

Dental Tribune International



YOUR GLOBAL MARKETING PARTNER

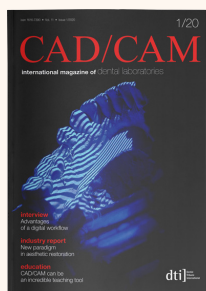
Media | CME | Marketplace

Media Kit 2021

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Dental Tribune International Your Global Marketing Partner



Dental Tribune International (DTI) is the world's largest dental network, providing essential information, communication channels, education and practice management services for the whole dental community. In order to build intimate and trusting long-term business relationships with all market players, DTI strives to offer solutions for their most important tasks and challenges through its print and digital media, a variety of educational programs and platforms, its event planning and communication services, as well as its digital marketplace platform.

Founded in Leipzig, Germany, in 2003, DTI has expanded to include more than 400 print publications, which are distributed in over 90 countries in over 25 languages. Its current print and digital reach connects about 1,275,700 dental professionals worldwide.

As official media partner of FDI World Dental Federation, the Asia Pacific Dental Federation, the Associação Paulista de Cirurgiões-Dentistas (São Paulo association of dental surgeons), FDI's European Regional Organization, the International Association of Dental Students, the International College of Dentists, the International Congress of Oral Implantologists, World Oral Health Day, International Dental Manufacturers, the International Federation of Dental Educators and Associations, and the Federación Odontológica Latinoamericana, DTI is able to promote and help expand a truly global dental network. By bringing together dental experts and spreading their ideas and visions, DTI aims to actively drive progress and research in dentistry.

Our objective is to provide innovative, first-class sales lead generation tools to the indus-

try. We are thus continuously customizing our portfolio. With advanced features that link all of the products in its portfolio, DTI merges print, digital and educational media, offering a multitude of marketing channels to reach the largest dental community worldwide.

We offer relevant and integrated advertising opportunities to engage your target audience. Our media kit highlights these in a quick-read format and our international sales team will assist you in developing your ideal advertising strategy. Let us know what your needs are.

Please see page 49 for contact details.



PRINT MEDIA

**DTI—Your No. 1 partner in
international dental publishing**

Dental Tribune

The world's dental newspaper



Dental Tribune Germany

With its flagship publication, *Dental Tribune*, DTI has changed the way dental professionals around the globe access the latest news in their profession. *Dental Tribune* is an independent tabloid-format publication for general dental practitioners. First published in Chicago in 1892, today it is the largest global dental newspaper, in more than 30 editions in over 25 languages. In 2021, DTI will produce 222 issues of *Dental Tribune*, which will be distributed in over 90 countries worldwide.

Dental Tribune newspapers offer the latest news and information in an easy-to-read format that fits into the busy schedules of dental professionals. They are filled with practical, up-to-date information on practice management, clinical procedures, industry news and local events. In addition, interviews with notable practitioners

and industry representatives round out the editorial content, providing the most current opinions and developments in the broader field of dentistry.

The most trusted source of news and information in the dental community, *Dental Tribune* reaches more than 1,275,700 dental professionals around the globe via its print and digital editions.

Please see page 45 for a full list of editions and advertising rates and formats.

Dental Tribune Supplements

Scientific and clinical content

DTI offers a range of specialty supplements reporting on the latest developments within over a dozen specializations in dentistry.

The *Dental Tribune* supplements—*Cosmetic* | *Esthetic Tribune*, *Endo Tribune*, *Hygiene Tribune*, *Implant Tribune*, *Lab | CAD/CAM* | *Digital Tribune*, *Laser Tribune*, *Ortho Tribune*, *Patient Tribune*, *Perio Tribune*, *Prevention Tribune*, *Prosthodontics Tribune*, *Radiology*

Tribune and *Surgery Tribune*—combine clinical topics and case reports by practitioners and respected specialists from around the globe.

The unique writing approach makes state-of-the-art research accessible not only to specialists but also to general practitioners, thereby providing all dental professionals with the latest research in these exciting areas of dentistry. Often included within the pages of

the flagship *Dental Tribune* newspapers, with rotating topics throughout the year, these specialty supplements provide an additional incentive to dental professionals to read each edition of the *Dental Tribune* newspapers front to back.

Please see page 45 for a full list of editions and advertising rates and formats.



Continuing Education Magazines

Content for specialists and general practitioners



prevention—international magazine for oral health

The DTI continuing education (CE) magazines—*CAD/CAM*, *ceramic implants*, *cosmetic dentistry*, *digital*, *implants*, *laser*, *ortho*, *prevention* and *roots*—represent the premium print segment of the DTI portfolio. With attention to quality content and images, these magazines offer a first-class platform for targeting specialists.

The magazines present the most significant international developments and experiences in their respective fields and are aimed at specialists and general practitioners, as well as industry leaders, around the world. The content is a combination of clinical cases, scientific articles, interviews, industry reports, event previews and reviews, business and product news, and practice management articles.

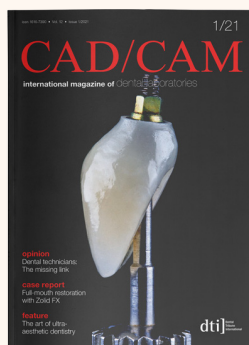
Clinicians are required to obtain CE credits annually. However, taking time away from the

practice in order to pursue these is costly in terms of both lost revenue and time. Hence, DTI offers practitioners a way to fulfill their annual CE requirements through its CE magazines. DTI's CE magazines include articles which provide credits from a continuing education provider recognized by the American Dental Association Continuing Education Recognition Program (ADA CERP).

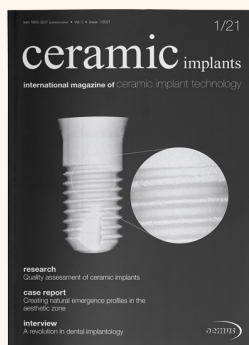
The magazines are available by print and digital subscription and are distributed free of charge at all major dental events worldwide, as well as at regional specialist meetings.

Regional editions are published in China, Czech Republic & Slovakia, Germany, Italy, Poland, Turkey and the U.S.

Please see page 46 for the full list of editions as well as advertising rates and formats.



CAD/CAM—international magazine of dental laboratories



ceramic implants—international magazine of ceramic implant technology



cosmetic dentistry—beauty & science



digital—international magazine of digital dentistry



implants—international magazine of oral implantology



ortho—international magazine of orthodontics



roots—international magazine of endodontics

Today Show Dailies

The longest running trade show newspaper



Today AEEDC Dubai 2020

DTI's event daily, *today*, is the world's longest running trade show newspaper. Established in 1998, *today* has become the exclusive on-site planning tool for visitors and exhibitors at over 80 dental shows and congresses worldwide, such as IDS, Congrès ADF, AEEDC, CIOSP, IDEM, EuroPerio, the ADA annual meeting, the EAO congress, and GNYDM.

As official media partner of FDI World Dental Federation, DTI has also been producing the FDI congress newspaper, *World Dental Daily*, since 2005. For over 20 years, *today* show dailies have been providing comprehensive coverage of every major dental event worldwide. Depending on the size of the event, daily editions with live event coverage are produced. On-site editorial teams offer a comprehensive recap of the previous day's events with exclusive interviews, product launches and detailed insight into the event program.

Additional content focuses on helping attendees make the most of their time at the event and includes floor plans, exhibitor lists, daily course offerings and information on local and social events.

Importantly for advertisers, *today* primes attendees of these shows for making purchases and learning about products unfamiliar to them. This allows exhibitors to take full advantage of this niche market. In addition, *today* increases booth traffic and sales because it lands directly in the hands of attendees before, during and after a show. Thus, the newspaper piques attendees' purchasing interest, driving them to exhibitors' booths and websites for more information after reading about a new product, special offer or giveaway in *today*.

Editions include those listed in the event calendar on page 10.



Today show preview



Today show daily



Today show review



Today corporate edition

- distributed free of charge by mail and via e-paper to pre-registered visitors, importers, dealers, distributors and opinion leaders two weeks prior to a show

- content: preliminary floor plan, exhibitor list, general information, interviews, product news and industry reports

- user-friendly guide for visitors and exhibitors
- published in the dominant business language of the host country

- distributed free of charge at the exhibition entrances, in the halls, at registration desks, at main transport points and at official convention hotels, as well as via e-paper

- content: floor plan, exhibitor list, general information, interviews, product news, industry reports, daily course offerings and social event schedule

- distributed free of charge by mail and via e-paper to pre-registered visitors, importers, dealers, distributors and opinion leaders two weeks after a show

- content: recap of the show's most important news and overview of upcoming shows/events

- customized editions for corporate events and trade shows, or as a supplement to the main issue of a specific *today* at an event

- designed to suit the specific needs of the advertiser
- service includes editorial support and a requested number of print copies

Today @ IDS 2021

International Dental Show, Cologne, Germany, Sept. 22–25, 2021



Today show dailies

- Number of issues: 5 (daily)
- Language: German/English
- Print distribution: 5,000 per day
- Digital distribution: over 200,000 contacts worldwide

→ Ad deadline: July 2021

→ Release dates:

Issue 1	Tuesday	Sept. 21, 2021
Issue 2	Wednesday	Sept. 22, 2021
Issue 3	Thursday	Sept. 23, 2021
Issue 4	Friday	Sept. 24, 2021
Issue 5	Saturday	Sept. 25, 2021



Today show previews

- Number of issues: 2

International today show preview

- Language: English
- Print distribution: 20,000
- Digital distribution: over 140,000 contacts worldwide

German today show preview

- Language: German
- Print distribution: 20,000

→ Ad deadline: July 2021

→ Release date: August 2021



Today floor plan

- Number of issues: 2
- Language: German/English
- Floor plan 1: inserted in international today show preview
- Print distribution: 20,000
- Digital distribution: over 200,000 contacts worldwide
- Floor plan 2: inserted in all daily issues
- Print distribution: 25,000 total
- Digital distribution: over 200,000 contacts worldwide

→ Ad deadline: July 2021



Today show reviews

- Number of issues: 2

International today show review

- Language: English
- Print distribution: 20,000
- Digital distribution: over 140,000 contacts worldwide

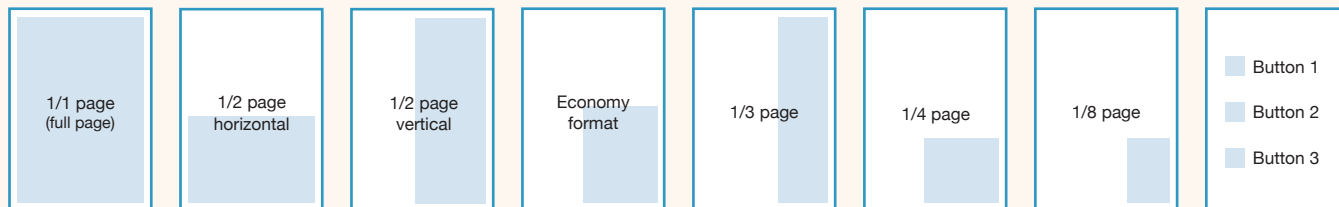
German today show review

- Language: German
- Print distribution: 20,000

→ Ad deadline: September 2021

→ Release date: October 2021

Advertising rates and formats (w × h)



→Bleed:	280 × 400 mm	280 × 200 mm	162 × 400 mm	162 × 227 mm	112 × 400 mm	162 × 166 mm		
→Trim:	249 × 368 mm	249 × 170 mm	147 × 338 mm	147 × 208 mm	97 × 338 mm	147 × 147 mm	97 × 147 mm	46 × 46 mm

3 mm bleed required for all formats

	Show preview international	Show preview Floor plan 1	Show preview German	today show dailies					today show dailies	Show review international	Show review German
				1st	2nd	3rd	4th	5th	Floor plan 2		
Language	English	German/English	German	German/English					German/English	English	German
Print distribution	20,000	20,000	20,000	5,000 per issue					25,000	20,000	20,000
Digital distribution	140,000	140,000	-	200,000					200,000	140,000	-
Ad deadline	July 2021	July 2021	July 2021	July 2021					July 2021	Sept. 2021	Sept. 2021
Release date	Aug. 2021	Aug. 2021	Aug. 2021	Sept. 21	Sept. 22	Sept. 23	Sept. 24	Sept. 25	Sept. 21-25, 2021	Oct. 2021	Oct. 2021
Ad rates: 1/1 page	3,950	3,950	3,950	3,950 per issue					19,450	3,950	3,950
1/2 page	3,450	3,450	3,450	3,450 per issue					17,450	3,450	3,450
Economy format	3,250	3,250	3,250	3,250 per issue					16,250	3,250	3,250
1/3 page	2,950	2,950	2,950	2,950 per issue					15,450	2,950	2,950
1/4 page	2,450	2,450	2,450	2,450 per issue					13,450	2,450	2,450
1/8 page	1,950	1,950	1,950	1,950 per issue					11,450	1,950	1,950
Ad specials: button	On request										
Floor plan/trend index	399 for first booking; 199 for each additional index booking										
E-newsletter/e-blast	Available in combination with print bookings; limited availability on a first-come, first-served basis; prices available on request.										
Prices in euros.VAT not included.											

Prices in euros.VAT not included.

DTI Event Calendar 2021

Last update: April 2021

Print and digital options for events not listed are also available.

