

# MOST PRODUCTS. BEST SEARCH.

The best online resource for information on clinical techniques, innovation in technology, coverage of the latest trends and **5,000+ products**.

Dentalproductsreport.com provides tools and information for every dental professional to help them succeed with new technology and challenges.

With the most products and best search, dentalproductsreport.com provides you with many opportunities to reach our audience in effective, meaningful ways.

## Online behavior\*

★ **58%** of users most often visit the New Products section

★ **40%** of users read at least one article when visiting dentalproductsreport.com

## Digital gateway

Presented as a portal site, dentalproductsreport.com has pages dedicated to dental, lab and hygiene, and encourages open communication and education between all industries.

### dentalproductsreport.com/dpr

★ From clinical applications to practice management, find content and tools designed to help the dentist succeed.

### dlpmagazine.com

★ Features exclusive step-by-step techniques, business trends and innovations in technology that are shaping the dental lab industry.

### modernhygienist.com

★ Content focused on patient care, career and life. Includes a robust recruitment center.



Our following on Facebook and Twitter continues to grow. Follow us.



## Traffic\*

- ★ **50,000** visitors per month
- ★ **40,000** unique visitors per month
- ★ Average **7 min.** per session per visitor
- ★ **150,000** page views per month
- ★ **3** average page views per visit

## Content

- ★ **Product Database:** The largest comprehensive database of products, featuring 5,000+ searchable dental products with related content, videos and links.
- ★ **Vertical Search:** Our exclusive dental-only search engine offers a variety of search options across dentalproductsreport.com, the product database and other dental sources.
- ★ **Comprehensive editorial coverage:** Complete coverage of all dental professional products, information and related services in dental, lab and hygiene.

- ★ **Multimedia:** Featured videos of product demonstrations, updates from events, interviews, and the latest techniques.
- ★ **Resource Center:** A complete resource that includes information on CE courses, DPR exclusive research, clinical reports, whitepapers, webinars and podcasts.
- ★ **Breaking News:** New products and industry news posted daily, along with new in-depth content posted weekly.
- ★ **Recruitment:** Job search section offers tools, tips and a searchable database to help dental hygienists land their dream job.

Source: \*Publisher's Own Data

## CUSTOM E-MEDIA

# HIGH-QUALITY, HIGH-IMPACT COMMUNICATIONS THAT GENERATE INQUIRIES

### **Customize your message**

Advanstar Communications' ever-expanding advertising options allow you to speak directly to your key audiences with integrated print and Web messaging.

### **clickVISION™**

Showcase your service or product through lively 3-minute flash presentations.

- ★ Create a multimedia standout with clickVISION™. These 3- to 3.5-minute Flash features include animated on-screen text and graphics, photos, animation and audio.
- ★ In addition to their compelling audio and visual elements, clickVISION™ promotions are easy to forward, which encourages viewers to share your message with others.
- ★ A scaled down version of clickVISION™, called clickVISION™ "Lite", is available which uses video instead of flash animation. An effective method of marketing products and services when coupled with e-mail blasts.

### **Podcasts**

Communicate with dental professionals on their mobile devices.

- ★ Roundtables, symposia, Webinars—if you can record it, we can convert it to an individual podcast or a podcast series available for download via iTunes, Google or RSS feed.
- ★ Custom and sponsored programs available.
- ★ Includes 2 per month for 3 months.

### **Conference Capture**

Expand the impact of your live presentation.

- ★ Capture your live presentations at conferences for distribution and use post-event. The event is recorded and replicated on a DVD and/or CD-ROM at the sponsor's request. Information may be re-purposed in a variety of custom options.

### **Webinars**

A convenient, flexible way to educate dental professionals across the globe.

- ★ Make the task of educating large groups of dental professionals in multiple locations easier with a convenient, flexible Webcast. We work with you to develop topics and recruit speakers for sessions.
- ★ In general, our 1-hour Webcasts—both Web seminars and teleconferences—are divided into a 40-minute presentation followed by a 20-minute live Q & A session with the presenter. Sessions can be archived for attendees' convenience.

### **Video Detail**

Combine diagnosis, treatment, and decision-making with interactive learning.

