

## 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

The screenshot shows the Dental Products Report website with several ad placements highlighted:

- Leaderboard - 1025 x 145:** Located at the top of the page, above the main content area.
- Scrolling Text Ad - 45 character max:** Located in the top right corner of the main content area.
- Big Box Ad - 300 x 250:** Located in the middle right section of the page, next to an article.
- Product Spotlight - 200 x 200:** Located in the middle left section of the page, next to a product spotlight article.
- Badge Ad - 120 x 60:** Located at the bottom right of the page, near the footer.

## 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%<sup>2</sup>
- » Leaderboard: 728 x 90 pixels
- » Skyscraper: 160 x 600 pixels
- » Text ad: 50 words body/10 title
- » Net avg. distribution: 95,276<sup>1</sup>
- » Avg. clickthrough rate: 17.2%<sup>2</sup>
- » Opt in count: 17,706<sup>2</sup>
- » 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%<sup>2</sup>
- » Leaderboard: 728 x 90 pixels
- » Skyscraper: 160 x 600 pixels
- » Text ad: 50 words body/10 title
- » Net avg. distribution: 9,277<sup>2</sup>
- » Avg. clickthrough rate: 17.5%<sup>2</sup>
- » Opt in count: 1,931<sup>2</sup>
- » 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%<sup>2</sup>
- » Leaderboard: 728 x 90 pixels
- » Skyscraper: 160 x 600 pixels
- » Text ad: 50 words body/10 title
- » Net avg. distribution: 31,220<sup>2</sup>
- » Avg. clickthrough rate: 39.9%<sup>2</sup>
- » Opt in count: 3,104<sup>2</sup>
- » 300 x 250 ad

Ask your sales representative about these successful advertising tools.

The screenshot shows the layout of the Dental Products Report e-newsletter. Key features include:

- Leaderboard - 728 x 90:** Located at the top of the newsletter content area.
- Skyscraper - 160 x 600:** A vertical advertisement on the right side of the newsletter.
- Text Ad - 10 title/50 body word max:** A small advertisement within the main content area.
- Center Ad (Big Box) - 300 x 250:** A large advertisement 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

The screenshot displays the Dental Products Report website interface. At the top, there's a banner for 'KaVo Smart Series' handpieces, highlighting 'Reliable and Affordable KaVo Technology' and 'Starting at \$475'. Below this, the site's navigation bar includes categories like Dental, Lab, Hygiene, Products, Video, Resources, Subscribe, Advertis, and Careers. A search bar is prominently featured, with a dropdown menu showing 'handpieces'. The main content area displays search results for 'handpieces', including a featured article titled 'KaVo COMFORTdrive' and a sidebar with various product spotlights and newsletters. A callout box on the right side of the image points to the search results area with the text '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
<b>DENTALPRODUCTSREPORT</b>	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 <b>lab</b> 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 <sup>modern</sup> .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
<b>DENTALPRODUCTSREPORT</b>	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 <b>lab</b> products	Webinar (audio+slides) Live and On Demand	\$9,000



## DIGITAL EDITION

**Enhanced Digital Edition Opportunities**—When you purchase a print ad, it will automatically be included in the same issue's Digital Edition. Below are additional opportunities to advertise and/or enhance your ad in the Digital Edition. Digital Edition Enhancements are exciting ways to draw more attention to your advertisement through our publications' Digital Editions. Add a video, flash, scroll bars, audio, or have a mini form pop up for instant lead generation.



