

Dental Tribune International

BANNER ADVERTISING



GREATER BRAND AWARENESS THROUGH BANNER CAMPAIGNS

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.

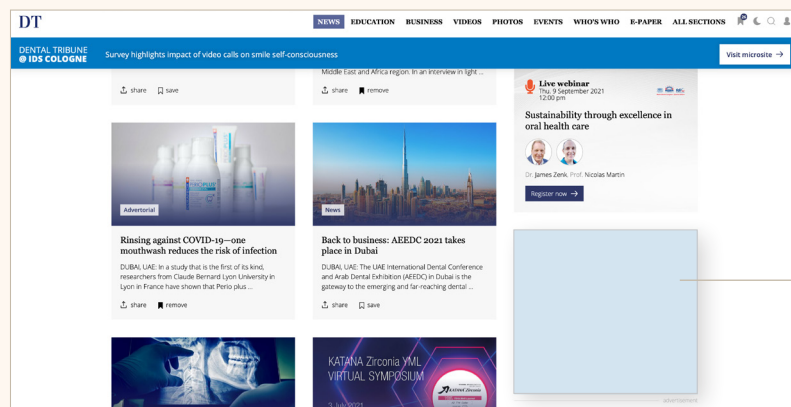
Once the booked number of impressions has been reached, the banner will automatically be removed from the website. Impression-based banner packages include a click report that will

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**, **skyscraper** and **billboard** are standard banner options and can be placed anywhere on the website.



→ Rectangle banner

621 × 555 pixels



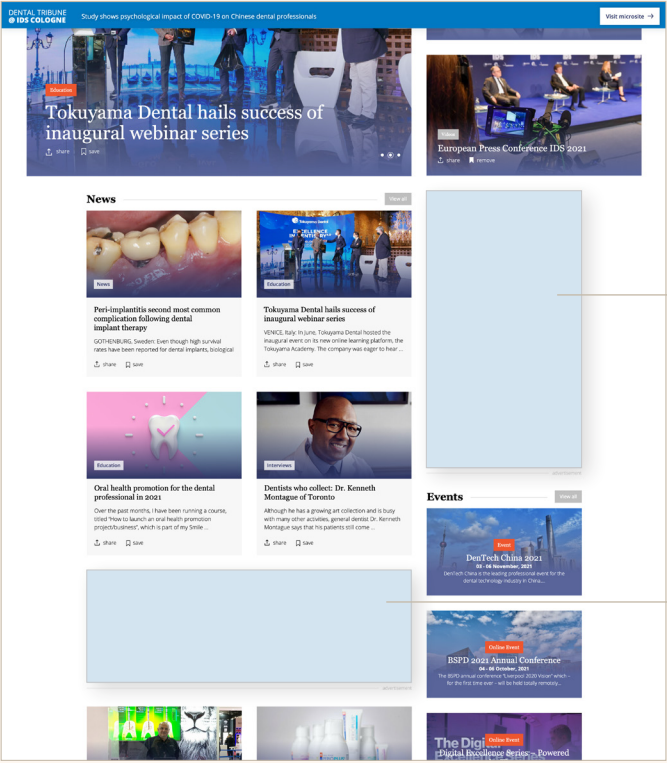
→ Billboard banner

1,980 × 600 pixels

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Banner format and sizes



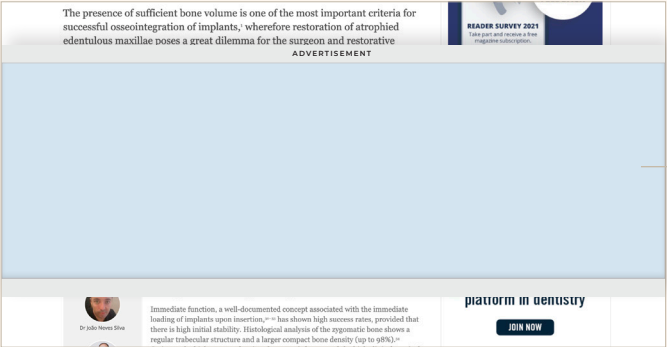
→ Skyscraper vertical
621 × 1,110 pixels

→ Skyscraper horizontal
1,300 × 450 pixels



→ Prime rectangle banner
860 × 483 pixels

Slide-in banners can only be placed within an article. This banner slides by while a reader is scrolling down through an article. The advertisement is placed behind the main text and hijacks the page's scrolling behavior to have the banner scroll by. Once the banner has scrolled by, the reader can continue reading the article. This banner type is relatively unobtrusive and is ideal for engaging and informative campaigns.




→ Slide-in banner
1,800 × 3,900 pixels (mobile)
3,840 × 1,965 pixels (desktop)

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Banner sizes


A **pop-up** banner appears by overlaying 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 size and is most suitable for exclusive campaigns. An attractive alternative is the **wallpaper** banner, which stays at the bottom of the page and does not obstruct the view of the reader.



The screenshot shows the Dental Tribune website with a large, solid blue rectangular pop-up banner in the center. The banner has a small 'X' icon in the top right corner. The website header includes the Dental Tribune logo and navigation links. Below the banner, article headlines are visible, such as 'Peri-implantitis second most common complication following dental implant therapy' and 'Tokuyama Dental hails success of inaugural webinar series'.

