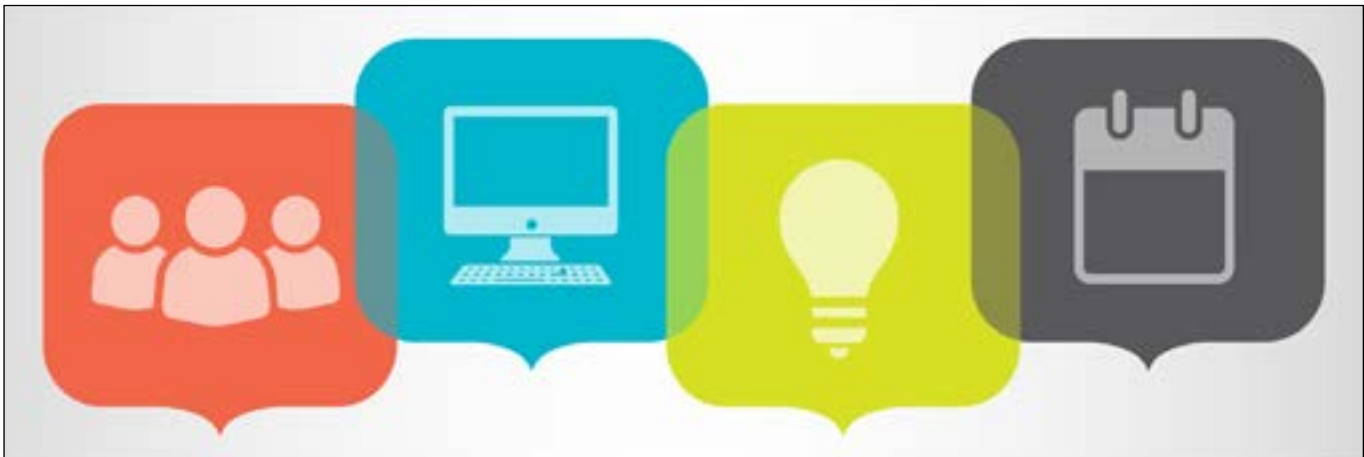


DIGITAL ■ WEBINARS



Dentistry Today offers webinars as a way to distribute digital educational offerings by broadcasting your message in a cost-effective way using the latest technology to create a live interactive experience. *Dentistry Today* offers the option for the sponsor to develop the content of the webinar to offer CE credits, if content meets AGD Pace Guidelines.

Pre-Webinar Promotion:

- Promotion on dentistrytoday.com and dentalcetoday.com for 3 months.
- Email campaign to more than 45k+ dentists — one prior to webinar and one post webinar.
- A 1/2 vertical ad in the print edition prior to webinar.
- Featured on our weekly eNewsletter.
- Social media promotion on all of our channels, including Facebook and Twitter.

Post-Webinar Promotion:

- Thank You eBlast to all attendees featuring the client’s message.
- Hosted on our CE platform at dentalcetoday.com for 12 months.
- Featured on the homepage of dentalcetoday.com for 1 month following the live webinar.
- Editorial write-up in *Dentistry Today’s* first issue after the webinar.
- Covered on our weekly eNewsletter.
- Social media promotion via Facebook and Twitter.
- Supply lead generation to sponsor, including: name, email, and phone number.

FOR EACH SPONSORED WEBINAR, YOU WILL RECEIVED ATTENDEE LEAD INFORMATION, AS FOLLOWS:

- FIRST & LAST NAME
- FULL ADDRESS (INCLUDES: STREET, CITY, STATE, ZIP & COUNTRY)
- PHONE NUMBER
- EMAIL ADDRESS

\$14,000 NET
(not including honorarium for speaker)

