Dental Tribune International

DTI@IDS

March 16–20, 2027



GO DIGITAL @ IDS 2027

dti Dental Tribune International

Targeted Digital Marketing — E-newsletters

With our targeted and customized e-marketing campaigns, you can effectively create new sales leads and inform your existing and potential new customers. At IDS 2027, DTI will provide instant and comprehensive live coverage at www.dental-tribune.com. The corresponding e-newsletters will then be sent to over 200,000 recipients multiple times per day. You can choose from a number of different e-newsletter options described in detail herein. Preview and review versions of the Dental Tribune and today e-newsletters are available and will be sent out two weeks prior and four weeks after IDS, respectively.



today show daily e-newsletter

- non-exclusive: more than one sponsor per e-newsletter
- >140,000 recipients
- article at www.dental-tribune.com and on special topic page for IDS
- one rectangle banner (621 × 555 pixels; jpg, gif, png) with a link to client's corporate website
- one product teaser with a link to the product entry at www.dental-tribune.com
- preview and review versions are sent out two weeks prior to and four weeks after IDS 2027, respectively

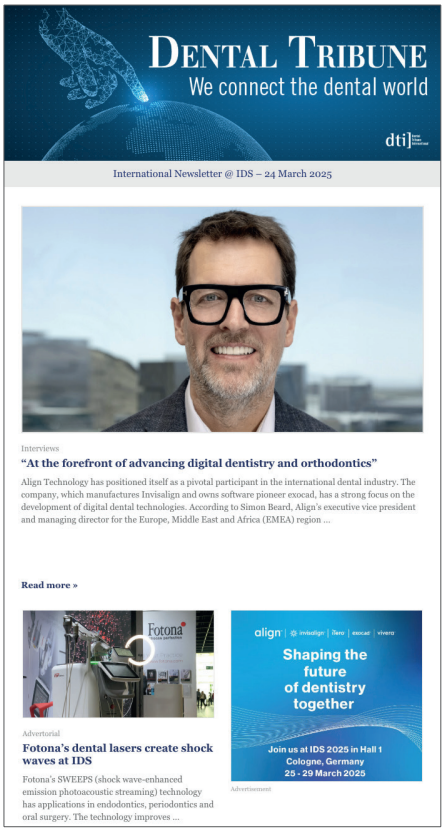
€ 3,950*/sponsor



Corporate today e-newsletter

- exclusive: contains company-specific content only and is published in combination with the today corporate edition
- >200,000 recipients
- customized header
- logo placement
- up to four articles on the special topic page for IDS and at www.dental-tribune.com
- four rectangle banners (621 × 555 pixels; jpg, gif, png) or one skyscraper banner (621 × 1,110 pixels; jpg, gif, png) with a link to client's corporate website
- three product teasers with a link to the product entry at www.dental-tribune.com

€ 10,000*



Dental Tribune e-newsletter

- only two sponsors per e-newsletter
- >200,000 recipients
- article at www.dental-tribune.com and on special topic page for IDS
- one rectangle banner (621 × 555 pixels; jpg, gif, png) with a link to client's corporate website
- one product teaser with a link to the product entry at www.dental-tribune.com
- preview and review versions are sent out two weeks prior to and four weeks after IDS 2025, respectively

€ 6,950*

** VAT not included.*

Targeted Digital Marketing — E-newsletters and e-blasts



Dental Business News e-newsletter

- non-exclusive: more than one sponsor per e-newsletter
- >12,000 recipients
- one article at www.dental-tribune.com and on special topic page for IDS
- one rectangle banner (621 × 555 pixels; jpg, gif, png) with a link to client's corporate website

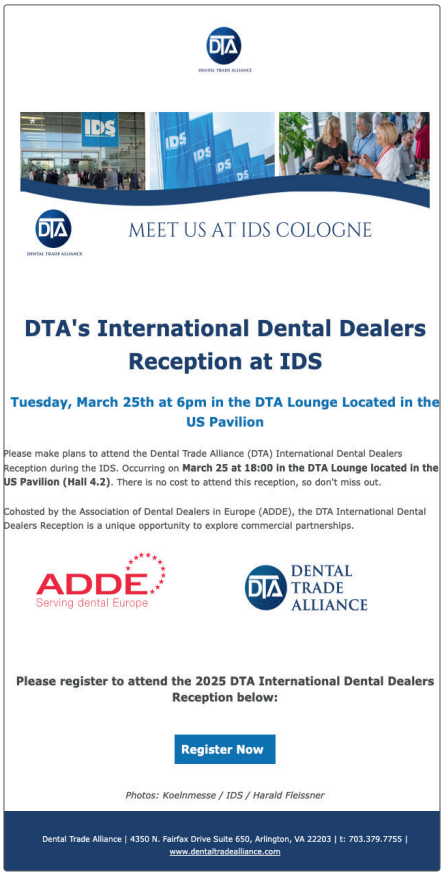
€ 4,950*/sponsor



Breaking News e-newsletter

- exclusive: only one sponsor per e-newsletter
- >200,000 recipients
- one article at www.dental-tribune.com and on special topic page for IDS
- link to client's corporate website

