

Print rates 2010 : full colour rates in Euro

AD SIZE	DIMENSIONS	(WIDTH x DEPTH)
Full page	206 x 276 mm	8 ¹ / ₈ " x 10 ⁷ / ₈ "
Junior page	154 x 206 mm	6 ¹ / ₁₆ " x 8 ¹ / ₈ "
1/2 horizontal	206 x 132 mm	8 ¹ / ₈ " x 5 ³ / ₁₆ "
vertical	101 x 270 mm	4" x 10 ⁵ / ₈ "
1/3 horizontal	206 x 86 mm	8 ¹ / ₈ " x 3 ³ / ₈ "
vertical	66 x 270 mm	2 ⁵ / ₈ " x 10 ⁵ / ₈ "
1/4	101 x 132 mm	4" x 5 ³ / ₁₆ "
Full page spread	436 x 276 mm	17 ³ / ₁₆ " x 10 ⁷ / ₈ "

TECHNICAL SPECIFICATIONS

Printing:	Web offset blanket/blanket
Paperstock:	80 grams LWG
Binding:	Saddle stitched
Final trim size:	230 x 300 mm (9 ¹ / ₁₆ " x 11 ¹³ / ₁₆ ")
Bleed:	Min 5 mm (1/4") beyond trim size Live matter should always stay within type area
Type area:	206 x 276 mm (8 ¹ / ₈ " x 10 ⁷ / ₈ ")

Online rates 2010

HOMEPAGE

The homepage is an ideal environment for branding campaigns and product launches and offers the following possibilities:

Dog Ear

Leaderboard
Appears first on the homepage as well as throughout the entire site. It is situated above the Worldental logo and is the prime ad position as it offers the highest visibility.

Sponsored link Rectangle

Vertical Banner
These are located on the right-hand side of the homepage.

Button

Skyscraper
appears on right hand side of all pages except homepage.

Full Banner
Appears along the bottom of a page.

TECHNICAL SPECIFICATIONS

Ad Type	Width x Height (pixels)	Format	Maximum Size
Leaderboard	728 x 90	GIF/Flash	25 kB
Rectangle	300 x 250	GIF/Flash	25 kB
Skyscraper	120 x 600	GIF/Flash	25 kB
Full banner	468 x 60	GIF/Flash	15 kB
Vertical banner	120 x 240	GIF/Flash	20 kB
Button	120 x 90	GIF/Flash	15 kB

Endodontics: latest trends
The progression of methacrylate resin based root canal sealers

Button

Button

Button

Banner

PRODUCT NEWS

E-NEWSLETTER

The e-newsletter combines advertising and PR by offering clients the opportunity to submit an article as well as a 'product news' item, which will appear alongside their banner or button. The e-newsletter is posted on worldental-online.com for 12 months, thus providing long term results.

Banner and Buttons

The banner is located along the center of the e-newsletter. Buttons are located along the right-hand side.