



2020 MEDIA KIT

BANNER ADVERTISING

VIVA PORTAL BANNER ADS

Target Audience: Dentists/Staff

www.vivalearning.com

Keep the Buzz and Momentum Going

Take advantage of Viva's high traffic and fast-growing audience.

Home Page

The screenshot shows the Viva Learning Home Page. Callout 1 points to a top banner ad for 'TI-Max Z' dental motors. Callout 2 points to a slider area featuring various dental products and CE courses. Callout 3 points to a 'Free Live Dental Webinars' section. Callout 4 points to a 'New Dental Podcasts' section.

1

Top Premium Ad
(All Pages - 800 x 100 pixels)
600,000 annual impressions per ad spot; 5 ad spots

2

Home Page Slider - Slots 1 thru 5
(400 x 169 pixels)
300,000 annual impressions per ad slot; 5 ad slots

3

Right Premium Ad
(400 x 200 pixels)
600,000 annual impressions per ad spot; 5 ad spots

4

Left Side Ad - Slots 1 thru 10
(200 x 140 pixels)
3,000,000 annual impressions per ad slot; 10 ad slots

Website Monthly Stats

- 250,000 page views
- 40,000 visits
- 18,000 unique visitors
- 2,800 new sign-ups
- 9,000 reserved seats
- 30,000 webinars viewed
- 85% United States visitors

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Inside Page (All CE Classes)

5

6

7

8

When searching all content

5 All Content Top Banner Ad
(650 x 100 pixels)
120,000 annual impressions per ad spot;
5 ad spots

6 All Content Banner Ad #2
(650 x 100 pixels)
120,000 annual impressions per ad spot;
5 ad spots

7 All Content Banner Ad #3
(650 x 100 pixels)
120,000 annual impressions per ad spot;
5 ad spots

8 All Content Banner Ad #4
(650 x 100 pixels)
120,000 annual impressions per ad spot;
5 ad spots

VIVA PORTAL BANNER ADS

Target Audience: Dentists/Staff

www.vivalearning.com

Inside Page (All CE Classes - Category Search)



When searching a specific category

9

Category Top Banner Ad
(650 x 100 pixels)

Annual impressions dependent on category

10

Category Banner Ad #2
(650 x 100 pixels)

Annual impressions dependent on category

Inside Page (Classroom)

When in a category classroom page

11

Classroom Right Side Ad
(195 x 80 pixels)
Included with Category Banner Ad



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When accessing the following pages:

- Reserved Seats, In Queue, CE In Progress, CE Completed, Podcast History, Viewed Tutorials, and Edit Profile

12

Training Activity Ad

(650 x 100 pixels)

40,000 annual impressions per ad spot;

5 ad spots

When logging in and reserving seats

13

Login / Reserve Seat Ad
(370 x 210 pixels)

Login Page Monthly Stats

- 18,000 logins / reserved seats
- High visibility
- Premium placement
- Limited to 2 rotating ads



* Displayed on Login and Reserved Seat pages.

POST-EXAM AD


Target Audience: Dentists/Staff

Take advantage of one of the highest lead generation tools offered by Viva! You get the dentist's undivided attention and your ad is the **ONLY** ad displayed on the page.

Congratulations! You've earned CE credit.

Special Offer to our valued Viva Learning members!

Active Biosilicate Technology allows BioRoot RCS to give you a tight seal with single cone obturation. Get your free sample today!



KEEP YOUR ENDO IN-HOUSE WITH BioRoot™ RCS
FAST - SAFE - EFFECTIVE

[Request Free Sample ▶](#)
(opens in new tab)

[Return to Classroom Page ▶](#)

Protect the Pulp Using Bioactive Materials

Exam Grading
Question 1: Correct!
Question 2: Correct!
Question 3: Correct!
Question 4: Correct!
Question 5: Correct!

Grade: 100%

Congratulations!
Your score is sufficient to complete this class.

For your review we've highlighted the correct answers in the exam below.

Q1: The primary pulpal irritants are

- a. Bacteria
- b. Trauma
- c. **A and B**
- d. None of the above

Post-Exam Ad

After a dentist completes and submits the webinar exam for CE credit, the Post-Exam Ad and Special Offer is prominently displayed at the top of the exam results page.

Call-to-Action

You get the names and emails of all opt-ins in real time and at the end of each campaign you will receive all the leads in a spreadsheet.

POST-EXAM EMAIL

Target Audience: Dentists/Staff

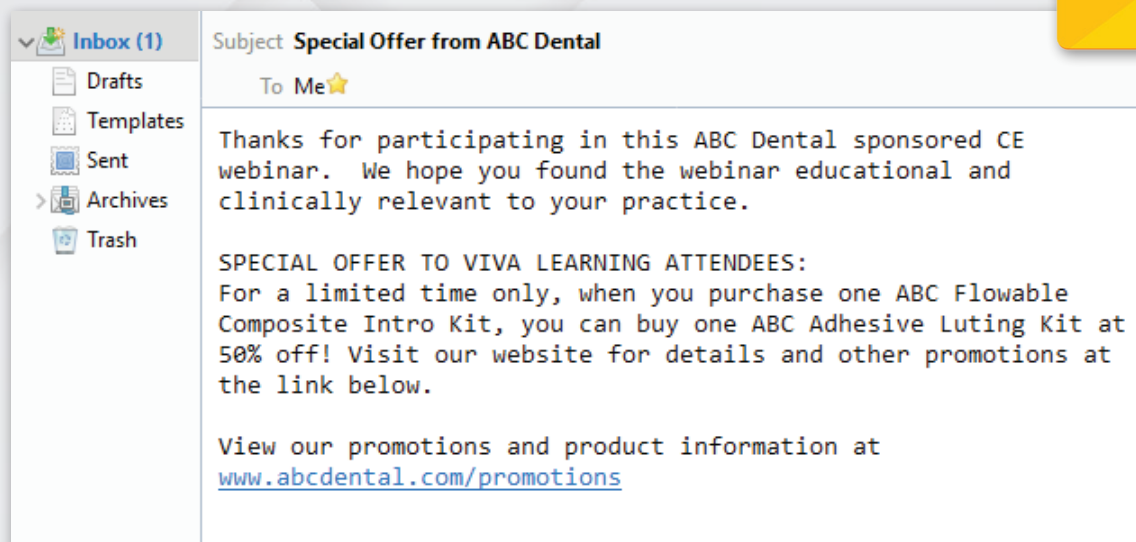
Automatically follow up with dentists who just completed your CE webinar! Send product information, promotions and website links to your hottest leads.

