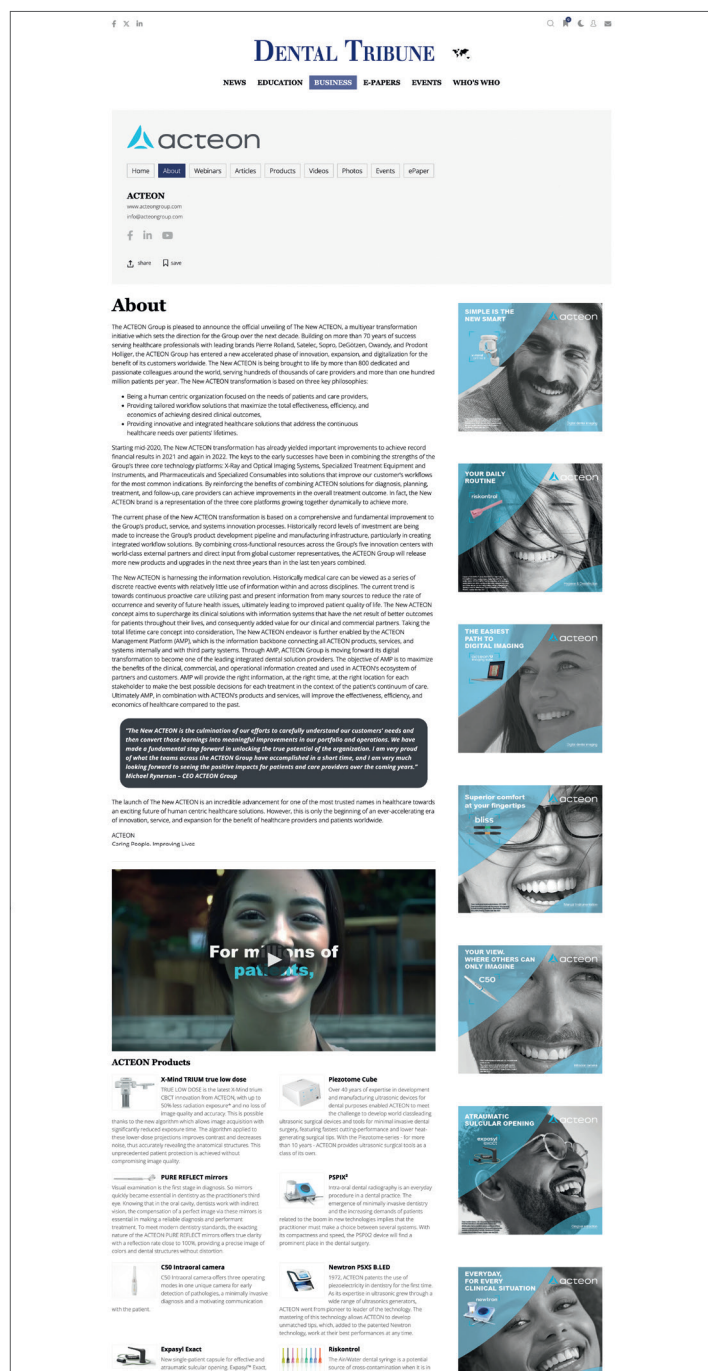
### Infos

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

No other marketing medium can communicate a message as quickly and effectively as a video. 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](http://www.dental-tribune.com), in order to increase brand awareness among your existing and potential customers—our readers.

## Fully embedded video



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.

## Featured YouTube video



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

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