

# StomaTeam

We listen to the needs of dental public

2012

PRICE LIST • PUBLISHING SCHEME 2012

## StomaTeam

DENTAL TRIBUNE

— CZ/SK —

OTHER PROJECTS AND SERVICES

Dentální  
Akademie.cz

today

IMPLANT TRIBUNE

ORTHO TRIBUNE

ENDO TRIBUNE

HYGIENE TRIBUNE

StomaTeam  
Forum

InDent  
www.indent.cz

P.Z.D.

B.Z.D.

D.K.S.

S.D.H.

[www.stomateam.cz](http://www.stomateam.cz) (sk)

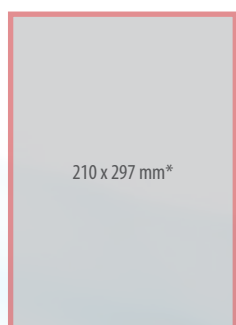
[www.dental-tribune.cz](http://www.dental-tribune.cz)

[www.dentalniakademie.cz](http://www.dentalniakademie.cz)

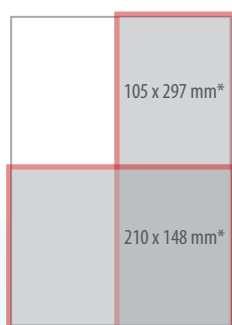
# PRICE LIST OF ADVERTISING

**StomaTeam**  
CZ/SK

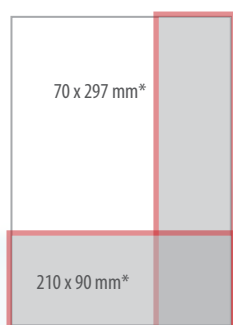
– specialized magazine for dentists, dental technicians, dental hygienists and dental nurses. It is edited in minimum guaranteed cargo of 8.000 copies and distributed 6 times a year in the Czech and Slovak Republic.



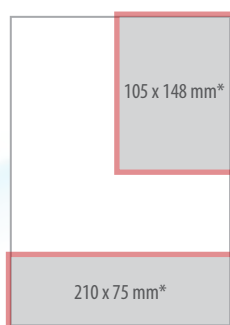
**1 A4 page**  
1.585 €



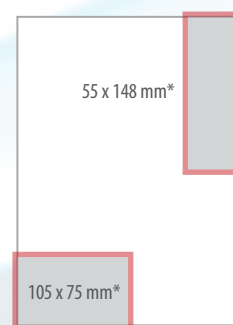
**1/2 of A4 page**  
875 €



**1/3 of A4 page**  
625 €



**1/4 of A4 page**  
500 €



**1/8 of A4 page**  
270 €

**1 A4 page positioned on 2nd or 3rd page of the cover**  
1.920 €

**1 A4 page positioned on 4th page of the cover**  
2.085 €

**2 A4 pages (double-page)**  
2.250 €

\* – with 3-mm overlapping margins in four directions

**DENTAL TRIBUNE**  
CZ/SK

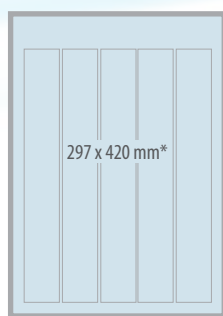
Dental Tribune CZ/SK – specialized dental newspapers in A3 format. It is edited in the total cargo of 10.500 copies and distributed 4 times a year to the dentists and dental hygienists in the Czech Republic (7.000 addresses) and in the Slovak Republic (3.300 addresses).

**IMPLANT TRIBUNE**   **ORTHO TRIBUNE**  
**ENDO TRIBUNE**   **HYGIENE TRIBUNE**

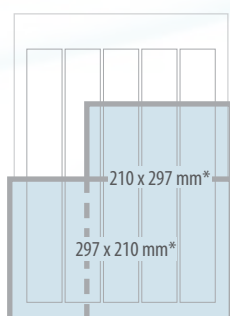
The topical supplements focused on implantology, endodontics, orthodontics and dental hygiene are edited together with the Dental Tribune.

**today**

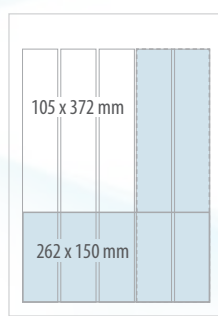
Today is published in a newspaper format on the occasion of the key dental exhibitions and congresses as the exclusive planning tool for visitors as well as for exhibitors of such events. On the occasion of exhibitions Pragodont and Slovak Dental days, Today is edited in the Czech language in a cargo of 5.000 copies and in the Slovak language in a cargo of 4.000 copies.



