

IDEM/Singapore  
April 24–26, 2020



**today**

Dental Tribune International

## THE SHOW DAILY NEWSPAPER

The event specific **today** IDEM 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** at [www.dental-tribune.com](http://www.dental-tribune.com).

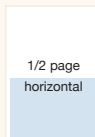
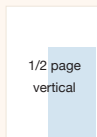
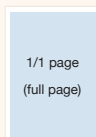
Event e-newsletters are sent to **national** and **international** dental professionals.

**Take advantage of our special packages!**

[www.dental-tribune.com](http://www.dental-tribune.com)

**dti** Dental  
Tribune  
International

# today Advertising Formats, Rates & Deadlines



– Dimensions (w x h): 280 x 400 mm 210 x 297 mm 249 x 184 mm 122 x 184 mm 122 x 92 mm  
3mm bleed required for all formats | Other formats available upon request

		Prices in euros*		
today				
Distribution	9,000 copies			
Release Date		April 24, 2020	April 25, 2020	April 26, 2020
Ad Rates	1/1 page	2,950	2,950	2,950
	1/2 page	2,450	2,450	2,450
	1/4 page	1,950	1,950	1,950
	1/8 page	1,450	1,450	1,450
Editorial Deadline		March 13, 2020		
Ad Submission Deadline		March 27, 2020		
Language		English		
* VAT not included				

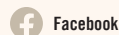
## Combined Social Media Event Campaign

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



**English Int. 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](http://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](http://www.dental-tribune.com)

## Media Sales Contact

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

[mediasales@dental-tribune.com](mailto: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](http://www.dental-tribune.com/advertise-with-us).