### Digital Edition Rates:

Product	Description	Net Price per Issue
<b>Opening Ad</b>	This premium position to the left of the cover is the first ad the readers will see.	\$2,000
<b>Banners &amp; Skyscrapers</b>	Expand your marketing opportunities and increase exposure with banners and skyscrapers around the Digital Edition. These ads are visible at all times while reading the issue. Two banner and two skyscraper positions are available and sold separately.	\$1,200
<b>Cover-tip</b>	All the great features of print look better online. As with the printed publication, a Cover-tip allows for maximum exposure without completely obstructing the cover of the Digital Edition. The Cover-tip can be double-sided, allowing for plenty of ad real estate.	\$1,000, 2-page; \$2,000, 4-page
<b>Flash Cover-tip</b>	Take the traditional Cover-tip a step further by adding Flash animation for an additional eye-catching punch!	\$1,500, 2-page; \$2,500, 4-page
<b>Gatefold</b>	Need more space than what a single page ad can provide? Try a Gatefold. This option literally folds out of the Digital Edition by clicking on the corner of the page that faces the central fold of the Digital Edition. It provides two full pages of ad real estate for each Gatefold.	\$1,500
<b>Blow-In Card</b>	This is like a Cover-tip for the inside of the book. Inserts are more noticeable because of their smaller size!	\$750
<b>Video Showcase</b>	Have your finished video available to all readers by adding it to the Video Showcase, a tabbed section for quick viewing.	\$5,150
<b>Embedded Audio</b>	Create some atmosphere and set the mood with audio that automatically plays when the page is turned. The right music enhances the reader experience.	\$750
<b>Audio</b>	From podcasts to music clips, add audio to enhance your prospects' experience with an interactive audio player.	\$750
<b>Ad Jolt</b>	Animation doesn't have to be expensive. We give your ads a little "jolt" for a big impression. Click on the Ad Jolt link to see several samples, which demonstrate how much an Ad Jolt can help your ad stand out from the rest. The original ad is on the left side while the improved Ad Jolt is on the right.	\$1,500
<b>Ad Gen</b>	Give readers the opportunity to contact you directly with an Ad Gen. This clever tool turns into a mini form when the reader rolls over the unobtrusive icon in the right hand corner. The mini form is fully customizable and allows you collect information for even greater lead generation.	\$750
<b>Pulsing Links</b>	Use Pulsing Links to draw the reader's attention to your website or "Call to Action."	\$500
<b>Scroll Bar</b>	Sometimes one page isn't enough, but it's all you have. Use a scroll bar to fit extra content on a single page. You can't do that in a print publication!	Ask for Quote
<b>Flash Animation</b>	Flash Animation uses the power of the web to drive reader response. This interactive medium can provide countless creative opportunities to further drive reader engagement.	\$1,500
<b>Email Alert</b>	Buy a banner ad on the monthly Email Alerts that notify readers of the latest Digital Edition.	\$3,220

## DIGITAL EDITION *continued*

### Digital Edition Specifications:

Product	Description
<b>Opening Ad</b>	Size: Full page 7.75" x 10.5" .pdf file, at least 150 dpi
<b>Banners &amp; Skyscrapers</b>	Full banners at top and bottom. 728 x 90 pixels, .pdf file, at least 150 dpi to allow for zoom function Skyscrapers on left and right sides. 150 x 600 pixels, .pdf file, at least 150 dpi to allow for zoom function
<b>Cover-tip</b>	Size: Up to 7.75" x 5" .pdf file, at least 150 dpi
<b>Flash Cover-tip</b>	Size: Up to 7.75" x 5" Contact your sales representative for more information
<b>Gatefold</b>	Size: 2-pages 7.75" x 10.5" .pdf files, at least 150 dpi
<b>Blow-In Card</b>	Size: 5.5" x 3.75" to 7" x 5.5" .pdf file, at least 150 dpi
<b>Video Showcase</b>	<ul style="list-style-type: none"> <li>• File types: .flv, .avi, Windows Media Player, Real Video, or QuickTime formats</li> <li>• For QuickTime files avoid using Intel Indeo Video and SoftDV codecs. Recommended video codecs for QuickTime are: Uncompressed video, Sorenson Video 1, 2, and 3, and Motion JPEG A and B.</li> <li>• For QuickTime video files avoid using IMA 4:1 audio codec. Recommended audio codecs for QuickTime are: uncompressed audio, ALaw 2:1, and ADPCM</li> <li>• For .avi files, avoid using the Intel Indeo video codec.</li> </ul>
<b>Embedded Audio</b>	File formats: <ul style="list-style-type: none"> <li>• .mp3 (sample rate 11kHz, 22kHz, 44kHz, or 96kHz)</li> <li>• .wav</li> <li>• Embed audio in Flash document</li> </ul>
<b>Audio</b>	File formats: <ul style="list-style-type: none"> <li>• .mp3 (sample rate 11kHz, 22kHz, 44kHz, or 96kHz)</li> <li>• .wav</li> <li>• Embed audio in Flash document</li> </ul>
<b>Ad Jolt</b>	Size: Full page 7.75" x 10.5" .pdf file, at least 150 dpi Contact your sales representative for more information
<b>Ad Gen</b>	Requires active email account
<b>Pulsing Links</b>	Indication of images or text that will be linked as well as applicable URL information
<b>Scroll Bar</b>	Size: Less than or equal to 7.25" horizontal. Vertical has no limit.
<b>Flash Animation</b>	Size: Full page 7.75" x 10.5" Click <a href="#">HERE</a> to view additional Flash requirements or contact your sales representative for more information
<b>Email Alert</b>	Size: 728px by 90px .jpg or .gif files at 72 dpi

