

EAO/Berlin
October 08–10, 2020



today

Dental Tribune International

YOUR ADVERTISING CHANNELS AT EAO

The event specific **today EAO daily newspaper** is distributed by hostesses free of charge at the exhibition entrances and public transport points on all exhibition days.

today publishes pertinent news and the latest advancements in R&D and industry reports and includes the exhibitor list, floor plan and event schedule. Advertise your workshops, products, vouchers, specials, raffles and more.

The DTI editorial team provides comprehensive live coverage of EAO 2020 at www.dental-tribune.com.

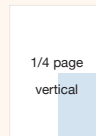
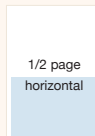
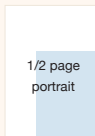
Event e-newsletters are sent to national and international dental professionals.

Take advantage of our special packages!

www.dental-tribune.com

dti Dental
Tribune
International

today Advertising Formats, Rates & Deadlines



– Dimensions (w x h): 280 x 400 mm 162 x 227 mm 280 x 200 mm 162 x 400 mm 97 x 147 mm

3mm bleed required for all formats | Other formats available upon request

| | | Prices in euros* | |
|------------------------|----------|--------------------|--------------------|
| today | | | |
| Print Distribution | 10,000 | | |
| Release Date | | October 8, 2020 | October 9–10, 2020 |
| Ad Rates | 1/1 page | 3,450 | 3,450 |
| | 1/2 page | 2,950 | 2,950 |
| | 1/4 page | 2,450 | 2,450 |
| | 1/8 page | 1,950 | 1,950 |
| Editorial Deadline | | September 11, 2020 | |
| Ad Submission Deadline | | September 18, 2020 | |
| Language | | English | |

* VAT not included.

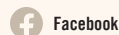
Combined Social Media Event Campaign

Our Social Media Event Campaigns are the perfect extension to our well-known *today* show daily newspaper.

They will allow companies to reach out to attendees of a specific dental congress or trade show through DTI-administered postings on on one or more social media platforms, rendering their advertisement strategy most effective.



1 full-page ad in a *today* issue



This is an exclusive offer for companies who book advertisements in the *today* show daily newspaper. | Price upon request

today E-Newsletter



Int. English E-newsletter

distribution 65,000

€4,950

- non-exclusive; more than one sponsor per e-newsletter possible
- article and photo(s) on www.dental-tribune.com
- rectangle banner (336 x 300 pixels) with link to corporate website
- product teaser with a link to the product entry on www.dental-tribune.com

Media Sales Contact

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

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



The most current version of this rate card is available at
www.dental-tribune.com/advertise-with-us.