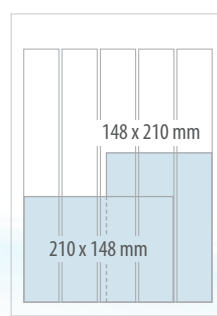
**1 page A3**  
2.050 €



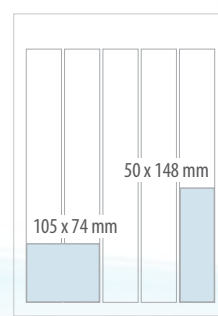
**1/2 of A3 page (A4)**  
1.585 €



**1/3 of A3 page**  
1.210 €



**1/4 of A3 page (A5)**  
875 €



**1/8 of A3 page (A6)**  
500 €

\* – with 3-mm overlapping margins in four directions

## INSERTED ADVERT

Leaflet up to A4	0.15 €/pcs
Leaflet A3 folded to A4	0.21 €/pcs
Brochure, catalogue, etc. – A4, 6 sheets	0.34 €/pcs

We will prepare an individual price offer based on specification of another required size of advert. We also offer the separate distribution of printed materials exclusive of our journal.

## DISCOUNTS

Advert 2 times a year	<b>10 %</b>
Advert 3 times a year	<b>15 %</b>
Advert 4 times year	<b>20 %</b>
Advert 5 times a year	<b>25 %</b>
Advert 6 times and more a year	<b>30 % + other bonuses</b>

Discounts are valid for repeated printed or inserted advertisement in StomaTeam journal.

# PUBLISHING SCHEME 2012

Editorial deadline		Date of distribution		Distributed media	
				Issue Nr.	publication
Fr	20. 1.	Mo	6. 2.	1/2012	Dentální akademie (printed brochure)
Fr	3. 2.	Mo	20. 2.	1/2012	StomaTeam
				1/2012	Dental Tribune (+ Implant Tribune, Ortho Tribune)
Fr	9. 3.	Mo	26. 3.	2/2012	StomaTeam
Fr	13. 4.	Mo	30. 4.	3/2012	StomaTeam
				2/2012	Dental Tribune (+ Endo Tribune, Hygiene Tribune)
Fr	10. 8.	Mo	27. 8.	4/2012	StomaTeam
Fr	24. 8.	Mo	10. 9.	2/2012	Dentální akademie (printed brochure)
We	29. 8.	SDD		special	Today (exhibition newspaper – Slovak dental days)
Fr	7. 9.	Mo	24. 9.	5/2012	StomaTeam
				3/2012	Dental Tribune (+ Implant Tribune, Ortho Tribune)
We	24. 9.	PRAGODENT		special	Today (exhibition newspaper – Pragodent)
Fr	2. 11.	Mo	19. 11.	6/2012	StomaTeam
				4/2012	Dental Tribune (+ Endo Tribune, Hygiene Tribune)

Dental Tribune and topical supplements Implant Tribune, Ortho Tribune, Endo Tribune and Hygiene Tribune are the printed matters edited by StomaTeam Ltd. in the Czech Republic and Slovak Republic under the license of Dental Tribune International.

Dental Academy is the printed A5 booklet containing a list of dental educational events which are taking place in the Czech Republic and all around the world. It is similar to the web portal [www.dentalniakademie.cz](http://www.dentalniakademie.cz).

For more information see the separate materials.

## Technical specifications of adverts

It is necessary to deliver your graphically processed advert to the editors of the journal in PDF printer format, resolution 300 dpi, including 3-mm overlapping margins in four directions.

Data for processing your advert by our graphic designer are necessary to deliver as following: all texts in separate file in .doc or .docx format, pictures in separate files, resolution (ideal) 300 dpi in .tiff, .eps, .psd, .ai or .jpg format. Your company logos please send in vector format (e.g. .ai, .eps).

## Graphic services

We offer the graphic processing within the price of your advert, if this advert is established exclusively for journals StomaTeam, Dental-Tribune or for our web sites. The resulting graphic product is liable to the editor's rights – its publication in other public medium is possible only by virtue of the journal StomaTeam editor's written agreement and the graphic processing is subject of charging in this case. Final price of graphic processing depends on the amount and quality of delivered data and time spent on the processing.

