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 2025, 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 2025, respectively

Corporate today e-newsletter
– exclusive: contains company-specific content only and is published in combination with the today corporate edition
– >200,000 recipients
– customized recipient
– 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

Dental Tribune e-newsletter
– exclusive: only two sponsor per e-newsletter
– >200,000 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
– 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 and four weeks after IDS 2025, respectively

€3,950*/sponsor
€10,000*
€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.
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 2025 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

### Banner formats and sizes

<table>
<thead>
<tr>
<th>Name</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rectangle banner</td>
<td>621 × 555 pixels</td>
</tr>
<tr>
<td>Billboard banner</td>
<td>1,980 × 600 pixels</td>
</tr>
<tr>
<td>Skyscraper vertical</td>
<td>621 × 1,110 pixels</td>
</tr>
<tr>
<td>Skyscraper horizontal</td>
<td>1,300 × 450 pixels</td>
</tr>
<tr>
<td>Prime rectangle banner</td>
<td>860 × 483 pixels</td>
</tr>
<tr>
<td>Pop-up banner</td>
<td>1,920 × 1,440 pixels</td>
</tr>
<tr>
<td>Wallpaper banner</td>
<td>upon request</td>
</tr>
</tbody>
</table>

### Time-based banner (price per month)

<table>
<thead>
<tr>
<th>Pages</th>
<th>Rectangle</th>
<th>Skyscraper vertical / horizontal</th>
<th>Billboard</th>
</tr>
</thead>
<tbody>
<tr>
<td>International DT website</td>
<td>1,950</td>
<td>2,450</td>
<td>2,950</td>
</tr>
<tr>
<td>DTI @ IDS special topic page</td>
<td>1,950</td>
<td>2,450</td>
<td>2,950</td>
</tr>
</tbody>
</table>

All prices in euros. VAT not included.

### Impression-based banner

<table>
<thead>
<tr>
<th>Number of Impressions</th>
<th>Rectangle</th>
<th>Billboard</th>
<th>Skyscraper vertical / horizontal</th>
<th>Prime rectangle</th>
<th>Pop-up</th>
<th>Wallpaper</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,000</td>
<td>1,250</td>
<td>3,450</td>
<td>1,450</td>
<td>1,250</td>
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<td>3,950</td>
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<tr>
<td>10,000</td>
<td>1,950</td>
<td>6,450</td>
<td>2,450</td>
<td>2,250</td>
<td>6,450</td>
<td>6,950</td>
</tr>
<tr>
<td>25,000</td>
<td>3,750</td>
<td>14,950</td>
<td>4,250</td>
<td>4,450</td>
<td>14,950</td>
<td>14,950</td>
</tr>
</tbody>
</table>

Prices in euros. VAT not included.
Media Sales Contact

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

ids2025@dental-tribune.com
+49 341 48474 100

Information provided according to Sec. 5,
German Telemedia Act (TMG):
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04229 Leipzig

Represented by
Chief Executive Officer: Torsten Oemus

Contact:
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Telefax: +49 341 48474 491
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

The most current version of this rate card is available at