☐ Show preview ☐ Show daily ☐ Online edition

Date	Event/City	Editions	Distribution*	Language	Prices in euros**			
					1/1 page	1/2 page	1/4 page	1/8 page
Jan 28–30	Yankee Dental Congress	3	52,000	English	3,450	2,950	2,450	1,950
Feb 12–14	AAO Winter Conference	3	52,000	English	3,450	2,950	2,450	1,950
Feb 18–20	ICOI Winter Implant Symposium/Boston	1	2,000	English	2,950	2,450	1,950	1,450
Feb 25–27	CDS Midwinter Meeting	3	52,000	English	3,450	2,950	2,450	1,950
Mar 12–13	Thomas P. Hinman Dental Meeting/Atlanta	3	12,000	English	2,950	2,450	1,950	1,450
Apr 1–3	SIDC/Riyadh	1	5,000	English	2,950	2,450	1,950	1,450
Apr 21–24	AAE Annual Meeting/Atlanta	3	12,000	English	2,950	2,450	1,950	1,450
Apr 26–29	Dental Salon/Moscow	1	10,000	Russian	2,950	2,450	1,950	1,450
May 6–8	ODA Annual Spring Meeting	2	52,000	English	3,450	2,950	2,450	1,950
May 10–13	Dental South China/Guangzhou	1	15,000	Chinese	3,450	2,950	2,450	1,950
May 13–15	SSER International Congress of Esthetic Dentistry/Bucharest	1	1,500	Romanian	2,950	2,450	1,950	1,450
May 13–15	CDA Spring	3	52,000	English	3,450	2,950	2,450	1,950
May 18–22	APDC/Colombo	1	8,000	English	2,950	2,450	1,950	1,450
May 27–30	AAPD/Boston	3	12,000	English	3,450	2,950	2,450	1,950
Jun 2–4	Buldental/Sofia	1	6,000	Bulgarian	2,950	2,450	1,950	1,450
Jun 4–6	SIDEX/Seoul	1	4,000	Korean	2,950	2,450	1,950	1,450
June 9–12	AGD/Austin	2	12,000	English	3,450	2,950	2,450	1,950
June 9–12	Sino-Dental/Beijing	1	15,000	Chinese	3,450	2,950	2,450	1,950
June 18–20	ADHA Annual Conference/Phoenix	2	8,000	English	2,950	2,450	1,950	1,450
June 24–26	Expodental Scientific Congress	1	15,000	Spanish	3,450	2,950	2,450	1,950
June 25–27	AAO Annual Session/Boston	3	15,000	English	3,450	2,950	2,450	1,950
June 29–1 July	AEEDC/Dubai	2	20,000	English	3,450	2,950	2,450	1,950
Sept 9–11	Expodental Meeting/Rimini	1	10,000	Italian	2,950	2,450	1,950	1,450
Sept 9–11	CDA Fall/San Francisco	3	12,000	English	3,450	2,950	2,450	1,950
Sept 16–18	CEDE/Lodz	1	8,000	Polish	2,950	2,450	1,950	1,450
Sept 20–23	Dental-Expo/Moscow	1	15,000	Russian	3,450	2,950	2,450	1,950
Sept 22–25	IDS – International Dental Show/Cologne	5	See page 9 for full list of products and rates					
Sept 26–29	FDI World Dental Congress/Sydney (<i>World Dental Daily</i>)	3	15,000	English	3,450	2,950	2,450	1,950
Sept 27–Oct 2	AAOMS Annual Meeting/San Antonio	3	6,000	English	2,950	2,450	1,950	1,450
Sept tba	Journées dentaires internationales du Québec/Montreal	2	8,000	English/French	2,950	2,450	1,950	1,450
Oct 7–9	Sofia Dental Meeting/Sofia	1	6,000	Bulgarian	2,950	2,450	1,950	1,450
Oct 9–12	China Dental Show/Shanghai	1	10,000	Chinese	3,450	2,950	2,450	1,950
Oct 11–15	ADA/Las Vegas	3	9,000	English	2,950	2,450	1,950	1,450
Oct 14–16	Pragodont/Prague	1	13,000 ²	Czech	2,950	2,450	1,950	1,450
Oct 14–16	EAO/Milan	2	10,000	English	3,450	2,950	2,450	1,950
Oct 15–16	Fachdental Südwest/Stuttgart	1	8,000	German	2,950	2,450	1,950	1,450
Oct 21–23	Dentex/Brussels	1	6,000	French/Flemish	2,950	2,450	1,950	1,450
Oct 21–23	Bayerischer Zahnärztetag/Munich	1	20,000	German	3,450	2,950	2,450	1,950
Oct 22–24	GREATIST/Istanbul	1	25,000 ¹	Turkish	2,950	2,450	1,950	1,450
Oct 27–30	ACP Annual Session/San Diego	2	6,000	English	2,950	2,450	1,950	1,450
Oct 27–30	DenTech China/Shanghai	1	10,000	Chinese	3,450	2,950	2,450	1,950
Oct tba	World Dental Show/Mumbai	1	10,000	English	2,950	2,450	1,950	1,450
Oct tba	Beirut International Dental Meeting/Beirut	1	1,000	English	2,950	2,450	1,950	1,450
Nov 4–7	AAP Annual Meeting/Miami	3	9,000	English	2,950	2,450	1,950	1,450
Nov 5–6	Infotage dental/Frankfurt	1	8,000	German	2,950	2,450	1,950	1,450
Nov 10–13	AAID Annual Conference/Chicago	1	2,000	English	2,950	2,450	1,950	1,450
Nov 11–13	PNDC/Seattle	2	10,000	English	3,450	2,950	2,450	1,950
Nov 11–13	Dental World/Budapest	3	7,500	Hungarian	2,950	2,450	1,950	1,450
Nov 12–13	Infotage Dental/Munich	1	8,000	German	2,950	2,450	1,950	1,450
Nov 17–19	CAD/CAM Digital & Dental Facial Cosmetic Conference/Dubai	1	20,000	English	2,950	2,450	1,950	1,450
Nov 23–27	Congrès ADF/Paris	3	18,000	French	3,450	2,950	2,450	1,950
Nov tba	Expodentária/Lisbon (<i>OMD today</i>)	1	4,000	Portuguese	2,950	2,450	1,950	1,450
Nov tba	AMIC Fall/Mexico City	2	120,000 ³	Spanish	3,450	2,950	2,450	1,950
Nov 28–Dec 1	GNYDM/New York	4	16,000	English	3,450	2,950	2,450	1,950
tba	CIOSP/São Paulo	4	40,000	Portuguese	3,950	3,450	2,950	2,450

* Cumulative print distribution for event. | ** VAT not included.

¹ Print 2,000; Digital 23,000 | ² Print 4,000; Digital 9,000 | ³ Print 20,000; Digital 100,000

■ Cosmetic | ■ Esthetic | ■ Endo | ■ Hygiene | ■ Implant | ■ Ortho | ■ Perio | ■ Maxillofacial Surgery



DIGITAL MEDIA

DTI—Global dental online media

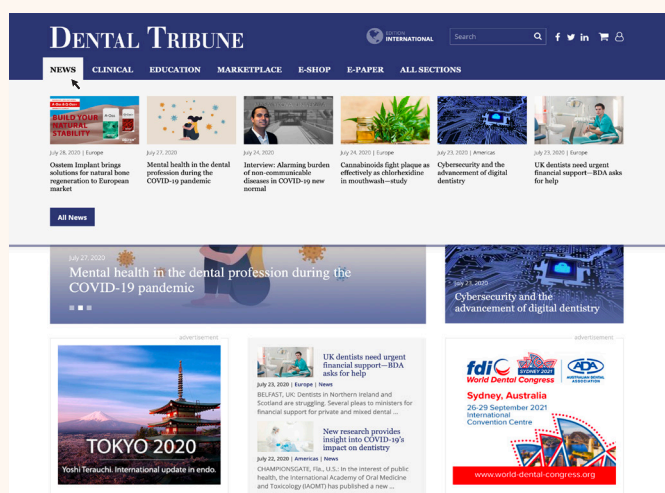
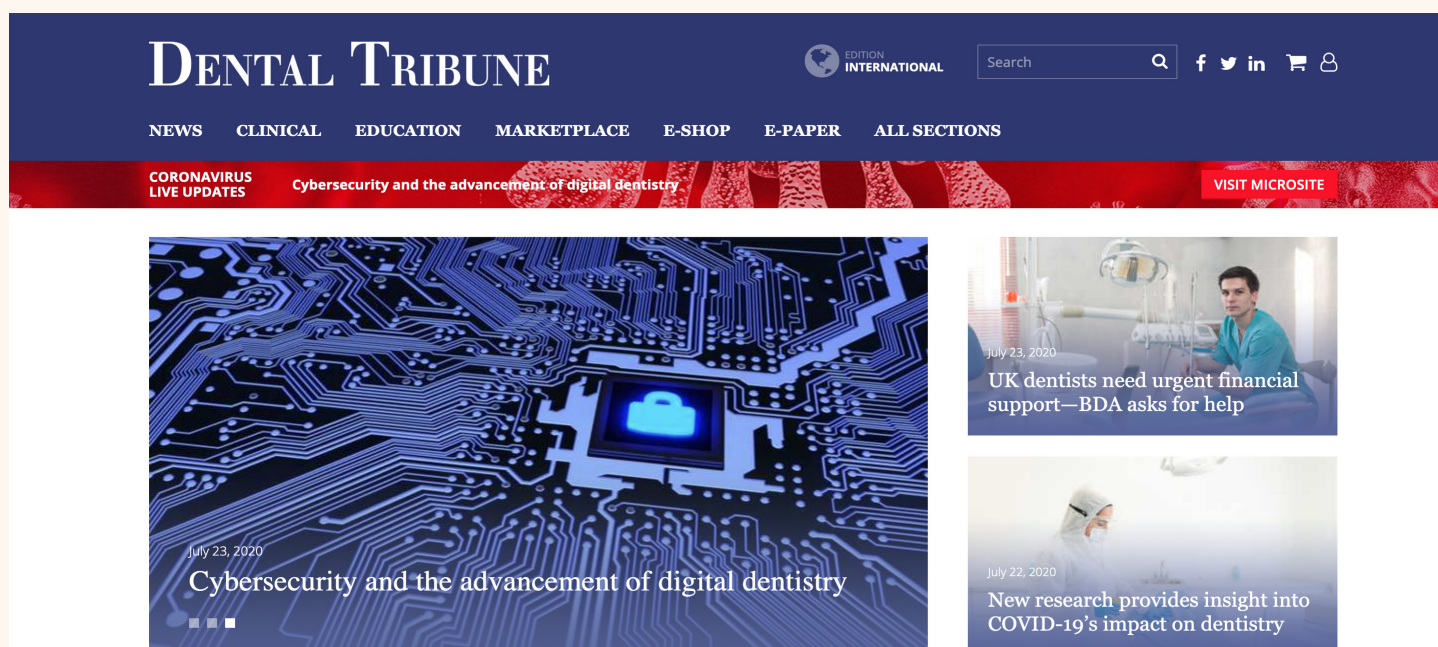
Dental Tribune Website

Delivering daily news from the world of dentistry



In addition to its successful global print publications, DTI aims to deliver the newest dental content to its readers online. As an international online platform, www.dental-tribune.com is the only website that offers a combination of dentistry-related news, clinical articles, research papers, product and industry information, job offers and continuing education opportunities in over 25 languages. Currently, the Dental Tribune website has over 3,100,000 page impressions per year.

Google ranks www.dental-tribune.com, among the most comprehensive, up-to-date and influential websites in dentistry, owing to continuously updated news feeds from correspondents and publishers from around the world. In order to benefit from this high Google ranking, as well as an ever-growing online audience, and to generate active sales leads, www.dental-tribune.com offers a number of advertising options, including various banner sizes and multimedia hubs for companies.



Ortho Portfolio

Target orthodontic specialists

Target the international orthodontic community through DTI's specialty-focused portfolio. Whether the emphasis is on specific event promotion, generic advertising, branding campaigns, or education, the reach and execution are to qualified leads.

DTI's orthodontic community includes orthodontists, key opinion leaders, maxillofacial

surgeons, laboratory technicians, assistants, and all dentists with special interest in orthodontics, as well as practice managers.

Combined advertising packages are available, including the print publications *ortho—international magazine of orthodontics*, *Ortho Tribune* as a supplement to the *Dental Tribune* newspaper, as well as sponsorships of

ortho-specific e-newsletters, e-blasts and webinars.

Please contact media sales (page 49) for more information.

Print distribution: dependent on title
International digital subscribers: 11,000

ortho international magazine



Issue 1/20 • Vol. 5 • Issue 1/2020

ortho

international magazine of orthodontics

interview
Orthodontics and restorative dentistry are far more interlinked than we think

feature
How to go from good to excellent in an ever-changing environment

case report
Class II aligner treatment: Elastics or wires for a successful outcome

dti Dental Tribune International

Ortho Tribune



ORTHO TRIBUNE
The World's Orthodontic Newspaper-Middle East & Africa Edition

Published in Dubai www.dentaltribune.me March-April 2020 No. 2, Vol. 10

Interview: "We are in the forefront of CAD/CAM software development"

By Marjan Heller, Dental Tribune International

For many years, we have been reporting on the progress of digital dentistry. In the past, it was mostly about the hardware, but now it's all about the software. The software is the key to the success of digital dentistry. It is the software that makes the difference between a good and a bad digital workflow. It is the software that makes the difference between a good and a bad digital workflow. It is the software that makes the difference between a good and a bad digital workflow.

Dr. Marjan Heller, Dental Tribune International

Dr. Marjan Heller is a senior advisor at the German Dental Association (BZgZ) and a senior advisor at the German Dental Association (BZgZ). He is also a senior advisor at the German Dental Association (BZgZ) and a senior advisor at the German Dental Association (BZgZ).

How will the digital workflow change the future of dentistry?

Dr. Heller: The digital workflow will change the future of dentistry. It will change the way we work, the way we think, and the way we live. It will change the way we work, the way we think, and the way we live. It will change the way we work, the way we think, and the way we live. It will change the way we work, the way we think, and the way we live.

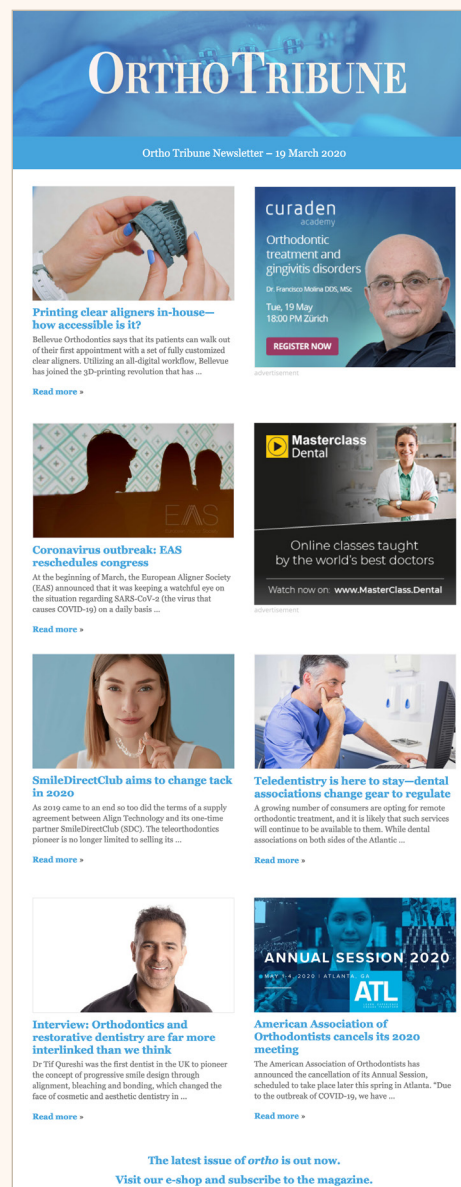
What are the challenges of digital dentistry?

Dr. Heller: The challenges of digital dentistry are many. They are the challenges of digital dentistry. They are the challenges of digital dentistry. They are the challenges of digital dentistry. They are the challenges of digital dentistry. They are the challenges of digital dentistry.

How will the digital workflow change the future of dentistry?

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Ortho Tribune e-newsletter



ORTHOTRIBUNE
Ortho Tribune Newsletter - 19 March 2020

Printing clear aligners in-house—how accessible is it?

Bellevue Orthodontics says that its patients can walk out of their first appointment with a set of fully customized clear aligners. Utilizing an all-digital workflow, Bellevue has joined the 3D-printing revolution that has ...

Read more >

Coronavirus outbreak: EAS reschedules congress

At the beginning of March, the European Allergic Society (EAS) announced that it was keeping a watchful eye on the situation regarding SARS-CoV-2 (the virus that causes COVID-19) on a daily basis ...

