



CHOOSE THE SIZE THAT FITS YOUR NEEDS

dentalproductsreport.com Ad Specifications 2010

WEB SITE

Leaderboard—728 x 90 pixels

- Max file size static: 30k
- Max file size Flash: 35k
- 3X animation loop max
- 72 dpi
- If done in Flash, see directions.
- URL for linking

Badge—120 x 60 pixels

- Max file size static: 10k
- Max file size Flash: 15k
- 3X animation loop max
- 72 dpi
- If done in Flash, see directions.
- URL for linking

Skyscraper—160 x 600 pixels

- Max file size static: 30k
- Max file size Flash: 35k
- 3X animation loop max
- 72 dpi
- If done in Flash, see directions.
- URL for linking

Only on Lab

- Horizontal—300x100 pixels
- Max file size static: 10k
- Max file size Flash: 15k
- 3X animation loop max
- 72 dpi
- If done in Flash, see directions.
- URL for linking

Flash ad

- 300 x 280 pixels (if for video player ad unit, 300 x 250)
- Custom-length, animation, file size may vary
- See Flash setup instructions.
- URL for linking

Product spotlight

- Static image not larger than 165 x 218 pixels, jpg or gif only
- Product description—50 words or less
- URL for linking (preferable to link to product listing on dentalproductsreport.com)
- (image and verbiage are separate—please do not incorporate text into your product image)

Search category sponsorship

- 1 leaderboard, 728 x 90 (non-flash only, animated .gifs allowed)
- 1 skyscraper, 160 x 600 (non-flash only, animated .gifs allowed)
- 1 logo, 150x110 max (non-flash only)
- 10 keywords within main category selected
- 20-word description of company or product
- URL for linking

Search Box Sponsorship

- Company logo—(vector file preferred)
- URL for linking

CAD/CAM Connection or Practice Management Sponsorship

- Company logo—(vector file preferred)
- Leaderboard
- 728 x 90 pixels
- Max file size static: 30k
- Max file size Flash: 35k
- 3X animation loop max
- 72 dpi
- If done in Flash, see directions.
- URL for linking

Featured Product

- Static image, not larger than 220 x 170 pixels (transparent png preferred format, .jpgs also accepted)
- 25 word max
- URL for linking

Enterprise 360°

- URL will be: companyname.dentalproductsreport.com
- Ad units
- Leaderboard—728 x 90 pixels
- Max file size static: 30k
- Max file size Flash: 35k
- 3X animation loop max
- 72 dpi
- If done in Flash, see directions below.
- URL for linking

Creative

- Header graphic: 570 x 175px .jpg (static)

Products

- Max of 50 products, with 5 category tabs
- List of top 10 products for default page
- Editorial support for product write-ups
- Lead generation on product landing pages

Content

- Spotlight position for promotion or featured product
- Editorial content from dentalproductsreport.com
- Video and other content may be submitted

Video Sponsorship/Player

- File type: .mov, .wmv, .flv files accepted (.flv is preferred file format)
- Codec: H.264
- Audio: AAC or mp3
- Size: 320 x 240 px
- File size: upder 60 mb

Exclusive eResources

- Includes white papers, clinical research, advertorials

PDF of document

- Information below for the lead generation form

Lead Generation

- 40 words of promotional text for lead generation intro
- Company logo—(vector file preferred)
- E-mail address(es) for leads
- Contact name, e-mail address, phone number

SUBMIT MATERIALS TO KATHY DIERINGER.
kdieringer@advanstar.com



GUIDELINES FOR SUBMISSIONS

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EDITORIAL SUBMISSION

Product Submission for online database

- Product image(s)—up to 4
- Company logo—(vector file preferred)
- Hi-res .jpegs
- Company address, contact information, Web site

Technique and Tech Brief articles

TECHNIQUE

A step-by-step of your product in use.

- Title, plus 50 word max intro
- Up to 10 images: 300 x 300px, 72dpi
- Each step should consist of an image and 30 word max of text

TECH BRIEF

A tech brief is snapshot of a product's key features.

- Product images (up to 3): 225px max width, 72dpi
- Up to 5 key features, 30 word max for each. (note: copy may be edited by our editorial team for unbiased information.)
- You will see a proof of the tech brief prior to it going live.

E-newsletter Ad Specifications

Leaderboard—728 x 90 pixels

- Max file size static: 30k
- 72 dpi

Center—300 x 250 pixels

- Max file size static: 30k
- 72 dpi

Text ad

- Title—10 word max
- 50 words plus link

Product Alert

- Company logo—(vector file preferred)
- Links to the editorial product listing on dentalproductsreport.com
- Lead generation on product listing

E-MAIL BLAST SPECS (file must be in html)

HTML Requirements for E-mail Blasts

You can broadcast a HTML message to those that can receive and view HTML formats. Please make sure you send your file with an '.htm' or '.html' file extension, sent as an attachment. The message cannot be created in a word processing program and saved as a HTML document. All graphics and photos must be hosted on your web site and sourced within the html document.