**Guide price of advert graphic design**

**A4 page**

100–160 €

## PR articles, professional product articles

We also offer another form of paid advertising – publication of PR articles, company reports or press releases. Publishing of those articles according to its size cost 50 % of the price of the advert and is liable to editor's journal graphic layout. Editor reserves the right to refuse article with significantly untrue, tendentious or professionally misguided statements.

Our advertisers have opportunity to publish for free professional product articles in form of clinical studies, clinical cases, practical technology methods or product reviews. These articles are liable to professional editors' approval, who review whether the article comes up to requirements for professional report (can also recommend some corrections) or if it is an advertisement PR article. With respect to the approval procedure it is necessary to deliver these articles to the editor 14 days before editorial deadline.

# OUR WEB PORTALS



**www.stomateam.cz**

**www.stomateam.sk**

The successful projects of StomaTeam magazine realized in the Czech and Slovak Republic cover also internet portals [www.stomateam.cz](http://www.stomateam.cz) and [www.stomateam.sk](http://www.stomateam.sk), which belong to the most visited dental professional portals in both countries. On our websites, made with an attractive design, visitors will find a number of current information, topical articles and reviews. The average attendance is approx. 9.000–13.000 in the CR and 4.000–5.000 in the SR of unique visitors per month with constantly rising trend.



**www.dental-tribune.cz**

Dental-tribune.com and the Czech mutation Dental-tribune.cz uses the high ratings of Google and the continuously increasing number of visitors, and offers including into the optimized search Company Profile to the companies, which can be used as a search of information related to all included products or companies: company profile and news, product features, scientific studies, instructional videos, online training and courses, brochures and order forms.



**www.dentalniakademie.cz**

A comprehensive list of training events (see separate price list)

- up to date list of training events
- easy searching
- possibility to obtain discounts at login through [www.dentalniakademie.cz](http://www.dentalniakademie.cz)

## PRICE LIST OF ELECTRONIC ADVERTISING

Banner position	Size	Price for a month	Price for 3 months	Price for a year
<a href="http://www.stomateam.cz">www.stomateam.cz</a>	145 x 145 px	200 €	480 €	1.580 €
<a href="http://www.stomateam.sk">www.stomateam.sk</a>	145 x 145 px	120 €	280 €	980 €
<a href="http://www.dentalniakademie.cz">www.dentalniakademie.cz</a>	160 x 160 px	200 €	480 €	1.440 €

<a href="http://www.dental-tribune.cz">www.dental-tribune.cz</a>	company profile*	1.600 €
	728 x 90 px	450 €
	200 x 600 px	350 €
	330 x 280 px	250 €

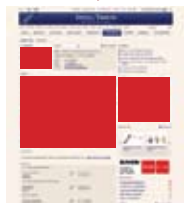
### Banner graphic design

40–100 €

In case of placing a banner on the website for at least 3 months, the graphic design is included in the price of advertising.

\* price for 12 months

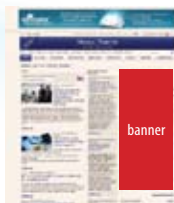
### company profile



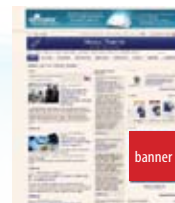
### 728 x 90 px



### 200 x 600 px



### 330 x 280 px



# CONTACTS

## StomaTeam s.r.o.

Terronská 727/7, 160 00 Prague, phone: +420 222 250 367, e-mail: [info@stomateam.cz](mailto:info@stomateam.cz), web: [www.stomateam.cz](http://www.stomateam.cz)

### Technical editing

**Ing. Tomáš Truneček, Ph.D.**

Commercial agent, Project manager

gsm: +420 728 577 258

e-mail: [trunecek@stomateam.cz](mailto:trunecek@stomateam.cz)

**Libor Kokšal**

Marketing, advertising

gsm: +420 603 541 965

e-mail: [koksals@stomateam.cz](mailto:koksals@stomateam.cz)

**Ing. Barbora Solárová, ArtD.**

Marketing, advertising

gsm: +420 602 322 143

e-mail: [solarova@stomateam.cz](mailto:solarova@stomateam.cz)

**Helena Vojířová**

Assistant

tel.: +420 222 250 367

gsm: +420 724 954 996

e-mail: [vojirova@stomateam.cz](mailto:vojirova@stomateam.cz)