→ Pop-up banner

1,920 × 1,440 pixels



The screenshot shows the Dental Tribune website with a Colgate wallpaper banner at the bottom. The banner features the Colgate logo, the text 'Our Best Whitening Toothpaste', and an image of a Colgate Optic White Renewal toothpaste tube. The website content includes an article titled 'Peri-implantitis second most common complication following dental implant therapy' with a close-up image of a dental implant and a section for 'LATEST UNREAD ARTICLES'.

→ Wallpaper banner

upon request

Greater brand awareness through videos

Embedding of videos is available as part of an e-newsletter booking or digital campaign.

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DENTAL TRIBUNE

NEWS EDUCATION BUSINESS VIDEOS PHOTOS EVENTS WHO'S WHO E-PAPERS ALL SECTIONS

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IDS COLOGNE

Face coverings must still be worn in dental settings in England

Visit microsite →

3Shape Dental System 2021: Revolutionising the technician's work through AI

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By Brendon Day, Dental Tribune International

July 15, 2021

COPENHAGEN, Denmark: Ever since it was launched in 2005, 3Shape Dental System has been the software of choice for dental laboratory technicians who want to stay at the forefront of technological advancement. With the release of Dental System 2021, 3Shape is now allowing technicians to harness the power of artificial intelligence (AI) and enhance their productivity through its new and improved integrated workflows.

One of the highlights of the latest version of this software is the creation of a new workflow that allows both partial and complete dentures to be designed at the same time. All complete denture design tools such as Navigator 3.0 and tooth libraries are now also available for designing partial dentures, giving technicians an unprecedented level of flexibility and potential for customisation.

3Shape has also optimised the implant bridge workflow in Dental System 2021 with the goal of improving productivity as well as final restoration quality and aesthetics. By starting out with anatomy design and finishing with the adjustment of exit profile, this all-in-one approach allows for faster and more predictable implant bridge designs.

Leveraging AI for design acceleration

Through its use of AI technology, 3Shape Dental System 2021 marks a radical shift in how dental laboratories perform their regular tasks. Tooth segmentation and occlusal plane adjustment are just two of the technician's responsibilities that can now be conducted by AI tools, whereas lines for both temporary indications and dies are now placed automatically during the segmentation step of intra-oral scans.

3Shape Dental System 2021 offers new and improved digital workflows, design (3Shape)

3Shape Dental System 2021 also offers pre-installed integration with the recently launched 3Shape Automate – the world's first AI-powered digital dental design platform for single unit monolithic, molar and premolar crowns. The speed, consistency and scalability that 3Shape Automate offers make it easier than ever for dental laboratories to overcome restorative design when dealing with rushes and to modify those designs to add the technician's own personal touch.

"Our goal is to make every laboratory technician's job easier," said Dr Rine Fisker, senior vice president for product strategy at 3Shape. "We spend a great deal of resources working with technicians, listening to them and developing the tools they need to succeed."

"From optimising workflows and the user interface and introducing AI power to open integration with production and laboratory management systems, partners, libraries and components, Dental System 2021 is a software made for and inspired by dental laboratory technicians," he added.

According to Fisker, 3Shape has "already received some extremely positive end-user feedback from dental technicians who have integrated Dental System 2021 into their workflows".

Try 3Shape Dental System 2021 today

3Shape Dental System 2021 is available now – just contact your local reseller or request a demo from 3Shape. Learn more about this and all the other latest updates from 3Shape at the company's website.

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News

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3Shape TROS 3 outpatient Medit Spa intra-oral scanner in study

July 21, 2021 | Events, Interviews, News
SEOUL, South Korea: The integration of CAD/CAM technologies into clinical dental workflows continues to grow as digital surgery devices become more widely accessible. In a recent study measuring the relative accuracy of intra-oral scanners, the Danish dental company 3Shape's TROS 3 was found to report important results.

3Shape Dental System 2021: Revolutionizing the technician's work through AI

July 15, 2021 | Events, Interviews, News
COPENHAGEN, Denmark: Ever since it was launched in 2005, 3Shape Dental System has been the software of choice for dental laboratory technicians who want to stay at the forefront of technological advancement. With the release of Dental System 2021, 3Shape is now allowing technicians to harness the power of artificial intelligence (AI) and enhance their productivity through its new and improved integrated workflows.

Interview: "Digital dentistry will set you free!"

July 26, 2021 | Events, Interviews, News
As the principal at the Sydney-based dental practice Carr Dentistry, specialist prosthodontist Christopher Healey has examples. The procedures and techniques he employs to create aesthetic rehabilitations are guided by digital solutions that deliver greater efficiency, accuracy and patient satisfaction. Here, he discusses how 3Shape's product portfolio powers his digital vision.

Webinars

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3Shape Webinar: デジタルデンティストリーで患者体験を高める
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3Shapeの製品を用いたデジタルデンティストリーで患者体験を高める

How to maximize the potential of TROS utilities
Digital workflow with XOS is now fast operating in Dentistry. Learn how to make full use of TROS Utilities.

How to maximize the potential of TROS utilities
Digital workflow with XOS is now fast operating in Dentistry. Learn how to make full use of TROS Utilities.

A smile makeover journey in the digital era
Smile makeover is becoming increasingly important in dentistry today. Through the use of digital technology, the patient journey can be improved significantly. Learn how you can use digital technology

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Registration number: B 19276

VAT:

VAT ID number according to Section 27a, German Value-Added Tax Act (Umsatzsteuergesetz):
DE227724594

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