When broadcasting a HTML message you must also provide a text message for recipients that are not able to receive and view HTML formats.

Requirements for the HTML email document:

- No use of Flash animation, javascripting or CSS positioning.
- No HTML documents that were built in Word or any word processing application and converted to HTML.
- It is best not to make text as an image, and do not create the whole html as an image, sliced up or as a single image.

Recommendation for the HTML email document:

- Use ALT text on all images
- Title the HTML document
- Keep image file sizes to 75kb or lower.
- Limit use of images; don't over burden the email with images.
- Limit CSS use.
- If CSS is used, make sure that the CSS style code is placed in between both the header tags (<head></head>) and in the body tags (right after open body tag,<body>).
- We recommend that the emails should be 600-700 pixels wide, to ensure fit in most email preview panes.
- Keep the email brief, if you have lengthy or detailed content, host it on your server and link to it.
- Do not use "FREE" in body of message, dollar signs or capitalization in the body of the message.
- For quick reference go to: http://www.wilsonweb.com/wmt8/spamfilter_phrases.htm "Words and Phrases that Trigger Some Spam Filters"
- Physical mailing address of the mailer (sender of the e-mail blast) must appear in the text of the message (no PO Box). All messages, both HTML and plain text, must have the physical mailing address in place when the messages are sent to process the order. To protect us because of the CANSPAM laws we will not be responsible to type in this information for our customers.
- Mailer (sender of the e-mail blast) must supply an email address or URL link to receive the opt-outs from their mailing. This link or address must be active for 30 days after the mailing and mailer will collect these unsubscribes and use as a suppression file for future emails. Opt-outs need to be saved in an Excel or .csv format with only the email address. Opt-out should be included in the creative documents when the messages are sent to process the order.

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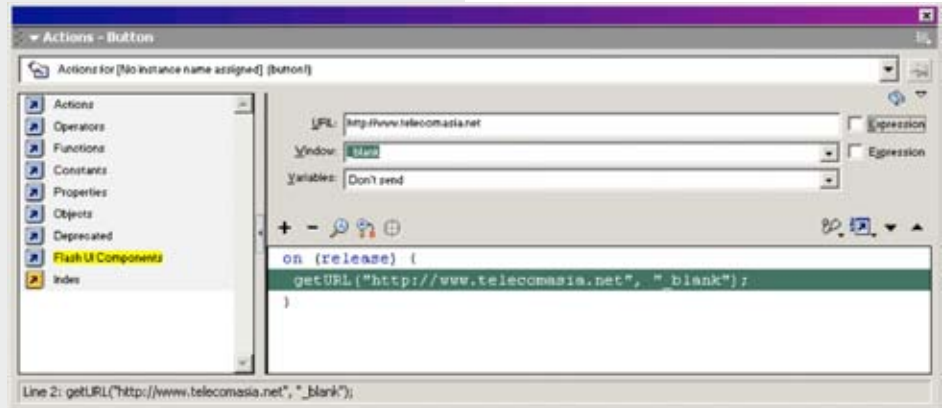
FLASH FILE REQUIREMENTS

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HOW TO SET UP A FLASH FILE

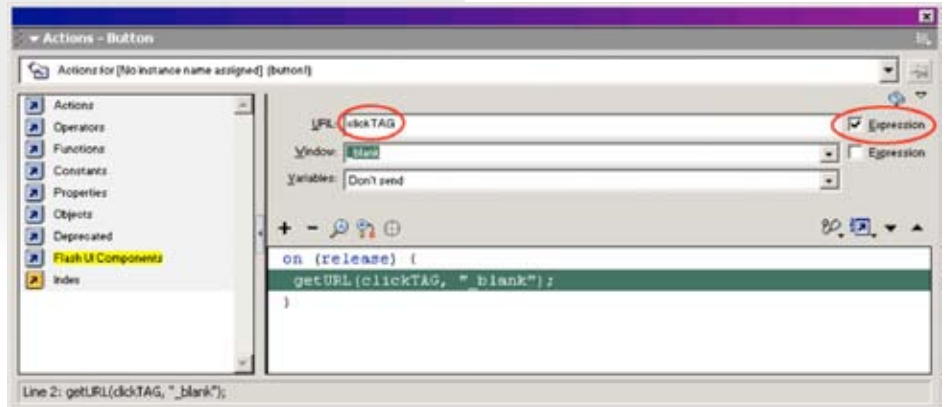
* In the Flash program, to the right is what the screen looks like when you set up the Action that links your ad.

This is the standard way a Flash file would link but for our purposes, because we want to track clicks through AdManager, is the wrong way to set up an ad.



* The next screenshot is the correct way to set up a Flash ad for serving through AdManager. Note that instead of the actual URL they want the ad to link to, they've inserted "clickTAG" in the URL field. Also, they need to check the box next to "Expression". This tells Flash that they're not linking to an actual URL, but a variable.

It is also important that the Window field is set to "_blank" so that the ad opens in a new window. If this is not done, the advertiser's page will load in the space of the ad instead of a full window of its own.



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