Read more >

SmileDirectClub aims to change tack in 2020

As 2019 came to an end so too did the terms of a supply agreement between Align Technology and its one-time partner SmileDirectClub (SDC). The teleorthodontics pioneer is no longer limited to selling its ...

Read more >

Teledentistry is here to stay—dental associations change gear to optimize

A growing number of consumers are opting for remote orthodontic treatment, and it is likely that such services will continue to be available to them. While dental associations on both sides of the Atlantic ...

Read more >

Interview: Orthodontics and restorative dentistry are far more interlinked than we think

Dr. Tif Quessy was the first dentist in the UK to pioneer the concept of progressive smile design through alignment, bleaching and bonding, which changed the face of cosmetic and aesthetic dentistry in ...

Read more >

Annual Session 2020 ATL

American Association of Orthodontists cancels its 2020 meeting

The American Association of Orthodontists has announced the cancellation of its Annual Session, scheduled to take place later this spring in Atlanta. "Due to the outbreak of COVID-19, we have ...

Read more >

The latest issue of *ortho* is out now.
Visit our e-shop and subscribe to the magazine.



Dental Tribune Science (DT Science) is an open-access platform that publishes high-quality research and clinical papers in the fields of periodontology, implant dentistry, dental prosthetics and maxillofacial surgery. In order to promote wide dissemination to both practicing clinicians and researchers, access to all contents on the website is free of charge. The DT Science website, www.dtscience.com, **reaches more than 100,000 dental professionals worldwide.**

In association with Dental Tribune International's global media platform www.dental-tribune.com,

the total reach exceeds 500,000. The platform's aim is to facilitate new scientific and clinical knowledge at the highest possible level. The content focuses on original scientific articles, literature reviews, case reports and customized PDFs that will help readers apply evidence-based protocols for quality dental care and oral health. To ensure the validity of the content submitted, DT Science collaborates with several specialist reviewers within various dental specialties.

Content submission, review and approval

Papers may be submitted by authors who have funding for their research or clinical material from an industry partner. All papers are initially screened by the board for relevance, scientific content and quality. Once accepted, the manuscript is sent to the responsible associate editors and reviewers. It is then returned to the author for revision and thereafter submitted for copy editing. The decision of the Editor-in-Chief is made after the review process and is considered final.

Sponsorship and advertising

- one approved clinical paper
- one sponsor logo published under 'supported by' at www.dtscience.com
- one slide-in banner published with the approved paper at www.dtscience.com
- one customized PDF containing the approved paper and one full-page advertisement
- release of the approved paper in one DT Science e-newsletter

Price
€4,650
*Booking duration
3 months

Specifications

→ Logo



Vector graphic
(SVG, AI, EPS)

→ Slide-in banner



1,200 × 2,600 pixels (mobile)
2,560 × 1,310 pixels (desktop)

→ Full-page advert



210 × 297 mm
(plus 3 mm bleed)

→ Content



Author guidelines

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 page requested 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 sizes

Both the **rectangle** and the **skyscraper** are standard banner options and can be placed anywhere on the website.

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.

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.

Advertising formats



	Rectangle banner	Skyscraper banner	Slide-in banner	Pop-up banner
→ Dimensions (w × h):	336 × 300 pixels	336 × 600 pixels	1,200 × 2,600 pixels (mobile) 2,560 × 1,310 pixels (desktop)	1,280 × 960 pixels

Partner Content Distribution Package

Combined multimedia products



Through its unique global publishers' network, Dental Tribune International (DTI) offers a multitude of communication channels to reach the largest dental community worldwide. Companies who sign up for a Partner Content Distribution Package will have the opportunity to easily distribute contents via the Dental Tribune news website and selected regional, pan-regional, as well as international e-newsletters. Submitted contents, such as press releases, interviews, clinical cases, etc., will be professionally edited and proofread by the experienced DTI editorial team to tailor them to the needs of the target audience.

In addition to providing the most versatile communication platform of the industry, the Partner Content Distribution Package includes a vast variety of useful tools. Partnering with the largest online dental community is the key to search engine optimization (SEO). The Partner Content Distribution Package is built from content provided by partners and includes regular updates and editorial support. Additionally, company-related information published within the international DTI

print and online portfolio is automatically made available at this multimedia hub, presenting valuable information for prospective local and international customers. Furthermore, this multimedia hub contains company-related information, news, product features, scientific studies, photos, videos, upcoming courses and events and much more.

This service is valid for 12 months and is automatically renewed in order to foster long-term partnerships with companies.* The Partner Content Distribution Package offers more than an all-encompassing source of information and content distribution. The features included in the package are effective engagement tools that result in scalable and guaranteed leads.

*The Partner Content Distribution Package is automatically renewed for another 12 months at same conditions if it is not cancelled at least four weeks before expiry.

Benefits of becoming a DTI partner

- over 1.7 million visitors to www.dental-tribune.com per year
- brand marketing and sales lead generation
- multimedia assistance and supervision of company-related content through the DTI team
- Google ranking optimization and traffic support
- comprehensive global and local online representation at www.dental-tribune.com
- no additional editorial or online project management is needed; the DTI team processes all content
- DDS.WORLD extension: company showroom and product showcase on the growing e-commerce platform www.dds.world

Partner Content Distribution Package

Features

The annual rate for a Partner Content Distribution Package is €7,950 and includes the following features:

Content distribution package

- publication of press releases/articles at www.dental-tribune.com
- distribution of published press releases/articles in up to four relevant international or regional e-newsletters
- company featured as DTI partner in selected e-newsletters

Video package

- company video postings on the DT website and social media channels and distribution within the DTI network
- embedding of videos in news articles available (up to four per year)

SEO package

- regular news updates and direct links from the hub create backlinks that boost referral traffic to the corporate website of the client
- optional creation of SEO contents, including interviews, news and event promotion, in collaboration with the DTI editorial team

Discounted marketing packages

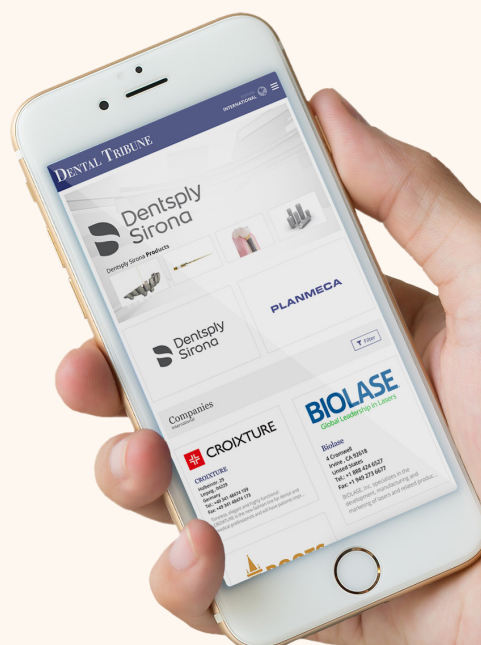
- additional digital campaign bookings will be discounted throughout the year

Company multimedia hub

- social media links
- short company portrait and content overview
- company-related articles published at www.dental-tribune.com are linked to and featured in the hub
- placement of the company's main products, including regular updates
- event calendar
- free-of-charge banner placement inside the hub
- company-related webinars at www.dtstudyclub.com or on the company's custom CE campus are linked to and featured in the hub

The Partner Content Distribution Package can be extended with the **lead generation webinar package** which includes:

- production and promotion of one webinar with up to 500 live participants



Targeted Digital Marketing

E-blasts and e-newsletters

DTI's unique publishing platform combines print, digital and educational media, offering a multitude of marketing channels to reach the largest dental community worldwide. In 2021, DTI's e-newsletters will reach over 921,000 dental professionals in over 90 countries. Targeted e-marketing campaigns are the most successful products in the DTI portfolio. Through customized email campaigns, our business partners can effectively engage customers and reach new markets. We guarantee a high deliverability rate for our e-blasts and e-newsletters, and boast open and click-through rates that exceed the industry standard.

Exclusive e-blasts are an ideal marketing tool for targeting selected markets. They contain company-specific content only, with company branding and a customized layout. The DTI email databases are highly targeted according to dental specialty. This provides our clients with a unique opportunity to reach both general dental practitioners and dental specialists easily. In addition, we offer assistance in content design and scheduling, as well as analytics to help assess the effectiveness of your campaign.

Our informative e-newsletters are distributed to opt-in databases of dental professionals who subscribed to receiving news and prod-

uct updates from the trusted Dental Tribune brand. With international, pan-regional (e.g. Europe, Asia Pacific or Latin America) and regional e-newsletters in the local languages, DTI can help you reach the entire world of dentistry. Our e-newsletters come out weekly or monthly, depending on the region, and offer attractive sponsoring options.

Sent out on a quarterly basis, our specialty e-newsletters focus on specific clinical topics. Specialty e-newsletter topics include digital dentistry, endodontics, implantology, orthodontics and prevention.

E-blast

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E-newsletter

DENTAL TRIBUNE

International Newsletter - 16 January 2020

ADA adopts tough stance on vaping

The American Dental Association (ADA) in December adopted an interim policy that calls for a total ban on all vaping products that are not approved for tobacco cessation purposes by the U.S. Food and Drug Administration (FDA). Following the lead of the American Medical Association (AMA), the ADA has thrown its weight behind a de facto banning of the controversial product category because the FDA has not approved any vaping devices as prescription tobacco cessation medicines and is unlikely to do so in the near future.

The policy states that the ADA urgently advocates for federal and state level legal action to ban the sale and distribution of vaping products, except for those that the FDA has approved for smoking cessation purposes and that are available to consumers through prescription only. The policy states that the association will support further research into the effectiveness of vaping products for tobacco cessation and the effects on the oral cavity of using vaping devices.

[Read more >](#)

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• EdgeOne Fire™ is designed to shape canals in 2 seconds with better results than other rotary finishing products.

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dentistry

To see is to understand

Prof. Marco Rüdiger, PhD

Tue, 28 January
19:00 PM Zürich

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Henry Schein - EdgeOne Fire

EdgeOne Fire is designed to shape root canals in a reciprocating motion.

EdgeOne Fire features EdgeEndo's heat-treated FireWire and can be used with existing endodontic motors, obturator ovens and hand piece settings.

EdgeEndo's EdgeOne Fire is manufactured using unique heat-treated FireWire NTI to create a file that demonstrates unmatched flexibility and resistance to cyclic fatigue. The increased flexibility of heat-treated ...

[Read more >](#)

Miniature dental device mimics dentin-pulp interface

For the first time, researchers have developed an organ-on-a-chip system for dental research. The system is designed to help scientists better understand the functioning of live dental pulp cells in the oral cavity and could be used to further knowledge of tooth ...

[Read more >](#)

Interview: Prof. Katrin Bekes introduces molar incisor hypomineralisation

In the lead up to the FDI World Dental Congress in Shanghai, FDI World Dental Federation spoke to Prof. Katrin Bekes, head of the Department of Paediatric Dentistry at the Medical University of Vienna ...

[Read more >](#)

→ Article

→ Skyscraper banner
(336 × 600 pixels)

→ Rectangle banner
(336 × 300 pixels)

→ Product teasers/
Company Partner Package

Targeted Digital Marketing

Event e-newsletters

DTI offers e-newsletters before, during and after events that provide information to visitors and support organizers, their founding partners and participating industry members. In 2021, the international DTI editorial team is scheduled to attend over 80 shows around the globe, from where they will provide instant and comprehensive live coverage at www.dental-tribune.com. The corresponding e-newsletters will then be sent to relevant regional and international email databases.

The sponsorship package for an event e-newsletter is designed to be combined with our *today* show daily newspaper and is discountable.* Allow us to connect you with the largest online network in dentistry. The DTI marketing packages will assist you in maximizing your marketing efforts and in achieving your goals at every leading dental event in 2021.

Package details

- nonexclusive: more than one sponsor per e-newsletter possible
- article and photo(s) at www.dental-tribune.com
- rectangle banner (336 × 300 pixels; JPEG, GIF or PNG) with a link to your corporate website
- product teaser with a link to the product entry at www.dental-tribune.com

* Clients who have booked a print advertisement in the *today* show daily newspaper for an event are entitled to a discount of up to 50% for the additionally booked event e-newsletter (available once per event and client only).

Event e-newsletter

today
AEEDC 2020 – today Newsletter – 5 February 2020

International dental community gathers for AEEDC Dubai 2020
Yesterday, for the 24th consecutive time, Dubai World Trade Centre welcomed dental professionals from all over the globe to the next UAE International Dental Conference and Arab Dental Exhibition ...
[Read more >](#)

It's time for minimally invasive solutions with ACTEON imaging systems
The innovation offered by X-MIND trium and X-MIND prime confirms ACTEON as a leader in designing less invasive, less traumatic and the most technologically advanced dental imaging solutions. The company ...
[Read more >](#)

Dental Tribune Partner
ACTEON
At ACTEON we strive every day to create new minimally-invasive technologies in surgery. In X-Ray emission, in imaging and make them available to you with an intuitive digital connectivity ...
[Read more >](#)

ACTEON imaging systems
X-MIND trium
X-MIND prime
X-MIND trium
X-MIND prime
[Read more >](#)

Interview: "Lasers should form part of every dental clinic's armamentarium"
After graduating in medicine in 1981, Dr. Josep Amat-Domínguez attended the University of Barcelona for two more years, completing his specialisation in dentistry. He has now been an associate professor at ...
[Read more >](#)

Digital technologies and biomaterials in customised therapies for bone reconstruction
Augmentation of an insufficient bone volume is indicated before or in conjunction with implant placement to gain long-term functioning and an aesthetic outcome. Autogenous bone block grafting is ...
[Read more >](#)

Some Impressions of AEEDC Dubai 2020

today 5&6
International dental community gathers for AEEDC Dubai 2020
[Click the image to read the e-paper of the AEEDC 2020.](#)

VisiMax bulk
Visit www.visimaxbulk.com
VOCO

→ Rectangle banner
(336 × 300 pixels)

→ Article

→ Product teaser

Targeted Digital Marketing

Corporate event e-newsletters

The DTI global correspondents' network offers coverage of your corporate event with an exclusive corporate event e-newsletters, before, during and after the event. Designed to suit the specific needs of the client, this e-newsletter contains company-specific content only.

Additionally, the digital sponsorship package can be combined with our *today* corporate edition offering. (Please see page 8 for details.)

Package details

- exclusive: company-specific content only
- customized header and e-newsletter design (optional)
- logo placement
- article(s) and photo(s) at www.dental-tribune.com
- up to four rectangle banners (336 × 300 pixels; JPEG, GIF or PNG) or one skyscraper banner (336 × 600 pixels; JPEG, GIF or PNG) with a link to the corporate website or corporate event website
- link to Company Partner Package (if available)
- three product teasers with a link to the product entry at www.dental-tribune.com

Corporate event e-newsletter

Logo placement

Customized header

Skyscraper banner (336 × 600 pixels)

Rectangle banner (336 × 300 pixels)

Video

Slideshow

Targeted Digital Marketing

B2B e-blasts and e-newsletters

E-blasts contain company-specific content only, with company branding and a customized layout. Our industry and dealer databases are highly targeted according to dental specialty. In addition, we offer assistance in content design and scheduling, as well as analytics to help assess the effectiveness of your campaign.

