



2021 MEDIA KIT

DIGITAL MARKETING

For CE webinars, podcasts, and other Viva e-learning opportunities, see the **2021 Continuing Education Media Kit**.

VIVA PORTAL BANNER ADS

Target Audience: Dentists/Staff

<https://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. The layout includes a top navigation bar, a main content area with various sections, and a right sidebar. Four numbered callouts highlight specific ad slots:

- 1**: Top Premium Ad (800 x 100 pixels) - Located at the top of the page, above the main content area.
- 2**: Home Page Slider - Located in the main content area, below the 'free Online Dental CE' banner.
- 3**: Right Premium Ad (400 x 200 pixels) - Located in the right sidebar, below the 'Trending' section.
- 4**: Left Side Ad (200 x 140 pixels) - Located in the left sidebar, below the 'My Training Activity' section.

1

Top Premium Ad (800 x 100 pixels)
Displayed on all pages
900,000 annual impressions per ad
5 ad slots

2

Home Page Slider
Displayed on home page
Features CE webinar, podcast, video, etc.
375,000 annual impressions per slot
5 ad slots

3

Right Premium Ad (400 x 200 pixels)
Displayed on all pages
900,000 annual impressions per ad
5 ad slots

4

Left Side Ad (200 x 140 pixels)
Displayed on all pages
4,800,000 annual impressions per ad
10 ad slots

Key Viva Learning Stats:

- 450,000 page views/month
- 60,000 unique visits/month
- 50,000 webinar views/month
- 6,000 new accounts/month
- 15,000 podcast listens/month

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Inside Page (All CE Classes)

The screenshot shows the Viva Learning portal interface. At the top, there's a navigation bar with 'VIVA LEARNING' and 'free Online Dental CE'. Below this, a search bar and a list of featured classes are visible. Numbered callouts highlight specific banner ads:

- 5**: A banner ad for 'Beyond Protection' by Dr. Miles Cone, featuring a dental X-ray and the text 'Are you getting the very most out of your temporaries? VERY FAST VERY SIMPLE VERY STRONG'.
- 6**: A banner ad for 'New, advanced SonicFill 3' by Dr. John B. Jones, featuring a dental procedure and the text 'A huge step forward in performance'.
- 7**: A banner ad for 'Inspiration & Ingestion Prevention' by Dr. John B. Jones, featuring a dental procedure and the text 'Inspiration & Ingestion Prevention'.
- 8**: A banner ad for 'Duraflo Ultra' by Dr. John B. Jones, featuring a dental procedure and the text 'Duraflo Ultra'.

When searching content

5
All Content Top Banner Ad
(650 x 100 pixels)
200,000 annual impressions per ad
5 ad slots

6
All Content Banner Ad #2
(650 x 100 pixels)
200,000 annual impressions per ad
5 ad slots

7
All Content Banner Ad #3
(650 x 100 pixels)
200,000 annual impressions per ad
5 ad slots

8
All Content Banner Ad #4
(650 x 100 pixels)
200,000 annual impressions per ad
5 ad slots

VIVA PORTAL BANNER ADS

Target Audience: Dentists/Staff

<https://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



11

VIVA PORTAL BANNER ADS

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<https://vivalearning.com>



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)

90,000 annual impressions per ad

3 ad slots

When logging in and reserving seats

13

Login / Reserve Seat Ad
(370 x 210 pixels)

Login Page Monthly Stats

- 25,000 logins / reserved seats
- High visibility
- Premium placement
- Limited to 2 rotating ads



* Displayed on Login and Reserved Seat pages.