€ 7,950*



E-blast

- exclusive: contains company-specific content only, with company branding and customized layout
- >200,000 recipients
- assistance in content design (if required)

€ 6,950* / € 11,950* during IDS

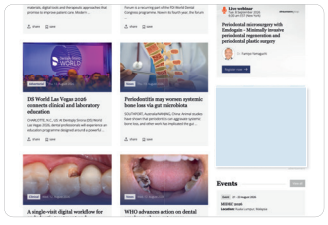
** VAT not included.*

TARGETED DIGITAL MARKETING — Banner advertising

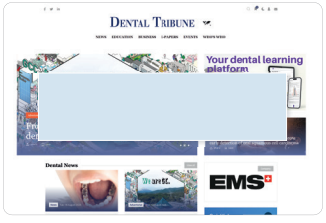
Dental Tribune International will again provide up-to-the-minute news feeds at www.dental-tribune.com. Advertising on the DT website during IDS is an exclusive way to present your products and services to the extensive online community that frequents the site, particularly during IDS. Banner advertising is designed to help generate more clicks through to your corporate website or to your special IDS 2027 campaign site.

We offer various banner types and sizes. Impression packages can be booked with either 10,000, 25,000 or 50,000 impressions as rectangle, skyscraper vetical, skyscraper horizontal, prime rectangle, pop-up billboard or wallpaper banner. Once the booked number of impressions has been reached, the banner will automatically be removed from the website. Impression banner packages include a click report that will be sent to the client after the booking has been fully executed. Time-based banners can be booked on a monthly basis.

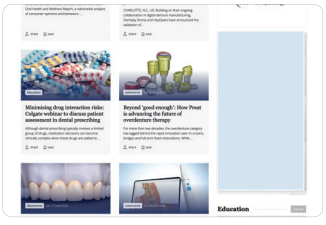
Banner formats and sizes



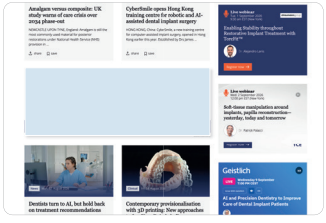
Rectangle banner
621 × 555 pixels



Billboard banner
1,980 × 600 pixels



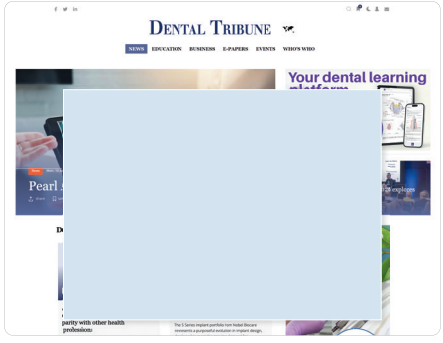
Skyscraper vertical
621 × 1,110 pixels



Skyscraper horizontal
1,300 × 450 pixels



Prime rectangle banner
860 × 483 pixels



Pop-up banner
1,920 × 1,440 pixels



Wallpaper banner
upon request

Time-based banner (price per month)

PAGES	RECTANGLE	SKYSCRAPER	BILLBOARD
International DT website	1,950	2,450	2,950
DTI@IDS special topic page	1,950	2,450	2,950

All prices in euros. VAT not included.

Impression-based banner

NUMBER OF IMPRESSIONS	RECTANGLE	BILLBOARD	SKYSCRAPER VERTICAL/ HORIZONTAL	POP-UP	WALLPAPER
5,000	1,250	3,450	1,450	3,450	3,950
10,000	1,950	6,450	2,450	6,450	6,950
25,000	3,750	14,950	4,250	14,950	14,950

All prices in euros. VAT not included.

MEDIA SALES CONTACT

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

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

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Information provided according to Sec. 5, German Telemedia Act (TMG):
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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

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Email: newsroom@dental-tribune.com

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