- ★ Using "challenge and educate" methodology, the 5-7 minute program presents a case, then gives dental professionals and their teams the opportunity to evaluate based on the evidence they receive. Participants receive verbal and visual feedback.
- ★ Advanstar will assist in the content development and scripting.

### **Digital Catalogs**

Deliver your product catalog to potential customers' inboxes.

- ★ Convert your print catalog into a digital version, that can be promoted on your Web site and **dentalproductsreport.com**. It can also be sent out in an e-mail blast. Lead generation form included.

### **Maximize your marketing**

Contact your account manager today for special rates to deliver your custom marketing message.

# Web Ad Specifications

## Leaderboard

- ★ 728x90 pixels
- ★ Max file size static: 30k
- ★ Max file size Flash: 35k\*
- ★ 3X animation loop max
- ★ 72 dpi
- ★ If done in Flash, see below.\*
- ★ URL for linking

## Badge ads

- ★ 120x60 pixels
- ★ Max file size static: 10k
- ★ Max file size Flash: 15k\*
- ★ 3X animation loop max
- ★ 72 dpi
- ★ If done in Flash, see below.\*
- ★ URL for linking

## Skyscraper

- ★ 160x600 pixels
- ★ Max file size static: 30k
- ★ Max file size Flash: 35k\*
- ★ 3X animation loop max
- ★ 72 dpi
- ★ URL for linking

## Search category sponsorship

- ★ 1 leaderboard, 728x90 (non-flash only, animated .gifs allowed)
- ★ 1 skyscraper, 160x600 (non-flash only, animated .gifs allowed)
- ★ 1 logo, 150x110 max (non-flash only)
- ★ 20-word description of company or product
- ★ URL for linking

## Flash commercial

- ★ 300x280 pixels (if for video player ad unit, 300x250)
- ★ Custom-length, animation, file size may vary
- ★ If done in Flash, see below.\*
- ★ URL for linking

## Product spotlight

- ★ Static image not larger than 165x218 pixels, .jpg or .gif only
- ★ Product description—50 words or less
- ★ Links to product description on **dentalproductsreport.com**
- ★ (image and verbiage are separate—please do not incorporate text into your product image)



## Enterprise 360°



Enterprise 360° presents the manufacturer's product line-up, mission and current promotions, as well as articles, videos and interviews that are available only through **dentalproductsreport.com**. It is updated on an ongoing basis with lead generation to make our users your customers.

Please contact [alabonar@advanstar.com](mailto:alabonar@advanstar.com) with production questions.

\*For Flash specifications, contact Amanda LaBonar: [alabonar@advanstar.com](mailto:alabonar@advanstar.com)

## 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
- ★ Reach: 74,000 opt-in
- ★ Avg. open rate – 10%
- ★ Avg. clickthrough rate – 31%
- ★ Leaderboard
- ★ Skyscraper
- ★ Text ad

### **Dental Lab Products**

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

- ★ Frequency: Twice a month
- ★ Reach: 7,520 opt-in
- ★ Avg. open rate – 19%
- ★ Avg. clickthrough rate – 59%
- ★ Leaderboard
- ★ Skyscraper
- ★ Text ad

### **Modern Hygienist**

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

- ★ Frequency: Twice a month
- ★ Reach: 19,260
- ★ Avg. open rate – 15%
- ★ Avg. clickthrough rate – 63%
- ★ Leaderboard
- ★ Skyscraper
- ★ Text ad

**61%** of dentists click on an e-newsletters' links/ advertisements.\*

Source: \*Publisher's Own Data

## ONE OF THESE CUSTOM PACKAGES WILL FIT YOUR COMPANY'S NEEDS AND GOALS

### **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
- ★ E-newsletter skyscraper

### **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
- ★ Enterprise 360° or search category sponsorship

### **Print discounts**

Ask your sales representative about qualifying print discounts.

### **Lead Generation**

Reach perspective clients wanting more information on your product.

- ★ Search category sponsorship
- ★ Featured listing in product database
- ★ Product lead generation
- ★ White paper lead generation

### **Product Alert!**

Launching a product? Get it in front of your customers quickly with a 'Product Alert!' Contact your sales representative for details.