E-blast

WE ARE LOOKING FOR DEALERS

simply better dentistry™

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- FULL SALES AND MARKETING SUPPORT
- PREMIUM FULL LINE SELECTION FROM PREPARATION, FINISHING, ORAL SURGERY AND LAB BURS

The Dental Business News e-newsletter is published on a quarterly basis and contains essential business-related content for the dental industry. Sent to our growing database of 20,000 industry and dealer contacts worldwide, the newsletter is the No. 1 news source and indicator for market trends in dentistry.

Dental Business News

DENTAL TRIBUNE
DENTAL BUSINESS NEWS
dti
Visit us during IDS 2019
Hall 4.1, Booth D060/F061

News | Clinical | Education | Marketplace

International Business Newsletter at IDS 2019
12 March 2019

News

SS White introduces Great White carbide lab burs
When choosing a dental bur, the options seem endless, even for specialty burs like those designed for laboratory applications. The needs and requirements of dental laboratories have changed significantly over the ...
[Read more +](#)

LOOKING FOR NEW DEALERS
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Vista Dental: The first choice for quality dental products
Vista Dental Products, a US-based manufacturer, is seeking international distribution partners. Since entering into business in 1997, Vista has stayed true to its goal of producing quality dental products that ...
[Read more +](#)

SEEKING INTERNATIONAL DISTRIBUTION PARTNERS
Offering **INTERNET** solutions for the dental industry
Dental Products, Inc. is seeking international distribution partners for its **INTERNET** products. The company is looking for qualified individuals who are interested in representing the company in their respective markets.
[Read more +](#)

pridenta: Always one step into the future
What do cocktails and multi-colour technology have in common? Pridenta's coloured incisals makes precise colour mapping as easy as detaching a cocktail ...
[Read more +](#)

priti multidisc ZrO₂
Meet us in Hall 4.2, 098
Click here for High end zirconia "Made in Germany" by pridenta

GC IDS press conference: A look into the future
This morning, media representatives from around the world met at the Rühlmanns fairgrounds for the GC IDS press conference. The main topics covered were GC Corporation's global strategy, an introduction ...
[Read more +](#)

dti Dental Tribune International
Visit our special topic page for IDS 2019
www.dental-tribune.com

→ Article

→ Rectangle banner
(336 × 300 pixels)


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 our email marketing campaigns, as well as in news articles 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 video.

Please contact media sales (page 49) for more information.


DENTAL TRIBUNE INTERNATIONAL

NEWS
CLINICAL
EDUCATION
MARKETPLACE
ALL SECTIONS


Envista

Danaher Corporation has announced that a separate company, Envista Holdings Corporation, will be launched in the second half of 2019. (Photograph: Danaher Corporation)

Danaher announces new dental company Envista Holdings Corporation

Back to news International

By Danaher Corporation
June 28, 2019


WASHINGTON, US: Danaher Corporation has announced that Envista Holdings Corporation will be the name of the separate company it is to take public via an initial public offering in the second half of 2019. Envista will be comprised of three operating companies within Danaher's Dental segment: Nobel Biocare Systems, KaVo Kerr, and Ormco, all of which have significant positions in dental implants, equipment and orthodontics.

Danaher is a global science and technology innovator committed to helping its customers solve complex challenges and improving quality of life around the world. Its family of world class brands has leadership positions in the demanding and attractive health care, environmental and applied end-markets. With more than 20 operating companies, Danaher's globally diverse team of approximately 71,000 associates is united by a common culture and operating system, the Danaher Business System.


Envista will be led by Amir Aghdasi, who will become President and Chief Executive Officer. Mr. Aghdasi currently serves as Danaher Group Executive with responsibility for the Dental segment. Mr. Aghdasi stated, "Envista's culture will be built on four core values: 'Better Choices, Better Outcomes,' 'Relationships Built on Trust,' 'Innovation in Action,' and 'Continuous Improvement as a Competitive Advantage.' Our Danaher

E-Newsletter

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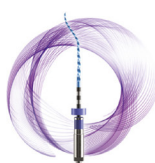
TOKYO 2020

Yoshi Teruchi, International update in endo.





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Nobel Biocare Systems President, Hans Geiselhöringer. (Photograph: Tom Carvalho, DTI)

Interview: “Innovation backed by science”

[Back to news International](#)
[f](#)
[t](#)
[v](#)
[u](#)

By Dental Tribune International
 June 24, 2019

Dental Tribune International sat down at IDS 2019 with Hans Geiselhöringer, President of Nobel Biocare Systems, to discuss the company's latest innovations, its upcoming *Global Symposium* in Madrid, and what he sees as its future focus.

Mr Geiselhöringer, a point of emphasis for Nobel Biocare at IDS 2019 is implant surfaces, with the company taking the opportunity to launch the Xeal abutment surface and the TiUltra implant surface. How does the TiUltra build upon the success of the TiUnité implant surface?

Well there are several aspects to take into account when discussing implant surfaces. Over the decades-long history of implantology, there have been many different implant surfaces presented: machined, anodized, and so on. As leading innovators in the industry, we had both machined implants and implants with the moderately rough TiUnité surface, which now has a wealth of science behind it and is one of the most clinically researched surfaces on the market.

Along those lines, a key indicator of implant success has been osseointegration. However, Nobel Biocare is promising to go beyond this with the “Mucointegration” era. How do Xeal and TiUltra allows for this era to commence?

With Xeal and TiUltra, we are now able to offer a pair of surfaces with the surface chemistry and scientific backing necessary to promote not just early osseointegration and long-term implant stability, but also soft-tissue attachment to the abutment. Together, these new surfaces can optimize tissue integration at all levels to help improve implant treatment outcomes for all patients.

The Nobel Biocare Global Symposium, where the new Nobel Biocare N1 Implant concept will be presented, seems to be just around the corner. What can dental professionals look forward to by joining you in Madrid?

E-Newsletter

Receive the latest news in dentistry free of charge in your inbox.

Sign up for newsletter

Social Media

Connecting the dental world



Platform	Likes/Followers	Language
LinkedIn		
Dental Tribune International	2,407	English
Twitter		
Dental Tribune International	4,509	English
Dental Tribune Italy	1,277	Italian
Dental Tribune Latin America	297	Spanish
Dental Tribune Netherlands	1,402	Dutch
Dental Tribune Middle East & Africa	335	English
Facebook		
Dental Tribune International	23,368	English
Dental Tribune Study Club	4,645	English
Dental Tribune Study Club Germany	2,279	German
Dental Tribune Science	9,661	English
DDS.WORLD	516	English
Dental Tribune Algeria	5,846	French
Dental Tribune Brazil	958	Portuguese
Dental Tribune Bulgaria	3,733	Bulgarian
Dental Tribune Croatia	1,245	Croatian
Dental Tribune Czechia & Slovakia	3,044	Czech
Dental Tribune France	1,334	French
Dental Tribune Greece	1,328	Greek
Dental Tribune Hungary	6,466	Hungarian
Dental Tribune Italy	7,428	Italian
Dental Tribune Latin America	7,313	Spanish
Dental Tribune Middle East & Africa	18,669	English
Dental Tribune Netherlands	1,340	Dutch
Dental Tribune Pakistan	3,011	English
Dental Tribune Poland	4,142	Polish
Dental Tribune Serbia	6,204	Serbian
Dental Tribune UK & Ireland	1,405	English

* Numbers as of January 2021.

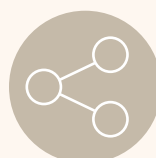
Social media have completely revolutionized the way we create, gather, share and exchange information in our personal lives and in business. Social media in business are no longer optional. Their content can provide useful insights into customer experience, product performance and brand positioning. Furthermore, these channels enable dental professionals and industry members to enter into dialogue with one another in a quick and easy way.

DTI uses social media as an editorial extension of the DTI brand. Our editorial team keeps our over 100,000 fans and followers up to date with the latest news from the dental community, and sends Tweets and Facebook posts live from all major dental trade fairs and congresses. The DTI social media channels provide a pivotal setting in which to share corporate messages for further promotion and discussion by DTI's social media audience.

Posts on our social media channels can be booked in order to enhance the reach of your DTI communication campaigns.

Likes and followers

124,162



share posts



social media
campaigns



add to digital
campaign packages

Please contact media sales (page 49) for more information.



facebook.com/DentalTribuneInt



twitter.com/DentalTribuneInt



linkedin.com/company/dental-tribune-international



EDUCATIONAL MEDIA

DTI—Global learning communities

DT Study Club

Courses | discussions | blogs | mentoring

Recognized as a continuing education provider by the American Dental Association Continuing Education Recognition Program (ADA CERP), the Dental Tribune (DT) Study Club platform satisfies the educational needs of the entire dental team. DT Study Club live webinars bring local events and lectures to global audiences. Each webinar attracts up to 1,500 live participants at a cost of less than €10 per qualified lead—a cost-effective alternative to face-to-face workshops, exhibitions or congresses, with no travel expenses for speakers or participants. The archived webinars, which can be accessed 24/7, generate further leads and can be used for training purposes.

The DT Study Club is an education-based online community that inspires new possibilities while creating higher expectations in online learning. DT Study Clubs provide a unique

opportunity for dentists to meet with other dentists and their team members and learn in a friendly, nonintimidating environment. With www.dtstudyclub.com, DTI has advanced this concept, thereby facilitating interaction across the globe.

Additionally, online learning allows dental professionals anywhere to benefit from continuing education courses without incurring the usual travel costs and time away from the practice. The DT Study Club offers dentists an entire online community, including live, interactive and archived webinars,* product reviews with recordings of opinion leaders' first impressions, a growing database of case studies and articles, and networking possibilities that go beyond country borders to create a global dental village. With more than 300,000 members worldwide, DT Study Club has access

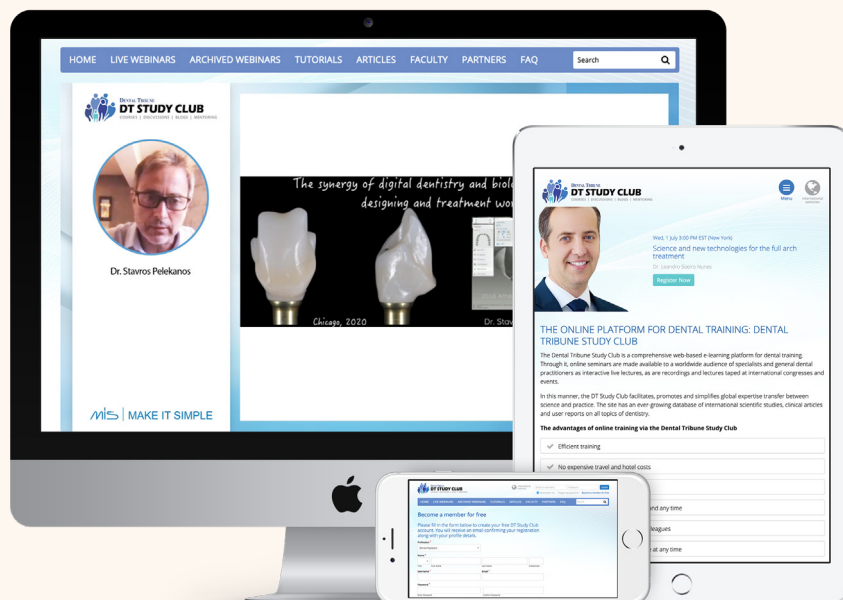
to the largest online dental community. Localized sites are available in Asia Pacific**, Brazil, Bulgaria, Canada, China, the Czech Republic and Slovakia, France, Germany, Greece, Hungary, India, Iran**, Israel**, Italy, Japan, Latin America, the Middle East, the Netherlands, Pakistan, Poland, Romania, Russia, Serbia, Scandinavia**, Turkey and the UK. Member numbers are constantly growing and the latest figures are available on request.

** Simultaneous translation and subtitles for various languages are available for live and archived webinars on request.*

*** Currently under development.*

Benefits of adding webinars to your advertising strategy

- cost-effective alternative to face-to-face workshops, exhibitions or congresses
- no travel expenses for speakers or participants
- live lectures are broadcast in real time via the Internet to geographically dispersed viewers
- archived webinars are accessible 24/7 from anywhere in the world and can be used for staff training, among a myriad of uses
- excellent tool for market research (in general, the product manager attends the live webinar)
- promotes both direct sales and accurate use of products
- higher degree of interactivity in comparison with face-to-face sessions (participants can post questions during the session on a virtual whiteboard)
- additional value-added features are limited only by your imagination

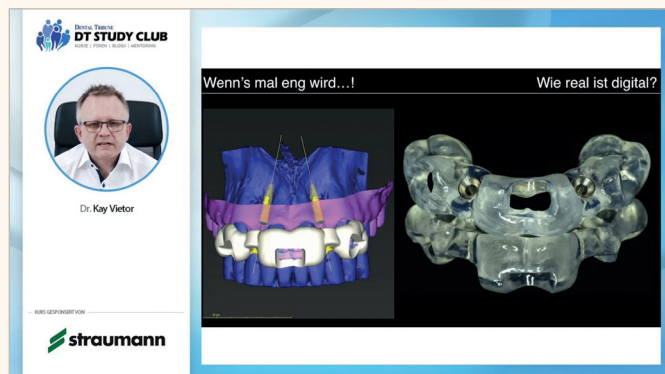


Rates depend on the country, region and number of local language versions. Please contact media sales (page 49) for more information.

Webinar and Studio Live Streaming

Specifications

Webinar specifications



- 45- to 60-minute online lecture in a virtual classroom, followed by a 30-minute Q&A session
- live broadcast accessible from anywhere in the world (no additional software is required)
- professional recording, editing and archiving of the lecture in the DT Study Club online archive
- technical support, comprehensive briefing, and, if requested, assistance in finding a speaker and/or lecture topic
- up to 1,500 live participants (more on request)
- administration of CE credits from an ADA CERP-recognized provider
- promotion of the webinar on the international DT Study Club platform and the DT website, and via the DTI social media channels
- the client receives the list of all registered leads from non-GDPR- restricted regions (including country, name, address, phone and email, if provided)
- where applicable, one follow-up email to all registered participants will be sent by DTI (the material must be provided by the sponsor)
- the virtual classroom features the company logo and a download area for brochures or catalogues
- technical requirements: a stable broadband connection, a computer or mobile device, a camera and a headset

Studio live streaming specifications



- up to 30-minute product presentation as live streaming
- one or two speakers
- technical support and fully equipped studio
- high-resolution live streaming at
 - www.dental-tribune.com
 - www.dtstudyclub.com
- professional recording, editing and archiving of the live streaming in the DT Study Club online archive
- interaction with live attendees from all around the world
- promotion of the live streaming, featuring your speaker and session, in relevant DTI print publications and the *today* show daily

In 2021, the DT Study Club will hold a studio live streaming at IDS in Cologne. Please contact media sales (page 49) for more information.

Live Operations

The DT Study Club offers high-quality production of live operations or procedures directly from the dental practice.

