

# AUSTRALASIAN DENTIST

...ONLINE

## Your specialised email marketing campaign

The *Australasian Dentist* online email marketing campaigns are the dental industry benchmark and have become an indispensable tool for the industry.

Now in its twelfth year, these email marketing campaigns are a well established, effective and highly valued service – bringing significant results.

This premium online service reaches around 10,000 dentists.

Used by most of the dental industry for new products, launches, regular specials and special interest seminars it has become an integral and regular part of the dental industry's marketing campaigns offerings the dental professional.

And with multiple sends every week, our database is updated with every send. If you're marketing to dentists regularly *Australasian Dentist* email marketing campaigns are an essential tool in your promotion.

**Ask about our special discounted rates for multiple sends**

For bookings or enquiries contact:

**Australasian Dentist... Online**  
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or  
**Amos Lang, Editor**  
Ph 03 9502 0792



### MATERIAL SPECS

#### PREFERRED: Submit completed ad in jpg format

- ◆ WIDTH: 550pxls minimum variable up to 700pxls max. Preferred 550, 650 or 700 pxls
- ◆ HEIGHT: Variable up to 1720pxls max.
- ◆ Please provide links to: web sites; video/You-tube; Facebook; pdf/registration forms; email addresses etc.
- ◆ One link can be attached directly to ad. If further links required, we insert via text below your ad.

#### WE CAN COMPILE AN AD WITH YOUR MATERIAL: header; footer; image/logo; text; contact details; links etc.

- ◆ EMAIL SEND WIDTH: 550pxls minimum variable up to 700pxls max.  
HEIGHT: Variable up to 1720pxls max.
- ◆ EDITORIAL/TEXT: Required in Word doc
- ◆ IMAGES: Required in Jpg. (Gif or animated gif can be placed but may not display for all recipients)
- ◆ HEADER/FOOTER: LOGO / IMAGES: Jpg format
- ◆ LINKS: web sites; video/You-tube; Facebook; pdf/registration forms; email addresses etc.
- ◆ Links can be attached to your editorial; image; header; footer.

#### HTML code also accepted:

- ◆ Testing to be completed through all email send providers prior to submission to ensure correct display.

#### ADVISE SUBJECT LINE TO APPEAR ON EMAIL SEND & PREFERRED SEND DATE

- ◆ We require material submitted one week earlier prior to send. Speedy turnaround possible depending on work load.
- ◆ Proofs will be supplied for confirmation.
- ◆ NOTE: Additional charges may apply for multiple adjustments to images, editorial or proofs if not submitted in required format.