Post-Exam Email

After completing the webinar exam for CE credit, a custom email is immediately sent to the dentist's inbox.

Custom email includes:

- Subject line
- Product information
- Special offers
- Web links



SPONSORED VIDEO ADS

Target Audience: Dentists/Staff

5 Reasons to include the Viva Sponsored Video Program in your marketing mix:

- You get the undivided attention of an engaged target audience
- Over 90% viewability on all devices
- Over 120,000 one-on-one engagement opportunities per year
- Call to action button directs user to your web page
- Video ad packages designed to meet your budget



CE MOBILE APP ADVERTISING

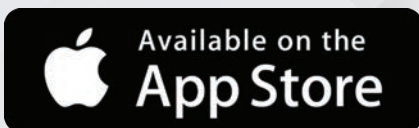
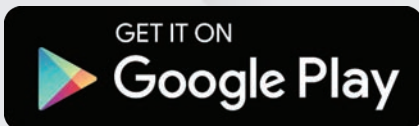
Target Audience: Dentists/Staff

Advertise in front of thousands of Viva CE mobile app users!

Strategic, high visibility ad placement!

- Ads are interspersed on class lists to maximize viewer participation
- First tap shows details about your product and special offer
- Second tap sends out a follow-up email with full details and links to your promotion

1,300,000 annual impressions



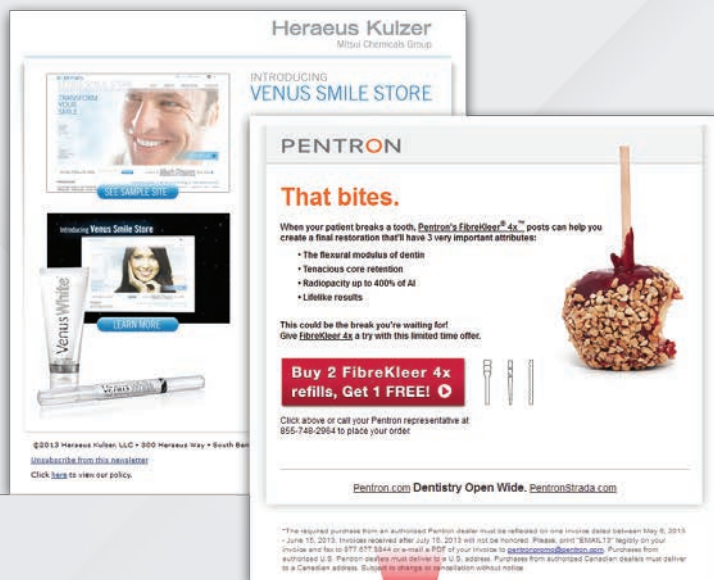
TARGETED E-BLASTS

Target Audience: Dentists/Staff, Sales Reps

Cut through the Clutter with Viva's Email Marketing Program

Generate quality leads that turn into sales

One of the most cost-effective ways to connect with dental professionals and distributor sales reps, Viva's direct email marketing program has a much larger impact on both immediate sales and long-term relationship strength than traditional advertising methods.

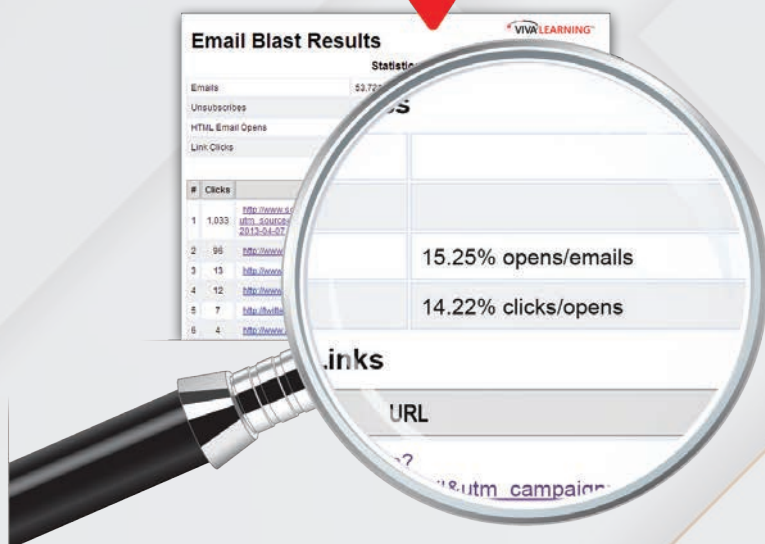


Get Results!

- Choose your target audience: Dentists or Sales Reps
- Proven successful by many majordental companies
- Industry-high open and click-through rates
- Track and measure your email campaign results through concise e-reports
- >80,000 dental professional opt-in recipients
- >7,500 retail sales rep opt-in recipients

Average Open Rates

- 9-12% for dental professionals
- 18-25% for retail sales reps





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