Live streaming is accessible from anywhere in the world, with no additional software required. In addition, the DT Study Club records the live procedure and prepares the video for archiving in the DT Study Club webinar archive.

Online learning allows dental professionals anywhere to benefit from continuing education courses without incurring the usual travel costs and time away from the practice. Archived operations are accessible 24/7 at www.dtstudyclub.com.



- full technical support is provided by the DT Study Club
- live clinical operations can be streamed from any location in Europe
- the DT Study Club technical team is responsible for cutting to different cameras during the live streaming
- the event is fully promoted via the DT Study Club members' network
- two DT Study Club technicians are responsible for the recording
- lighting and sound are taken care of by the DT Study Club's technicians
- live streaming of the procedure is broadcast at www.dtstudyclub.com
- live streaming is available from congresses or exhibitions
- the DT Study Club edits and archives the recording of the live procedure for upload to www.dtstudyclub.com
- the client is responsible for supplying a high-speed Internet connection (min. 20 Mbps upload speed)
- three high-quality cameras are used in order to achieve the best view of the procedure from various angles

Hands-on Webinars

In the recent past, the DT Study Club advanced continuing education in dentistry through webinars to a new level, not only offering first-class continuing education presented by leading experts, but also advancing the interaction possibilities between the participants and the speaker.

The DT Study Club's hands-on webinars will allow participants to follow the speaker through a live procedure, while using the same materials, and to ask questions and receive feedback in real time.

Hands-on webinars bridge the gap between world-renowned experts and dental professionals, by allowing participants to virtually attend workshops from anywhere in the world. Registered attendees will receive a participation package in the mail ahead of the live hands-on webinar, which will allow them to try new procedures and use new materials under expert guidance.



Rates vary by country. Please contact media sales (page 49) for more information.

Custom CE Campuses

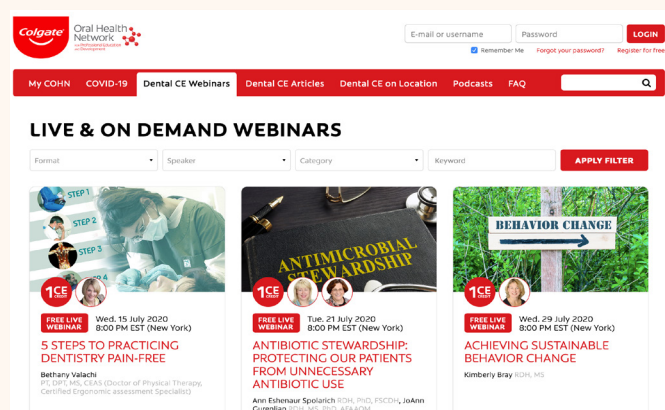
The DT Study Club offers custom-branded e-learning sites that are hosted and managed by the DT Study Club team. Your customers can link to your own continuing education (CE) campus directly from your website. Your courses will be promoted on the international DT Study Club website, which receives regular traffic from 300,000 members interested in quality CE. Present live and interactive webi-

nars to your target market, whether regionally* or globally. After the live broadcast, an experienced technical team will edit the recording and produce an accredited CE webinar to be featured on your CE campus.

To see what your CE campus could look like, please check out the custom CE campuses we have already set up for Colgate, EMS,

Henry Schein, Ivoclar Vivadent, mectron and Straumann.

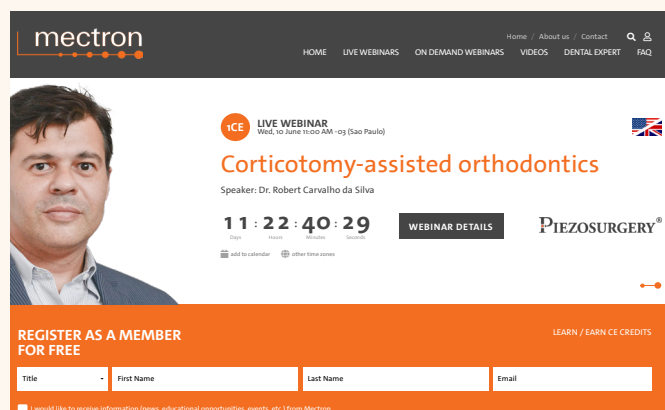
** Regional sites in local languages are available on request.*



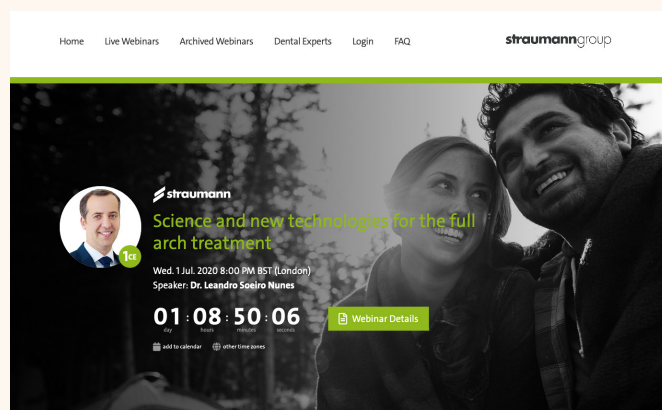
Colgate: www.colgateoralhealthnetwork.com



CURADEN: www.curadencampus.com



mectron: <https://education.mectron.com>



Straumann: www.campuslive.straumann.com

Package details

- campus features: company branding, custom domain name, course listing and categories, personalized navigation, listing of teaching staff, discussion forums and blogs, and customized email templates
- campus hosting and administration, which includes membership and administrative support, system maintenance and program hosting
- administration of credits from an ADA CERP-recognized provider
- ten 60-minute interactive live webinars per year, including technical support and production for placement in the webinar archives, as well as company branding in the online meeting room
- campus promotion, which includes press releases announcing the launch of the campus in the international DTI print and online portfolio, e-newsletters and e-blasts to all DT Study Club members, and much more



CME

State-of-the-art education in the digital age

CE Articles

Specialty-specific clinical content



In order to deliver optimum oral care, dental professionals need to stay up to date with the latest developments and trends in medicine, dentistry and epidemiology. Therefore, providing easy access to Continuing Medical Education (CME) in dentistry is one of the primary aims of DTI to help oral health professionals to upgrade their clinical experience and competency.

DTI's continuing education (CE) magazines include articles which provide credits from a CE provider recognized by the American Dental Association Continuing Education Recognition Program (ADA CERP). Published CE articles are promoted within the vast DTI portfolio, which reaches over 1,235,700 dental professionals around the globe.

CE articles can be submitted in addition to advertisements in the magazines.

Please contact media sales (page 49) for more information. For full list of magazine editions and rates, please see page 46.

DTI Podcast

Reach out to new audiences worldwide

In recent years, podcasts have become increasingly popular, particularly due to the increasing use of mobile devices and among young listeners. In the U.S. alone, an estimated 104 million people are listening to podcasts every month.¹

Podcasts are a subtle but powerful marketing tool throughout various industries. Podcasts will allow you to reach out to new audiences and build direct connections with consumers.

DTI Podcasts will be accessible at www.dental-tribune.com, allowing for the largest global reach on any online platform in the dental business.

Dental Tribune International website:

- Yearly page impressions: 2,100,063*
- Yearly visits: 1,774,761*
- Yearly unique visitors: 1,111,543*

** Numbers refer to period Jan. 1–Dec. 31, 2019.*

Benefits of podcasts



Highly engaging



Increase traffic generation



Brand awareness



Accessible from everywhere

Features

- Administration of CE credits from an ADA CERP-recognized provider
- Extracted podcast from an existing webinar or recorded podcast supported by DTI
- Podcasts in local languages available
- Combined podcast campaigns

Please contact media sales (page 49) for more information. Price upon request.

1. The Infinite Dial 2020 (Edison Research and Triton Digital)

Online Continuing Education Events

The new virtual congress movement in dentistry



In 2020, DTI introduced a number of virtual continuing education event formats that allow companies to take their live events online easily. With full technical and administrative support from DTI, major companies 3Shape, GC Europe and Ivoclar Vivadent broadcast a series of live webinars presented by numerous international speakers over 24 consecutive hours, a two-day online congress and a whole week of online education, respectively.

The Dental Tribune (DT) Study Club offers a variety of online continuing education (CE)

event formats that allow companies to broadcast a vast number of lectures online to effectively reach out dental professionals of different specialties, including implantologists, endodontists or orthodontists.

The virtual event portfolio ranges from one- to two-day events to online symposia that run for one whole week.

The events will provide an interactive platform for dental professionals to enter into a dialogue with well-known experts and learn more about the newest research and the

latest innovations. In addition, participants have the opportunity to earn 1 CE credit for each single webinar.

Designed to offer valuable benefits for industry partners and dental professionals alike, these unique event formats aim to generate qualified leads from the dental professional community for the host of the education-driven event.

Please contact media sales (page 49) for more information.

Features

- accessible from all around the world
- several interactive 60-minute live webinars
- virtual classroom featuring the company logo and a download area for brochures or catalogues etc.
- customized navigation and listing of faculty and members
- Q&A sessions after each webinar (depending on the duration of each lecture)
- simultaneous translation

Promotion

Global promotion via:

- Dental Tribune website
- Dental Tribune International social media channels
- DT Study Club community with more than 300,000 members
- cross-promotion on the DT Study Club website
- editorial coverage

Package includes

- design, programming and management of a customized webinar website in close collaboration with the sponsor (requests for adjustments during development process are welcome)
- administration of CE credits from an ADA CERP-recognized provider
- professional recording and editing of all webinars, which will be made available in the DT Study Club archive (and for CE Campus clients in the corporate archive)

Benefits

- cost-effective alternative to exhibitions or congresses
- no travel expenses for speakers or participants
- live lectures are broadcast in real time via the Internet
- promotes both direct sales and accurate use of products

Online Continuing Education Events

24-hour webinar in dentistry

On the custom-branded 24-hour webinar website, companies have the exclusive opportunity to broadcast a series of online lectures for one whole day. Within a 24-hour period, up to 24 interactive 60-minute live webinars with up to 24 speakers can be hosted.

EMS 24H Global Symposium

SDA  

Webinar schedule | Platform stats | My CE Certificates | Update my profile | Logout

HOME **ON-DEMAND WEBINARS**

2019 24H DENTAL WEBINAR

24H GLOBAL SYMPOSIUM

Bring yourself up to speed on digital dentistry technology as it looks today. Join thousands of dental professionals across the world to get a better understanding of the new opportunities presented by digital workflows.

Recorded on **Sat. Nov. 23 9:00 CET 2019**

Each webinar earns you 1CE


SPEAKER INFORMATION

Dr. Miguel Stanley

Founder and Clinical Director of the White Clinic in Lisbon, Portugal. Dr. Stanley is responsible for a team of dental specialists focused on complex cosmetic oral rehabilitation. He has been practicing since 1998, having graduated from ICS-Edas Moniz (the largest private institute dedicated to higher studies in medicine) and did his postgraduate training at the Bränemark CSDA centre in Madrid in 1999, completing his training in cosmetic dentistry in 2000, at the same faculty. Dr. Stanley went on to train in functional aesthetics and occlusion (blood flow restriction) in Chicago in 2005. He was the first Portuguese active member and provider for Dental XP (online education platform) in 2006. As an exclusive lecturer, Dr. Stanley focuses on his philosophy of 'No Half Smiles' and complex cosmetic implant surgery and practice management, giving presentations in over 22 countries since 2002, in three different languages. He has also been the creator and producer of seven makeover TV shows in Portugal since 2005 and part of American broadcaster 'CBS' show 'The Doctors' in Hollywood, USA in 2013. In 2012, he wrote his book 'Health on the Path to Happiness'.

Share on Social Media:

3Shape 24H Global Symposium

3shape 

Webinar schedule | Platform stats | My CE Certificates | Update my profile | Logout

LIVE WEBINARS **LOGIN** **REGISTER** **FAQ**

24H GLOBAL SYMPOSIUM

A 24-hour learning marathon for dental professionals

Join 3Shape and colleagues from every corner of the globe for a bumper bill of 30 back-to-back hot-topic webinars from leading dental experts and rock stars of the industry, in nine different languages.

The adventure starts here - REGISTER NOW

ESTHETIC NATURAL TEETH AND IMPLANT CASES USING BELLUS3D & SMILE DESIGN

Speaker: **Dr. Jonathan Ng**

1CE

How to grow and market your practice after the COVID crisis


Speaker: **Dr. Anissa Holmes**

1CE

LIFE AFTER COVID: THE NEW NORMAL

Speaker: **Dr. Leslie Pang MD, PhD**

1CE

3shape 


Starting live on **Fri. June 19, 2020 13:00 CEST**

30 languages | English | German | French | Italian | Spanish | Portuguese | Turkish | Japanese | Russian

3Shape and the future of digital dentistry

Speaker: **Dr. Marco Feller PhD, Lars Christian Lund**


Language: **English**

You are registered  **1CE**

Reduktionsscannern mit dem TRIOS IOS

Speaker: **Dr. Joachim Meyer**


Language: **German**

You are registered  **1CE**

Full Digital Treatment Process by Sensi - Le protocole clinique et laboratoire de dentisterie digitale

Speaker: **Dr. Thomas Sastre**


Language: **French**

You are registered  **1CE**

Implant Studio e la programmazione impiantare di tutti i giorni

Speaker: **Dr. Marco Valardi**


Language: **Italian**

You are registered  **1CE**

Entwicklung eines neuen Prozedurkurses - vater Einbeziehung von TRIOS 4 und seinen Exzellenz-APPS

Speaker: **Dr. M. St. Andreas Adenrich**


Language: **German**

You are registered  **1CE**

Workflow digitale: qualità, funzione estetica e convenienza

Speaker: **Angela Carole**


Language: **Italian**

You are registered  **1CE**

Rehabilitaciones de arcada completas sobre implantes con flujo totalmente digital: planificación, cirugía guiada, carga inmediata y rehabilitación final

Speaker: **Dr. Carlos Pardo Regal**


Language: **Spanish**

You are registered  **1CE**

Predictable, Productive, Profitable - why digital dentistry is a must for the GDP

Speaker: **Dr. Lucio Rizzo**


Language: **English**

You are registered  **1CE**

Digital denture protocol based on intraoral scans

Speaker: **Dr. Lucio Rizzo**


Language: **English**

You are registered  **1CE**

Going beyond surgery: The future of navigated surgery

Speaker: **Dr. Marco Feller**


Language: **English**

You are registered  **1CE**

How to grow and market your practice after the COVID crisis

Speaker: **Dr. Anissa Holmes**


Language: **English**

You are registered  **1CE**

Cirugía facialmente guiada con implant Studio 3Shape

Speaker: **Dr. Juan Esteban**

Language: **Spanish**

You are registered  **1CE**

Online Continuing Education Events

One- to two-day online congress

Companies, who desire to host an online congress on one or two days, have the opportunity to broadcast up to 16 interactive 60-minute live and on-demand webinars presented by several international speakers within a 48-hour period.

