

# 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 our seventeenth year, these email marketing campaigns are a well established, effective and highly valued service - bringing significant results.

Our EDMs can be sent at a time of your choosing.

With an open rate of between 45% and 50%, this premium online service reaches over 8,000 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 to the dental professional.

And with multiple sends every week, our database is updated with every send.

If you're marketing to dentists regularly then the Australasian Dentist Online email marketing campaign is an essential tool in your promotion.

**Most advertisers combine EDM sends and advertising in Australasian Dentist as a package for maximum and effective exposure and extra savings.**

### STANDARD RATES

1 AD:	\$1,250 + GST PER SEND
3 AD PACKAGE:	\$1,200 + GST PER SEND
5 AD PACKAGE:	\$1,150 + GST PER SEND
10 AD PACKAGE:	\$1,050 + GST PER SEND

### Contact:

**Dianne Lowien**

**Australasian Dentist...Online**

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### MATERIAL SPECS: Submit completed ad -

- ◆ IMAGE based ad: JPG, PNG or GIF Format or IMAGES + TEXT or HTML
- ◆ WIDTH: 550pxls min. variable up to 700pxls max. Preferred 600, 650 or 700pxls
- ◆ HEIGHT: Images variable up to 1000pxls max - Multiple images can be submitted
- ◆ LINKS: Website; email; video/YouTube; Facebook; PDF Registration/order forms  
Note: One link attached per image. Multiple links can be attached to plain text.
- ◆ HTML testing to be completed through all email providers prior to submission to ensure correct display.
- ◆ VISION6 set up - Build your ad in our template on our email send provider's platform.
- ◆ We can compile an ad with your material: Header, footer, images/logo; text, links, contact details text/editorial - word doc; images - JPG, PNG or GIF.
- Note: This is not a graphically designed ad. Your submitted material will only be used to compile the ad.

- ◆ Advise subject line to appear on the EDM & PREFERRED SEND DATE & TIME  
If not available, alternative dates/times will be offered for your approval.
- ◆ Material submission preferred one week (earlier appreciated), prior to live send.  
A more immediate turnaround is usually available subject to current workloads.
- ◆ Ad test and booking details will be sent for proofing and confirmation is required prior to live send.
- ◆ TERMS: 30 days payment made within Australia. Overseas client prepayment required.