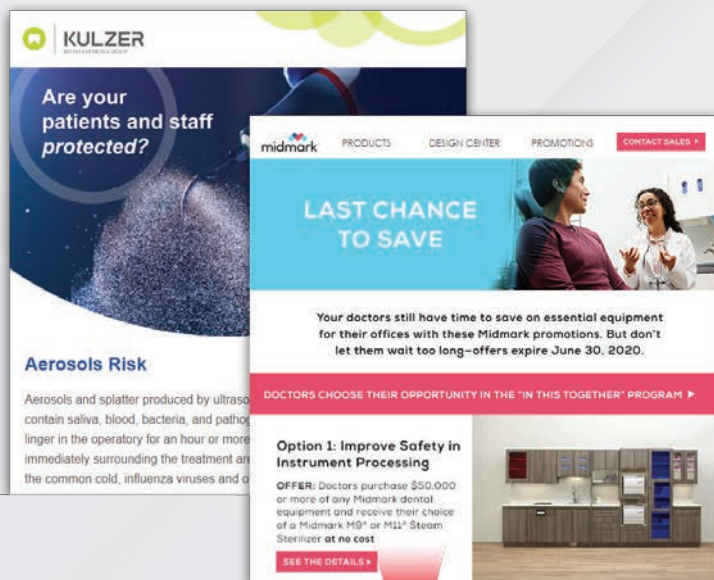
TARGETED E-BLASTS

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 with over 600 e-blast campaigns to date
- Industry-high open and click-through rates
- >80,000 dental professional opt-in recipients
- >7,500 retail sales rep opt-in recipients

Email Blast Results	
Statistics	
Emails	\$3,720
Unsubscribes	0
HTML Email Opens	15.25%
Link Clicks	14.22%
#	Clicks
1	1,033
2	96
3	13
4	12
5	7
6	4

Average Open Rates

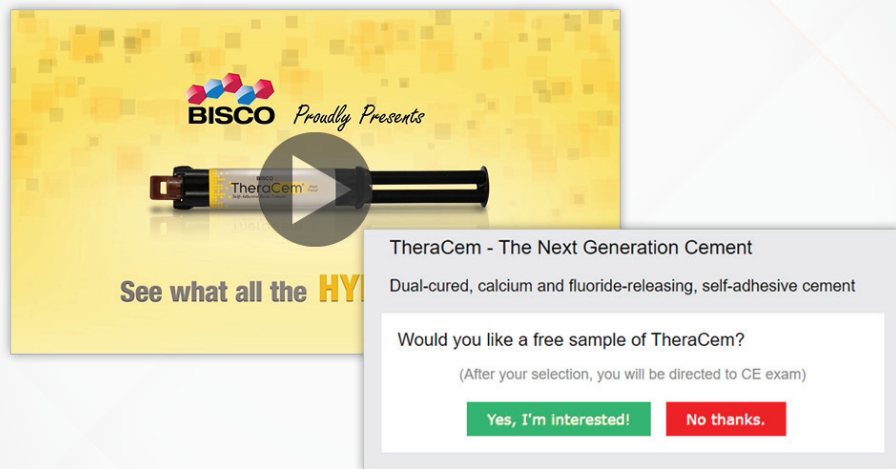
- 9-12% for dental professionals
- 18-25% for retail sales reps

SPONSORED VIDEO ADS

Target Audience: Dentists/Staff

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

- You get the undivided attention of an engaged target audience
- Call to action button directs users to your web page
- Video ad must be viewed to completion in order to proceed to exam
- Video ad packages designed to meet your budget
- Proven successful with over 300 campaigns to date



SPONSORED SURVEYS

Target Audience: Dentists/Staff

Get the data you need to make the right marketing decisions!

Target prospects who are ready to buy!

Question 1

Question 2

Question 3

Are you considering "printing" surgical guides in your office?