GC Europe International MI Congress

The banner features the GC logo in teal on the left. On the right, it says 'FREE ONLINE MI CONGRESS', 'ON DEMAND WEBINARS', 'DENTAL EXPERTS', and 'FAQ'. The main text reads 'MINIMUM INTERVENTION DENTISTRY FOR YOUR LIFE' with the GC logo to its right. Below this, it says '20/06/2020 Online event' vertically on the left, '1st International MI Congress' in the center, and 'In promotion of the 100th ANNIVERSARY OF GC CORPORATION' at the bottom. The background is white with teal geometric shapes.

The webinar interface shows a green header with 'Language version' and a dropdown menu set to 'Spanish'. The main content area features a video of Prof. Hervé Tassy on the left. To his right is a diagram with a central orange 'MI Identify' box connected to other boxes: 'MITP' (blue), 'MI Restore' (pink), 'Diagnosis tools' (orange), 'MI Prevent' (green), 'MI Recall' (blue), and 'MI Dentistry' (green). A 'New MI Application for GBA MI Board' box is also visible. The bottom of the screen shows a video player with a progress bar at 01:26.

The webinar interface shows a green header with 'Language version' and a dropdown menu set to 'English'. The main content area features a video of Prof. Dr. Falk Schwendicke on the left. To his right is the title 'Caries removal: To remove or not to remove?' and his name 'Prof. Falk Schwendicke'. The background includes the GC logo and the CHARITÉ logo with the text 'Department of Oral Diagnostics, Digital Health and Health Services Research'. The bottom of the screen shows a video player with a progress bar at 00:15.

Online Continuing Education Events

Online education week

This event format allows companies to host a full symposium with live and on-demand webinars over several days within one week on their own custom-branded symposium platform.

Ivoclar Vivadent International Expert Symposium

The image displays the Ivoclar Vivadent International Expert Symposium website interface. At the top, there is a navigation bar with the Ivoclar Vivadent logo, a login section with fields for 'E-Mail' and 'Passwort', and a language selector (EN, DE, FR). The main banner features the text 'MEET US ONLINE! INTERNATIONAL EXPERT SYMPOSIUM' and a green circular badge with '17 CE'. Below the banner, a section titled 'Gemeinsam erfolgreich in der Zahnmedizin' (Together successful in dentistry) describes the event. To the left, a tablet shows a mobile version of the website with a 'Efficient esthetic dentistry' article. To the right, a laptop displays a 'PANEL DISCUSSION' with three speakers: Assoc. Prof. Dr. Ibrahim Pinar Aktul, Prof. Dr. Irene Salter, and Vincent Fathier. Logos for sponsors like sshape and Université de Paris are also visible.

The image shows a webinar interface titled 'I DID IT MY WAY FROM BRUSHING TO DESIGNING'. On the left, a small video window shows a speaker, August Bruguera. The main content area displays three dental crowns, with the word 'DIGITALA' visible above them. At the bottom, there is a blue button labeled 'ASK THE EXPERT' and logos for 'Scientific Partner Université de Paris' and 'Ivoclar Vivadent'.

Dentalshow.today

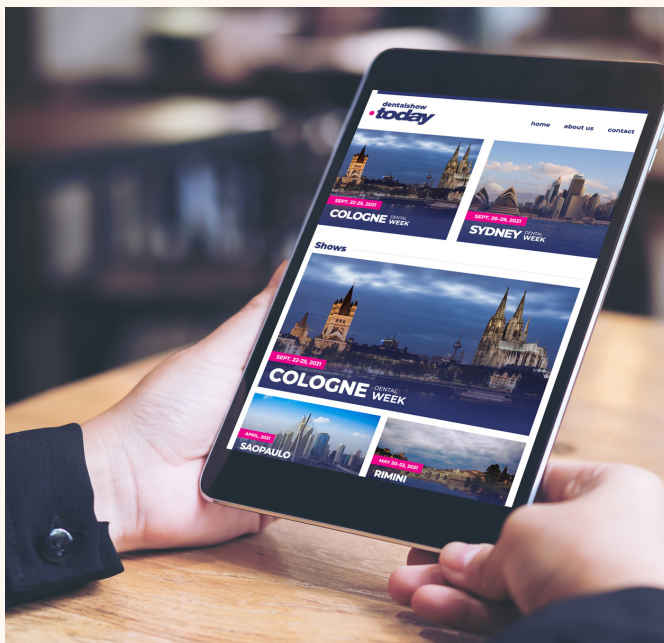
Be in the spotlight of dental shows—anytime, anywhere

Dental Tribune International (DTI) has been present at all major global events for more than 20 years with the world's longest running trade show newspaper, *today*, including exclusive live coverage and communications before, during and after each show. DTI is now lifting its whole offering connected to dental events to the next level, address-

ing the growing trend of hybrid formats. With a perfect mix of off- and online activities, DTI combines the trusted *today* brand with its newly launched dentalshow.today concept to help you maximize your success at upcoming dental events.

- hybrid exhibition concept
- accessible worldwide
- designed and tailor-made for:
 - exhibitors at on-site events, who are looking for higher visibility and lead generation, and want to reduce travel costs
 - companies not exhibiting at on-site dental shows around the world, wishing to reach out to existing customers and gain new sales leads
- extensive online product showcase for the duration of an event
- in collaboration with or independent from existing shows
- live and online activities during major dental events (listed below)
- custom-branded digital showcase at the available dental week platforms.

Reach your markets as exhibitor without being on-site



DTI's hybrid concept will offer you a unique chance to get connected with dental professionals attending the greatest dental shows worldwide, without necessarily being at the venue during the event. Ensure your participation at the top dental events throughout 2021 and boost your opportunities to interact with your target markets, share relevant details and educate customers about your brand and show your products and latest innovations at the events listed below.

- São Paulo Dental Week, April, 2021
- Rimini Dental Week, June 17–19, 2021
- Dubai Dental Week, June 29–July 1, 2021
- Moscow Dental Week, Sept. 20–23, 2021
- Cologne Dental Week, Sept. 22–25, 2021
- Sydney Dental Week, Sept. 26–29, 2021
- Paris Dental Week, Nov. 23–27, 2021
- New York Dental Week, Nov. 28–Dec. 1, 2021
- Dubai Dental Week, Feb. 8–10, 2022
- Copenhagen Perio Week 2022, Spring/Summer 2022

Your guaranteed presence at dental events

Dental Tribune International's new digital platform will be your direct pass to the dental show scene worldwide. This unique platform allows you to easily update the global dental community about your latest product innovations, showcase products in an interactive and innovative way while offering online lectures, presented by key opinion leaders, to dental professionals worldwide. Furthermore, your presence in the platform will be promoted through strong marketing and communications activities that DTI will provide*.

Global cross-promotion via:

- Dental Tribune International's websites and event e-newsletters
- Dental Tribune International's social media channels
- the DT Study Club community with more than 300,000 members
- the DT Study Club website
- editorial coverage

*Advertising channels to be selected by DTI.

Dentalshow.*today*

Benefits of participating in dentalshow.*today*



High customer engagement



Increase traffic and leads generation



Brand awareness



Worldwide access 24/7



Cost-effective alternative to conventional events

Prime package

- company and product showcase within all Dental Weeks (10 dental shows)
- digital product showcase with product video upload and information material on sales promotion
- customized company presentation and specific show offers in English or local language
- direct communication with customers via live one-to-one chats that can be accessed through the company and product showcase
- mentoring group sessions with up to 30-minutes video calls and for a maximum of 15 visitors
- marketing and cross-promotional activities by DTI
- analytics and lead-generation reporting
- optional add-ons available*

From €15,000 per year

Advanced package

- all features of prime package
- company presentation showroom including special featuring for products and dental specialty presentation
- interactive tools for product presentations (3D views, animated features, dynamic scrolling effects, etc.)
- up to 4 multiple chatroom functionalities
- up to 4 international or regional webinars within 12 months (including specific marketing, landing page, technical support, managing and GDPR-compliant sharing of all registration leads)
- live and on-demand CE sessions in the showroom (webinars, live operation recordings, panel discussions, etc.)
- featuring as main partner of event within dedicated sponsor area

From €36,000 per year

Show package

- exhibition at selected events and on a specific day of the show
- all features of prime package, but for one selected day at an event
- 1 international or regional webinar per booked day of a show with full service and promotion, and lead generation by DTI

From €6,500 per day of the show

**Interactive tools for product presentations, featuring as main sponsor/ online exhibitor, pop-up banner. Price upon request.*

Today @ Dental Weeks 2021



**today issues will be available for each Dental Week as shown above. Prices and deadlines on request.*

As longest running show daily, *today* has become the ultimate product reference guide for visitors to and exhibitors at the largest dental exhibitions worldwide. Starting 2021, Dental Tribune International (DTI) will be producing the *today* show daily newspapers for traditional offline and hybrid dental shows with a format that will ensure a maximum exposure at the event venue but also to your targeted online audience. Through our experience in live coverage plus our high production and distribution standards for all print and e-paper *today* show dailies, DTI will ensure that visitors to an event and the general dental community with interest in the dental show scene will be thoroughly informed about your company, products, offers and news before, during and after a dental show either if offline, hybrid or online. Every e-paper version of the *today* daily issues will be sent to our regional and global databases.*

ROOTS SUMMIT

Premier global forum for endodontics



ROOTS SUMMIT is the premier global discussion forum for the dental specialty of endodontics. The meeting originally started as a mailing list of a large group of endodontic enthusiasts in the 1990s. Since the establishment of a dedicated Facebook group in 2013, ROOTS SUMMIT has increased its membership from just under 1,000 participants to its current level of more than 27,000, including many global endodontic opinion leaders. Well over 100 countries are currently represented in the group.

The mission of ROOTS SUMMIT is to be an open and inclusive global learning forum accessible to anyone involved in the practice of endodontic therapy. Discussions regarding endodontic treatment, prognosis, current literature, new equipment, patient well-being, and new protocols and procedures are moderated by a volunteer group of endodontists, in order to promote a professional and respectful dialogue.

Although the meetings focus exclusively on the latest techniques and technologies in endodontics, the organizers strongly encourage not only dentists specializing in the field to attend but also those who have an interest in endodontics, including general dentists and manufacturers and suppliers of endodontic products.

Previous ROOTS SUMMITs have been held in Canada, the U.S., Mexico (in conjunction with

the Asociación Mexicana de Endodoncia), Spain, the Netherlands, Brazil, India, the UAE and Germany. These meetings have been known for the strength of their scientific programs and their relevancy to clinical practice. For the 2018 edition, the organizers partnered with DTI for the second time and will continue to do so in 2021 when ROOTS SUMMIT is scheduled to take place in Prague, Czech Republic, on May 20-23.

Various sponsorship opportunities will be available, including booth space; materials, tools and product collaboration for hands-on courses; sponsor tables for product display and marketing material; related product information placement and product demonstration in online courses/videos that are available to participants as supporting material; as well as social event and lanyard sponsorships.

www.roots-summit.com

ROOTS SUMMIT

Sponsorship rates

Standard booth <ul style="list-style-type: none">– 1.5 m × 2.5 m booth– logo on all promotional materials– free attendance for two staff members 3,200	Hands-on course sponsor <ul style="list-style-type: none">– standard booth package– table for marketing material in hands-on course room– one 90-minute hands-on course 7,000	Welcome reception sponsor <ul style="list-style-type: none">– standard booth package– signage during event– presentation slot during welcome reception 12,000
Special event sponsor <ul style="list-style-type: none">– standard booth package– signage during SUMMIT PARTY at Pivovar Marina Brewery & Restaurant– signage on video screens throughout the facility including the reception area and 102 m² medial wall– appearing as official sponsor of the event on all promotional materials and media channels– speaker presentation slot during event 12,000	Bronze sponsor <ul style="list-style-type: none">– 3 m × 3 m booth– signage on video screens throughout the facility including the reception area and 102 m² medial wall– up to two standing displays in main hall– co-branding with event on all promotional materials and media channels– one hands-on course– free attendance for four staff members– additional guest passes available for €400 (max. four) 12,000	
Silver sponsor <p>Pre-summit webinar package, including:</p> <ul style="list-style-type: none">– up to 200 attendees– a 45- to 60-minute online lecture in a virtual classroom followed by a 30-minute Q&A session– professional recording, editing and archiving of the lecture in the DT Study Club online archive– technical support and comprehensive briefing– administration of credits from ADA CERP-recognized provider– webinar promotion (most effective advertising channels are decided on by DTI)	<ul style="list-style-type: none">– 4 m × 5 m booth– signage on video screens throughout the facility including the reception area and 102 m² medial wall– co-branding with event on all promotional materials and media channels– one hands-on course– free attendance for four staff members– additional guest passes available for €400 (max. four)	
Gold sponsor <p>Pre-summit webinar package, including:</p> <ul style="list-style-type: none">– up to 200 attendees– a 45- to 60-minute online lecture in a virtual classroom followed by a 30-minute Q&A session– professional recording, editing and archiving of the lecture in the DT Study Club online archive– technical support and comprehensive briefing– administration of credits from ADA CERP-recognized provider– webinar promotion (most effective advertising channels are decided on by DTI)	<ul style="list-style-type: none">– 6 m × 6 m booth– special event sponsorship– signage on video screens throughout the facility including the reception area and 102 m² medial wall– up to six standing displays in main hall– co-branding with event on all promotional materials and media channels– one hands-on course– free attendance for six staff members and ten guests– most prominent position and most repetition on meeting hall video wall	
International webinar package <ul style="list-style-type: none">– 45- to 60-minute international online lecture in a virtual classroom, followed by a 30-minute Q&A session– live broadcast accessible from anywhere in the world (no additional software required)– professional recording, editing and archiving of the lecture in the DT Study Club online archive as well as on the ROOTS SUMMIT website– technical support, comprehensive briefing, and, if requested, assistance in finding a speaker and/or lecture topic	<ul style="list-style-type: none">– up to 1,500 live participants– administration of credits from an ADA CERP-recognized provider– promotion of the webinar on the international DT Study Club platform, the DTI website, via the DTI social media channels and via the ROOTS SUMMIT network– the client receives the list of all registered leads from non-GDPR-restricted regions (including country, name, address, phone and email, if provided)	

Prices in euros. VAT not included.



MARKETPLACE

**The most comprehensive online resource
in dentistry**



DDS.WORLD is a full-service digital marketplace for products, news, e-learning and practice management, and is directed at all participants in the dental industry: manufacturers, dealers and dental professionals. Owing to its comprehensive approach, DDS.WORLD has the potential to become the most important platform in dentistry being conceived as an integrated tool to effectively address all the needs of the entire dental team. DDS.WORLD gives manufacturers and dealers the opportunity to list their products, announce discounts and

promotions, present their company profiles and interact directly with their customers at the moment they need to make a purchase decision. This highly targeted environment guarantees maximum exposure and relevance and will translate into leads and increased sales.

