

eMEDIA - WEB AD SPECIFICATIONS

Leaderboard

- » 1025 x 145 pixels
- » Max file size static: 30k
- » Max file size Flash: 35k
- » 3X animation loop max
- » 72 dpi
- » URL for linking

Big Box Ad

- » 300 x 250 pixels
- » Max file size static: 30k
- » Max file size Flash: 35k
- » 3X animation loop max
- » 72 dpi
- » URL for linking

Flash ad

- » 300 x 250 pixels
- » Custom-length, animation, file size may vary
- » URL for linking

Scrolling Text Ad

- » 45 characters per message
- » URL for linking
- » Four ad rotation

Product Spotlight

- » Static image not larger than 200 x 200 pixels, .jpg or .gif only
- » Product description—135 characters or less
- » URL for linking (preferably a link to the product listing on dentalproductsreport.com)

Search category sponsorship

- » 1 leaderboard, 1025 x 145 (non-flash only, animated .gifs allowed)
- » 1 box ad, 300 x 250 (non-flash only, animated .gifs allowed)
- » 20-word description of company or product
- » URL for linking

Badge ads

- » 120 x 60 pixels
- » Max file size static: 10k
- » Max file size Flash: 15k
- » 3X animation loop max
- » 72 dpi
- » URL for linking
- » 300 x 250 ad

Interstitial: 640 x 480 pixels

Peel ad: open state 800 x 600 pixels

Initial logo graphic 100 x 30 pixels

Your ad here — **Leaderboard** - 1025 x 145

Scrolling Text Ad - 45 character max

Your ad here — **Big Box Ad** - 300 x 250

Your ad here — **Badge Ad** - 120 x 60

Your product here — **Product Spotlight** - 200 x 200

eMEDIA - eNEWSLETTER

Reach our engaged audience

Dental Products Report

A weekly look at the latest news, trends and products. Content coverage includes practice management, clinical techniques and products in practice.

- » Frequency: Weekly
- » Avg. open rate: 8.2%²
- » Leaderboard: 728 x 90 pixels
- » Skyscraper: 160 x 600 pixels
- » Text ad: 50 words body/10 title
- » Net avg. distribution: 95,276¹
- » Avg. clickthrough rate: 17.2%²
- » Opt in count: 17,706²
- » 300 x 250 ad

Dental Lab Products

The latest technology, step-by-step techniques, products and trends impacting lab professionals.

- » Frequency: Twice a month
- » Avg. open rate: 24%²
- » Leaderboard: 728 x 90 pixels
- » Skyscraper: 160 x 600 pixels
- » Text ad: 50 words body/10 title
- » Net avg. distribution: 9,277²
- » Avg. clickthrough rate: 17.5%²
- » Opt in count: 1,931²
- » 300 x 250 ad

Modern Hygienist

Complete coverage on patient care, career and life, along with the latest products and tools.

- » Frequency: Twice a month
- » Avg. open rate: 14%²
- » Leaderboard: 728 x 90 pixels
- » Skyscraper: 160 x 600 pixels
- » Text ad: 50 words body/10 title
- » Net avg. distribution: 31,220²
- » Avg. clickthrough rate: 39.9%²
- » Opt in count: 3,104²
- » 300 x 250 ad

Ask your sales representative about these successful advertising tools.

The screenshot shows the layout of the Dental Lab Products e-newsletter. Key advertising spots are highlighted with orange boxes and labeled with lines:

- Leaderboard - 728 x 90**: Located at the top of the newsletter content area.
- Skyscraper - 160 x 600**: A vertical ad spot on the right side of the newsletter.
- Text Ad - 10 title/50 body word max**: A small text-based ad spot located below the featured product section.
- Center Ad (Big Box) - 300 x 250**: A large rectangular ad spot at the bottom center of the newsletter.

eMEDIA PACKAGES

Push Emails to Generate High Response

New Product Launch

Let the industry know why your new product is a must-have.