Yes, right away

Yes, within the next 6 months

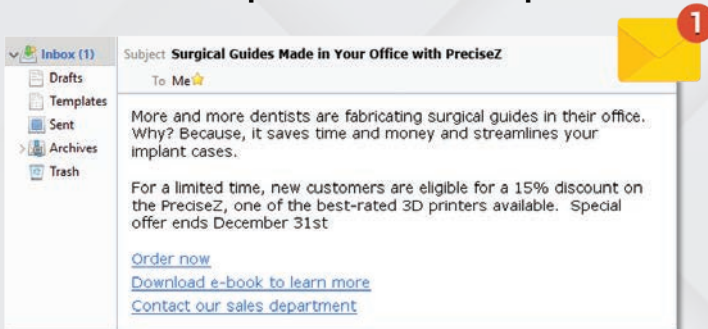
Not sure, need to learn more

No, not interested

SUBMIT



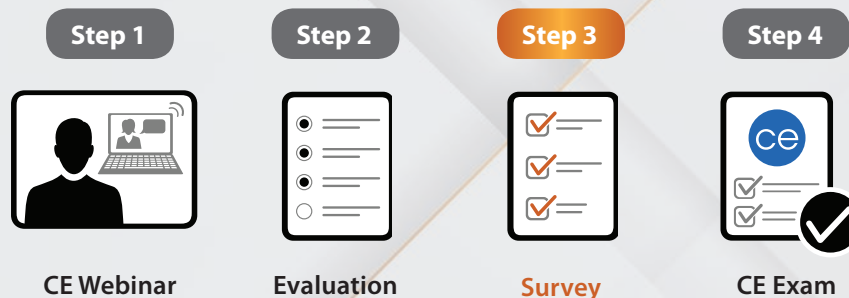
Follow-up Email to Prospects



Reach High Quality Prospects!

- Survey questions are specifically tailored to fit your marketing strategy
- Identify potential customers based on their responses
- Boost sales by engaging prospects with your custom follow-up emails
- Optimize your marketing strategy based on aggregate survey data
- Survey must be completed in order to proceed to exam

Survey responses are compiled and sent to you as aggregate and demographic data.



POST-EXAM AD


Target Audience: Dentists/Staff

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!



[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

Q2. The Epworth Sleepiness Scale, (ESS) screens for patient sleepiness.

- a. **True**
- b. False

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

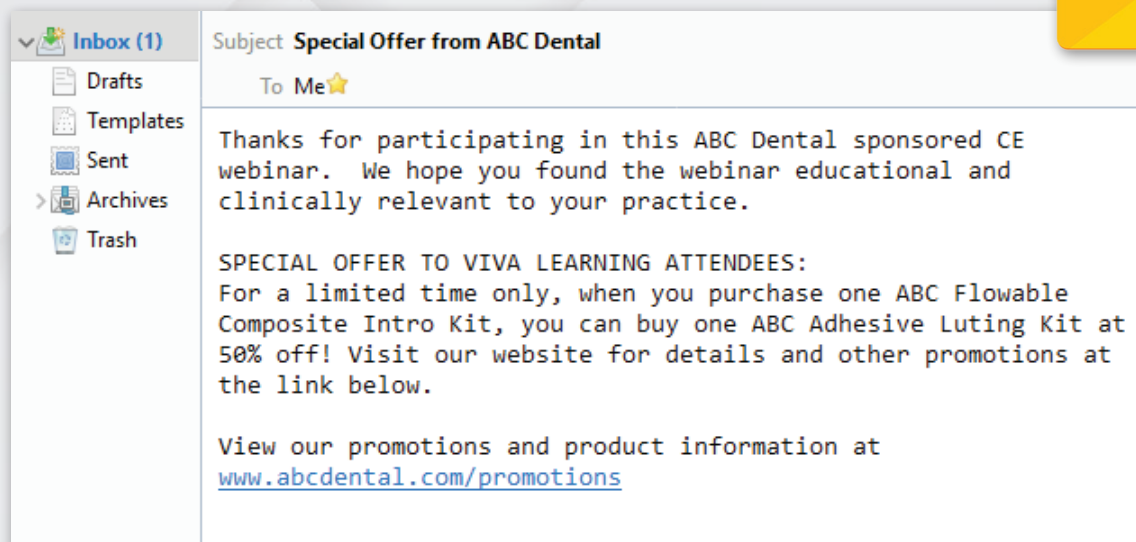
Automatically follow up with dentists who just completed your CE webinar! Send product information, promotions and website links to your hottest leads.

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





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