PRACTICE
MANAGEMENT

INVENTORY
MANAGEMENT

ONLINE
SHOP

NEWS &
EDUCATION

Company showroom and product showcase

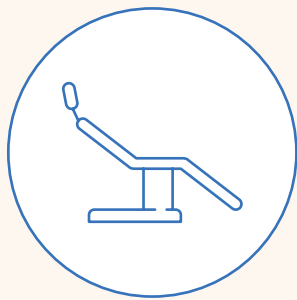
DDS.WORLD's company showrooms provide you with the opportunity to fully inform potential customers about the most important aspects of your company, including news, events, job offers, company history, contacts and product information. This all-encompass-

ing multimedia hub links with a state-of-the-art product showcase, which is fully integrated with the web shop. Therefore, customers searching for your products will be directed to local dealers to place orders immediately—all within one platform. Additionally, the con-

tinuous activity on the platform through the news feed via www.dental-tribune.com results in a high Google ranking; thus, even nonmembers will be directed to the platform when they search for a specific product or service via Google.

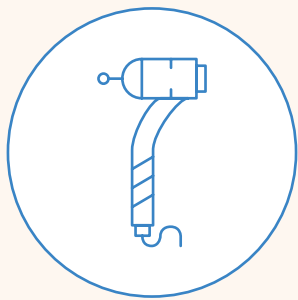
Benefits for dental professionals

- cloud-based and mobile access
- patient treatment planning
- universal login to all DDS.WORLD apps and the DT Study Club e-learning platform
- available in your local language
- online reception desk
- online management of appointments
- easily organize your schedule
- inventory management
- direct purchase of products
- full product information, directly from the manufacturers
- product price comparison
- e-learning and news
- tracking of orders
- smart restocking reminders



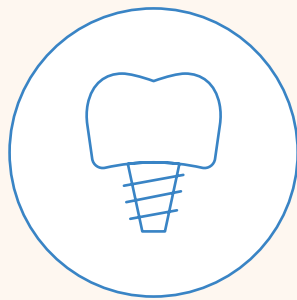
PracticeDent

A comprehensive and user-friendly dental practice management system.



ProductDent

A fully integrated dental inventory system.



ImplantStock

A dental implant management software

DDS.WORLD applications

PracticeDent, a free-of-charge cloud-based practice management software that offers an optional mix of functionality and flexibility, is the main tool of DDS.WORLD. PracticeDent provides a full range of capabilities, including inventory status, direct purchasing options, calendar and patient management, clinical case review, and much more. The software’s innovative technology integrates a shopping module and a patient communication tool.

ProductDent, brings suppliers and practices together in the cloud, allowing dental professionals to easily search and find items from manufacturers, create and manage orders while having the purchase process connected to their own inventory.

ImplantStock is a program for practice and laboratory, which allows for effective management of the dental implant stock from any

place, while easing practice operation, reducing costs and saving time.

Next-generation marketing

Further increase your visibility on DDS.WORLD by collaborating with DTI. DTI’s newspapers, magazines, websites and social media channels keep the global dental community up to date on the latest technologies and products. The DTI online news platform, www.dental-tribune.com, is an integral part of DDS.WORLD. Dental professionals automatically receive

product news, research results and event announcements every time they access the news platform. Through publishing news, print and online banner advertisements, as well as sponsoring of webinars, e-newsletters and e-blasts, your listed product offerings will automatically be shown in the product section of www.dental-tribune.com.

Please contact our media sales team (page 51) to have your products listed and participate in this innovative and comprehensive marketplace today.

Benefits for manufacturers

- product showcase, including product description and download area for instructions and brochures
- easy upload of products via CSV files
- news feed to announce product releases and updates as well as news about your company
- event listing to inform potential and existing customers about upcoming trade fairs, at which you will be exhibiting

Benefits for dealers

- upload your stock of products via CSV file
- no need to enter product information, as your stock can be directly linked to the product information provided by the manufacturer
- easy placement of current discounts and special deals
- geolocation ensures orders can only be placed within your region

Today/DDS.WORLD

The tradeshow newspaper of the digital age



DTI's event daily, *today*, is the world's longest running trade show newspaper and has been published at all major global conferences over the past 20 years. DTI is now lifting the publication to the next level to address the growing trend of dental events moving into a digital format.

E-paper editions of *today/DDS.WORLD* will be the perfect addition to your participation in the new era of online events in dentistry, maximizing your presence and the awareness of your potential customers and partners. The publica-

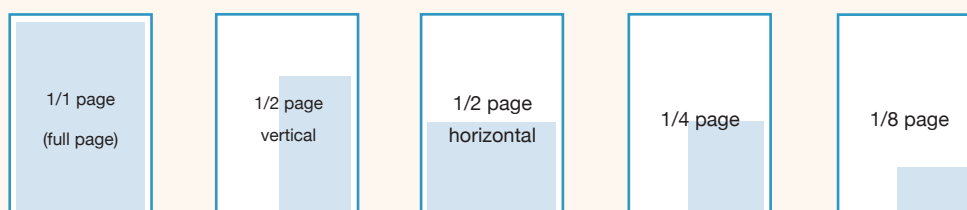
tion will provide relevant information linked to online events, joining the relevance of a full-service digital marketplace for exhibitors and dental professionals to the strong coverage of *today* at major dental events worldwide. Offering rich contents ranging from news, interviews, product launches, exhibitors' highlights and a detailed online education program, *today/DDS.WORLD* will lead digital visitors through the event activities as well as provide the most essential information about companies and products.

Benefits of advertising in *today/DDS.WORLD*

- larger reach compared with offline events as the e-paper will be distributed to the databases of both DDS.WORLD and DTI (over 45,000 recipients) via the today event e-newsletter**, and the database of the event organizer
- boost the contact and feedback with your audience through highly engaging add-ons like, video insertion, pop-ups, weblinks, 360-degree views and much more
- easy-to-read-format plus a swift and reliable access for readers from anywhere at anytime
- special discounts for DDS.WORLD to companies advertising in the editions

Advertising formats, rates and deadlines

today/DDS.WORLD



Dimensions (w × h):	280 × 400 mm	210 × 297 mm	249 × 184 mm	122 × 184 mm	122 × 92 mm
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		Prices in euros*
<i>today/DDS.WORLD</i>		
Digital Distribution	databases DDS.WORLD and DTI	
Ad Rates	1/1 page	2,450
	1/2 page	1,950
	1/4 page	1,650
	1/8 page	1,250
Editorial Deadline	6 weeks prior to the event	
Ad Submission Deadline	4 weeks prior to the event	
Language	English	

* VAT not included.

**Newsletter sponsoring available on request.

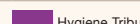
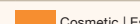
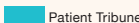

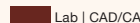

Advertising Rates and Formats—Print

Dental Tribune regional editions

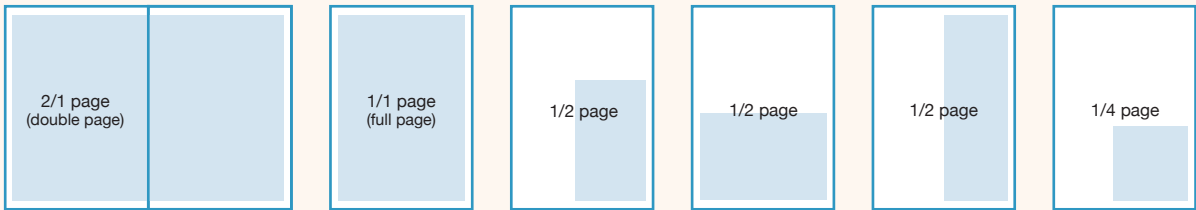
						Prices in euros*			
Region/Country	Frequency	DT supplements per year	Distribution		Language	2/1 page	1/1 page	1/2 page	1/4 page
			Print	Digital					
Western Europe									
Austria	8	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	6,000	4,000	German	4,450	2,450	1,950	1,650
Belgium	6	<div><div></div></div>	9,500	6,000	French/Flemish	7,200	4,500	3,600	2,300
Denmark	4		2,500	1,500	Danish	3,450	2,450	1,950	1,650
France	9	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	20,000	22,000	French	6,450	3,450	2,950	1,950
Germany	8	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	20,000	28,000	German	6,450	3,450	2,950	1,950
Greece	6	<div><div></div><div></div></div>	11,000	5,000	Greek	4,950	2,950	2,450	1,750
Italy	11	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	10,000	24,000	Italian	4,950	2,950	2,450	1,750
↳ Implant Tribune/Lab Tribune Italy	4	<div><div></div><div></div></div>	10,000	24,000	Italian	6,450	3,450	2,950	1,950
Netherlands	10		11,500	8,000	Dutch	4,950	2,950	2,450	1,750
Norway	4		2,000	1,500	Norwegian	3,450	2,450	1,950	1,650
Portugal	6		6,500	—	Portuguese	2,950	1,950	1,450	950
Spain	6		7,000	15,000	Spanish	6,450	3,450	2,950	1,950
Switzerland	8	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	6,000	4,000	German	4,450	2,950	2,450	1,950
U.K. & Ireland	1		5,000	15,000	English	4,950	2,950	2,450	1,950
Eastern Europe									
Bosnia & Herzegovina	4		1,200	2,000	Bosnian	3,450	1,950	1,450	950
Bulgaria	5	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	5,000 ¹	2,000	Bulgarian	3,450	1,950	1,450	950
Croatia	4		4,000	5,000	Croatian	3,450	1,950	1,450	950
Czech Republic & Slovakia	4		3,000	10,000	Czech	2,950	1,950	1,450	950
Hungary	5		5,000	8,500	Hungarian	3,450	1,950	1,450	950
Israel	4		5,000	4,000	Hebrew	3,450	1,950	1,450	950
Poland	4	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	—	16,000	Polish	4,950	2,950	2,450	1,750
Romania & Moldova	2		1,500	7,800	Romanian	3,450	1,950	1,450	950
Russia	10		15,000 ³	12,000	Russian	6,450	3,450	2,950	1,950
Serbia & Montenegro	3		4,700	2,200	Serbian	3,450	1,950	1,450	950
Slovenia	5		2,800	1,000	Slovene	3,450	1,950	1,450	950
Turkey	4		2,000	23,000	Turkish	4,450	2,450	1,950	1,650
Middle East & Africa									
Algeria	4		7,000	10,000	French	3,450	2,450	1,950	1,450
Lebanon	6	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	1,000	1,000	English	3,450	1,950	1,450	950
Middle East & Africa	6	<div><div></div><div></div><div></div><div></div></div>	25,000	101,000	English	6,450	3,450	2,950	1,950
Asia & Oceania									
China	10	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	20,000	30,000 ²	Chinese	6,450	3,450	2,950	1,950
India & South Asia	12	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	—	176,000	English	6,450	3,950	3,450	1,950
Japan	4	<div><div></div></div>	20,000	30,000	Japanese	6,450	3,950	3,450	1,950
Korea	12		18,000	25,000	Korean	6,450	3,450	2,950	1,950
Pakistan	6		10,000	10,000	English	4,950	2,950	2,450	1,750
Americas									
Latin America	6		—	110,000	Spanish	6,450	3,450	2,950	1,950
U.S.	8	<div><div></div><div></div><div></div><div></div></div>	—	52,000	English	6,450	3,950	3,450	1,950
* VAT not included.									

* VAT not included.

¹ Newspaper offered on subscription basis only. | ² In China, digital distribution is via WeChat. | ³ print distribution refers to issues 3,5,7 and 9.

 Endo Tribune	 Implant Tribune	 Ortho Tribune	 Hygiene Tribune	 Cosmetic Esthetic Tribune	 Perio Tribune	 Laser Tribune
 Patient Tribune	 Prevention Tribune	 Lab CAD/CAM Digital Tribune	 Prosthodontics Tribune	 Surgery Tribune	 Radiology Tribune	

Advertising formats—Print



→ Dimensions (w × h): 594 × 420 mm 297 × 420 mm 210 × 297 mm 297 × 210 mm 148 × 420 mm 148 × 210 mm

3 mm bleed required for all formats. | Special advertising formats and discounts for regional packages are available on request. The Dental Tribune newspaper and advertising formats vary from country to country. For more information on formats, please contact media sales (page 49).

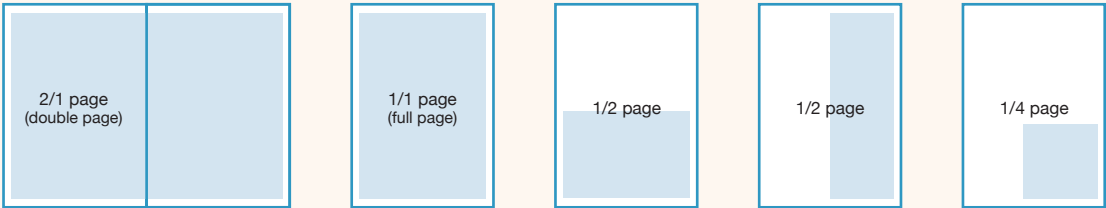
Advertising Rates and Formats—Print

CE magazines

					Prices in euros*				
CE magazines	Frequency	Distribution		Language	Cover package	2/1 page	1/1 page	1/2 page	1/4 page
		Print	Digital						
International									
CAD/CAM	2	10,000	Subscription	English	6,750	5,250	3,250	2,450	1,950
ceramic implants	2	10,000	Subscription	English	6,450	5,450	3,450	2,950	1,950
cosmetic dentistry	2	10,000	Subscription	English	6,750	5,250	3,250	2,450	1,950
digital	4	10,000	Subscription	English	6,750	5,250	3,250	2,450	1,950
implants	4	10,000	Subscription	English	6,750	5,250	3,250	2,450	1,950
ortho	2	6,000	Subscription	English	6,750	5,250	3,250	2,450	1,950
prevention	2	10,000	Subscription	English	6,750	5,250	3,250	2,450	1,950
roots	4	10,000	Subscription	English	6,750	5,250	3,250	2,450	1,950
Regional									
CAD/CAM									
China (digital dentistry)	4	5,000	30,000 ¹	Chinese	6,750	4,750	2,650	1,950	1,450
Czech Republic & Slovakia (digital)	1	3,000	5,000	Czech	6,750	3,950	2,450	1,750	1,250
Italy	3	1,000	23,000	Italian	6,750	4,750	2,650	1,950	1,450
Poland (digital)	2	2,000	16,000	Polish	6,750	3,950	2,450	1,750	1,250
cosmetic dentistry									
Czech Republic & Slovakia	1	3,000	5,000	Czech	6,750	3,950	2,450	1,750	1,250
China (cosmetic & implants)	4	5,000	30,000 ¹	Chinese	6,750	4,750	2,650	1,950	1,450
Germany	4	4,000	28,000	German	6,750	3,950	2,450	1,750	1,250
Turkey	2	1,000	18,000	Turkish	6,750	3,950	2,450	1,750	1,250
implants									
Czech Republic & Slovakia	1	3,000	5,000	Czech	6,750	3,950	2,450	1,750	1,250
Italy	2	1,000	23,000	Italian	6,750	3,950	2,450	1,750	1,250
Poland	4	2,000	16,000	Polish	6,750	3,950	2,450	1,750	1,250
Turkey	2	1,500	18,000	Turkish	6,750	3,950	2,450	1,750	1,250
U.S.	3	4,000	35,000	English	6,750	4,750	2,650	1,950	1,450
ortho									
U.S.	1	—	35,000	English	6,750	4,750	2,650	1,950	1,450
prevention									
Czech Republic & Slovakia	1	3,000	5,000	Czech	6,750	3,950	2,450	1,750	1,250
Italy	2	1,000	23,000	Italian	6,750	3,950	2,450	1,750	1,250
Poland	4	2,000	16,000	Polish	6,750	3,950	2,450	1,750	1,250
roots									
Czech Republic & Slovakia	1	3,000	5,000	Czech	6,750	3,950	2,450	1,750	1,250
Turkey	2	2,000	18,000	Turkish	6,750	3,950	2,450	1,750	1,250
U.S.	2	4,000	35,000	English	6,750	4,750	2,650	1,950	1,450
* VAT not included.									