- › Product spotlight
- › Featured listing in product database
- › Product lead generation

Category Sponsorship

Reach perspective clients wanting more information about your product.

- › Search category sponsorship
- › Featured listing in product database
- › Product lead generation

Brand Recognition

Be noticed! Put your brand in a prominent position, so when it's time to buy, your brand is top of mind.

- › Site leaderboard
- › E-newsletter leaderboard
- › Video spotlight
- › Search category sponsorship

Custom e-Newsletter

Send your custom promotion message with traffic driving links to targeted audiences.




- › e-Newsletters can be sent to the DPR, DLP and/or MH lists
- › The newsletter can include numerous URL's

Search Category Sponsorship

Custom eNewsletter

WEB ADVERTISING - SPECIFICATIONS AND PRICING GUIDE

Website Rates

Industry	Website	Rate
	Leaderboard (1025 x 145) – ROS	\$3,000 / mo.
	Box Ad (300 x 250)	\$1,000 / mo.
	Badge (120 x 60)	\$750 / mo.
	Flash (300 x 250)	\$5,000 / mo.
	Product Spotlight (200 x 200)	\$2,000 / mo.
	Featured Product	\$750 for 3 products / yr.
	Search Category Sponsorship	\$2,000 / mo.
	Scrolling Text Ad	\$500 / mo. (\$750 ROS)
	Homepage Peel Back (100 x 30, opens to 800 x 600)	\$3,000 / mo.
	Interstitial (Welcome Ad 640 x 480)	\$3,000 / mo.
	Leaderboard (1025 x 145)	\$1,750 (\$3,000 ROS) / mo.
	Box Ad (300 x 250)	\$1,000 / mo.
	Badge (120 x 60)	\$750 / mo.
	Product Spotlight (200 x 200)	\$1,000 / mo.
	Featured Product	\$750 for 3 products / yr.
	CAD/CAM Connection Sponsorship	\$2,000 / mo.
	Scrolling Text Ad	\$500 / mo. (\$750 ROS) / mo.
	Leaderboard (1025 x 145)	\$1,750 (\$3,000 ROS) / mo.
	Box Ad (300 x 250)	\$1,000 / mo.
	Flash (300 x 250)	\$2,500 / mo.
	Product Spotlight (200 x 200)	\$1,000 / mo.
	Featured Product	\$750 for 3 products / yr.
	Scrolling Text Ad	\$500 / mo. (\$750 ROS) / mo.



WEB ADVERTISING - SPECIFICATIONS AND PRICING GUIDE *continued*

eNewsletter Rates

Industry	Website	Rate
DENTALPRODUCTSREPORT	Leaderboard (728 x 90)	\$2,500 / issue
	Skyscraper (160 x 600)	\$1,500 / issue
	Center (300 x 250)	\$2,500 / issue
	Text ad (50 word max)	\$1,000 / issue
dental lab products	Leaderboard (728 x 90)	\$1,000 / issue
	Skyscraper (160 x 600)	\$1,000 / issue
	Center (300 x 250)	\$1,000 / issue
	Text ad (50 word max)	\$500 / issue
hygienist ^{modern} .com	Leaderboard (728 x 90)	\$1,800 / issue
	Skyscraper (160 x 600)	\$1,000 / issue
	Center (300 x 250)	\$1,800 / issue
	Text ad (50 word max)	\$900 / issue

Custom Rates

Industry	Website	Rate
DENTALPRODUCTSREPORT	Webinar (audio+slides) Live and On Demand	\$15,000
	Webinar Series (5 total) (1 live/4 prerecorded, live Q&A)	\$37,000
	Video Production	\$5,000
	Custom e-Newsletter	\$14,000
	DPR Friday Sponsorship	\$2,000/episode; \$8,000/month
	Show Daily	\$7,000/day
	Conference Capture	\$9,000
dental lab products	Webinar (audio+slides) Live and On Demand	\$9,000