¹ In China, digital distribution is via WeChat.

Advertising formats—CE magazines



→ Dimensions (w × h): 420 × 297 mm 210 × 297 mm 210 × 148 mm 105 × 297 mm 105 × 148 mm

3 mm bleed required for all formats. | Special advertising formats are available on request. Please contact media sales (page 49) for more information.

Advertising Rates and Formats—Digital

Country/Region	Recipients ²	Language	Prices in euros*		Time-based banner ¹	
			E-newsletter price	E-blast price	Rectangle	Skyscraper
International	65,000	English	4,950	7,450	2,350	2,450
Europe	45,000	English	3,950	6,450	2,350	2,450
Austria	4,000	German	1,950	3,450	1,250	1,450
Belgium	6,000	French/Flemish	3,950	—	2,100	2,450
Bosnia & Herzegovina	2,000	Bosnian	1,750	3,450	750	950
Bulgaria	1,800	Bulgarian	1,350	2,950	750	950
Czech Republic & Slovakia	10,700	Czech	1,750	4,950	750	950
Croatia	5,000	Croatian	1,750	3,450	750	950
Denmark	1,500	Danish	1,950	3,450	1,450	1,450
France	22,000	French	2,950	5,950	1,450	1,450
Germany	28,000	German	2,950	5,950	1,450	1,450
Greece	5,000	Greek	1,750	3,450	750	950
Hungary	8,500	Hungarian	1,750	3,950	—	—
Israel	4,000	Hebrew	1,750	3,450	750	950
Italy	24,000	Italian	1,950	5,950	1,250	1,450
Netherlands	8,000	Dutch	1,950	—	1,250	1,450
Nordic	10,000	English	1,950	5,450	—	—
Norway	1,500	Norwegian	1,950	3,450	1,250	1,450
Poland	16,000	Polish	1,950	5,450	1,250	1,450
Portugal	6,500	Portuguese	1,950	2,950	—	—
Romania & Moldova	7,800	Romanian	1,750	5,450	750	950
Russia	12,000	Russian	1,950	5,450	1,250	1,450
Serbia & Montenegro	2,200	Serbian	1,750	3,450	750	950
Slovenia	1,000	Slovene	1,450	2,950	750	950
Spain	15,000	Spanish	2,450	5,450	950	1,250
Switzerland	4,000	German	1,950	3,450	1,250	1,450
Turkey	23,000	Turkish	2,450	—	1,250	1,450
U.K. & Ireland	15,000	English	1,950	5,450	1,250	1,450
Asia Pacific	35,000	English	3,450	6,950	1,450	2,450
Australia & New Zealand	6,000	English	1,950	2,950	—	—
China	30,000 ³	Chinese	2,450	5,450	1,950	2,450
India & South Asia	176,000	English	2,450	6,950	1,250	1,450
Japan	30,000	Japanese	2,450	6,950	1,450	2,450
Korea	25,000	Korean	—	5,450	—	—
Pakistan	11,000	English	1,950	2,950	750	950
Middle East & Africa	—	—	—	—	1,450	2,450
Algeria	10,000	French	1,750	2,950	750	950
Middle East	101,000	English	3,450	6,950	1,250	1,450
Americas	—	—	—	—	1,450	2,450
Brazil	30,000	Portuguese	4,950	6,950	1,250	1,450
Latin America	110,000	Spanish	3,950	5,950	1,950	2,450
U.S.	52,000	English	2,450	5,950	1,950	2,450
Dental Business News (Industry)	20,000	English	Prices upon request			
Corporate	65,000	English	Prices upon request			

* VAT not included.

¹ Price per month. | ² Owing to fluctuation, total numbers have been rounded. | ³ In China, digital distribution is via WeChat.

Advertising rates—Impression-based banners

Number of impressions	Rectangle	Skyscraper	Slide-in	Pop-up
5,000	950	1,450	1,950	3,450
10,000	1,950	2,450	2,950	6,450
25,000	3,750	4,250	4,750	14,950

Prices in euros. VAT not included.

Please contact media sales (page 49) for more information.

Advertising formats (w × h)

Rectangle banner	Skyscraper banner	Slide-in banner	Pop-up banner
336 × 300 px	336 × 600 px	1,200 × 2,600 px (mobile)	1,280 × 960 px
2,560 × 1,310 px (desktop)			

General Terms and Conditions

1 Definitions

The terms used in these general terms and conditions are defined as follows:

- a) "Advertising Order" refers to the agreement to publish one or more advertisement(s) or presentation(s) in any form of information or communication service, especially on the internet, for the purposes of circulation.
- b) "Publisher" refers to Dental Tribune International GmbH (hereafter "DTI"), who is responsible for the printing and distribution of digital or printed publications.
- c) "Advertiser" refers to a person, organization or company that places an advertisement.
- d) An "Advertising Form" may, for example, consist of one or more of the following: an image with or without text; a series of musical notes with or without moving images (e.g., banners); a sensitive area that when clicked hyperlinks to an online location provided by the Advertiser, that is, that belongs to the Advertiser.
- e) "Settlement Period" refers to the period in which the Advertising Order has to be paid.
- f) "Placement Period" refers to the period in which the advertisement has to be placed.

2 Advertising Form

An advertisement that in form or appearance is not immediately recognizable as such will be amended to make this clear.

3 Conclusion of a contract

- a) The contract enters into force through confirmation in writing (which includes email), subject to the provisions of individual agreements. Should this confirmation not be received, the Advertising Order will be deemed confirmed by the publication of the advertisement. Advertising Orders placed verbally, for example by telephone, are subject to these general terms and conditions too.
- b) The Advertising Order is exclusively subject to these general terms and conditions, and the advertising rates of DTI, which constitute an integral part of the contract. The validity of any terms and conditions stipulated by the Advertiser or other space buyer are expressly excluded if these do not comply with these general terms and conditions.
- c) Advertising Orders placed by advertising agencies represent a contract between the publisher and the advertising agency and are subject to the provisions of other written agreements. Should an advertising agency act as Advertiser on behalf of an advertising client or other advertiser, the Publisher must be advised of the name of the advertising client or other advertiser by the advertising agency. The Publisher has the right to demand proof that the client has been listed by the advertising agency.
- d) Advertising goods or services on behalf of more than one advertising client or other advertiser within a particular advertisement (e.g., a banner or in a newsletter) requires an additional contract in writing (which includes email).

4 Settlement Period

If the right to place individual advertisements is granted under the terms of the contract, the Advertising Order must be carried out within 12 months of the date of conclusion of the contract. Unless otherwise expressly agreed, payment must be made within 14 days of the invoice date.

5 Extension of an Advertising Order

- a) The Advertiser has the right to place more advertisements within the contract period or within the Settlement Period stipulated in Section 4 than agreed to in the original contract, depending on space availability.
- b) Company profiles are understood as central to online advertising with DTI. Booking of such a profile is for a minimum of 12 months and is automatically renewed at the rate relevant at the time for another year if not cancelled at least four weeks before expiry.

6 Delivery of material

- a) The Advertiser is obliged to provide the Publisher with proper advertising material, particularly with respect to the format and the technical specifications stipulated by the Publisher, in due time before the publication date. The Publisher will immediately request replacement material if the material is considered to be unsuitable or damaged.
- b) The Publisher will store data for no longer than three months after the end of the contract period.
- c) The Advertiser shall bear the costs for requested changes to the advertising material, as well as the charges/costs incurred as a result.

7 Right of refusal

- a) The Publisher reserves the right to refuse or block an Advertising Order under the terms of a contract if the content violates laws or official regulations, the content was rejected by the German Advertising Standards Council (Deutscher Werberat) in a complaints procedure, or the content is contradictory to the Publisher's mission and ethical code.

- b) The Publisher has the right to withdraw an advertisement already published if the Advertiser changes the content of the advertisement or if a hyperlink is subsequently changed, in which case the conditions of Section 3 will apply.

8 Guarantee of rights

- a) The Advertiser guarantees that it is in full possession of all rights necessary for the placement of an advertisement. The Advertiser shall not hold the Publisher liable within the framework of the contract for any claims by third parties that might arise through the violation of any laws. In addition, the Publisher is released from the costs of legal defense. The Advertiser is obligated to support the Publisher in good faith in its defense against third parties by providing all information and documents as requested.
- b) The Advertiser passes all necessary copyrights for the use of an advertisement in all forms of online media, including the internet, to the Publisher. This includes the right of use, ancillary copyright and other rights, in particular the right to duplicate, circulate, transmit, broadcast, abstract from a database, and call, both with regard to time and content, to the degree necessary for the fulfillment of the contract. The above-mentioned rights are always to be granted without restriction and authorize the Publisher to place an advertisement according to the current technical standards using all forms of available media.

9 Commercial letter of confirmation/cancellation

Written confirmation of a contract previously negotiated between the Advertiser and the Publisher, and sent by the Publisher shall be deemed accepted by the client according to Section 362 of the German Commercial Code unless an objection is lodged within 14 days of receipt. A fee of 50% of the amount shall be charged for a cancellation received until four weeks before the start of the booking period specified in the order confirmation. For a cancellation within four weeks prior to the booking period, a cancellation fee of 100% shall apply.

10 Publisher's guarantee

- a) The Publisher guarantees the best possible reproduction of the provided content of the advertisement in accordance with the current technical standards. The guarantee does not include negligible errors. A negligible error is an error caused by the use of unsuitable software or hardware (e.g., a browser); a breakdown of a communications network belonging to another provider; a computer breakdown; incorrect, incomplete or out-of-date proxy server configurations (message buffers); a breakdown of the advertisement server lasting no longer than 24 hours (cumulated or continuous) within a 30-day period after the start of the Placement Period agreed on contractually. A breakdown of the advertisement server over a considerable period (i.e., more than 10% of the Placement Period) will release the Advertiser from duty of payment for the period of the breakdown. Further claims are excluded.
- b) If the reproduction quality of the advertisement is unsatisfactory and constitutes a significant error, the Advertiser has the right to a reduction of payment or a perfect replacement, but only to the extent that the advertisement is affected. If the replacement is unsatisfactory or unacceptable, the Advertiser has the right to a reduction of payment, or to withdraw from the contract.
- c) If there are nonobvious errors in the advertisement, the Advertiser shall have no claim in the event of the unsatisfactory reproduction of the advertisement. The same applies if the advertisement is placed several times and if the Advertiser does not draw the Publisher's attention to the error(s) before the next placement.

11 Default

If an Advertising Order cannot be carried out for reasons for which the Publisher cannot be held liable, in particular software or other technical problems; a breakdown of the computer system; a strike; legal provisions; interference in the sphere of responsibility of third parties (e.g., other providers), network operators or service providers; or for similar reasons, then the Advertising Order will be repeated if possible. The Publisher is still entitled to payment for an Advertising Order that is carried out again after the disruption has ceased and within a period the Advertiser deems reasonable.

12 Publisher's protection clause

The Advertiser agrees to indemnify the Publisher against and defend the Publisher from any claim or expense resulting from the Advertiser's unauthorized use of a name, a photograph, an image or words protected by copyright or registered trademark. The Publisher cannot be held liable for errors or omissions in any advertising material provided by the Advertiser (including errors in key numbers), or for changes made after the closing date.

13 Liability

- a) Indemnity claims arising from breach of obligation and civil offence are only applicable in case of deliberate action and gross negligence by the Publisher, its representatives or proxies. This does not apply to claims for warranted quality; or for loss of life, bodily injury or damage to health; or for breach of considerable contractual obligations. In such case, liability is restricted to compensation for the foreseeable loss. Indemnity claims arising from impossibility of performance and default by slight negligence are restricted to compensation for the foreseeable loss.
- b) In the case of gross negligence on the part of the Publisher's subcontractors, liability toward the Advertiser is restricted to compensation of the foreseeable loss. This does not apply to breach of integral contractual obligations.

14 Media kit

The advertising rates are based on the Publisher's advertising media kit published on its website (<https://www.dental-tribune.com/advertise-with-us/>) and the rates in effect at the time the contract is concluded. Should the advertising rates change after the conclusion of the contract, the Publisher is entitled to charge according to the rates valid at the time of publication. This does not apply to agreements with nontraders if no more than four months have elapsed between the date of conclusion of the contract and the publication date of the advertisement.

15 Discounts

- a) If a discounted Advertising Order is not carried out for reasons for which the Publisher cannot be held liable, the Advertiser is liable for the difference between the discount rate and the usual rate, regardless of any other legal obligations.
- b) If no other contract has been entered into, the Advertiser shall be entitled to a discount relevant to the actual number of advertisements placed within a year if a contract has been concluded based on the rate card that explicitly allows discounts. The claim to a discount will expire if it is not submitted within three months of the end of the relevant contractual year.
- c) Discounts are granted according to the advertising rates valid at the time. Advertising agencies and other advertisers are obligated to use the media kit for their quotations, contracts and invoices. Discount/credit notes and supplementary discount charges shall principally not be taken into consideration until the end of the insertion year.

16 Default on payment

- a) In the event of a default on or delay in payment, the Publisher shall charge interest (10% per year) and debt collection charges. The Publisher may postpone the further execution of the current Advertising Order until payment and request advance payment for further advertisements.
- b) If there is reasonable doubt regarding the Advertiser's ability to pay, the Publisher is entitled, even during the term of the contract, to make the publication of further advertisements conditional upon advance payment of the full amount charged and settlement of unpaid bills, regardless of the terms of payment agreed on previously.

17 Cancellation

Cancellation of an Advertising Order will only be accepted in writing (which includes email).

18 Advertising Order confirmation

Advertising Order confirmations are considered reservations. Placements may be changed for technical reasons. In such case, the Publisher may not be held liable.

19 Data security

The Advertising Order will be carried out according to the current laws of data security.

20 Place of performance

The Advertising Order is subject to German law. The place of performance is the principal place of business of the Publisher unless the law provides otherwise. The principal place of business of the Publisher also serves as the place of performance for the debt collection notice and the case if the domicile of the client is unknown at the time of filing. Leipzig, Germany is the agreed place of jurisdiction.

Media Sales Contact

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



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



facebook.com/DentalTribuneInt



twitter.com/DentalTribuneInt



linkedin.com/company/dental-tribune-international

Legal information

Information provided according to Sec. 5,

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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):

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The most current version of the DTI Media Kit is available at
www.dental-tribune.com/advertise-with-us.

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