



MEDIA KIT - 2017



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Harness the Power of the Viva Network

REACH YOUR TARGET AUDIENCE AND EXPAND YOUR MARKET!

Dentist and Staff Touch Points



Viva Learning Portal

- vivalearning.com
- 140,000 users



Dental Support Organizations

- Reach over 10,000 DSO dentists



Supplier e-Learning Site

- Custom branded CE website



Dealer e-Commerce

- Content displayed at point of sale

Henry Schein Social Media

- YouTube Channel
- Blog



Sales Rep Touch Points



VivaRep Dealer Portals



- 3,500 Reps
- Used by 14 dealers



VivaRep App



- Over 65 suppliers participate
- Used by 4 major dealers



LEGEND



Product Videos



Brochures



CE Webinars



Rep Certification



Share

Cost-effective and proven successful by over 65 major dental companies, Viva's integrated desktop and mobile platforms distribute videos, PDFs and CE webinars across strategically targeted high traffic touch points - reaching thousands of dental professionals and sales reps.

Viva Learning Portal

- 140,000 dental professional members
- Over 35,000 visits/month
- Over 20,000 CE webinars viewed monthly

VivaRep Tools

- 14 Dealer Portals; 3,500 sales reps
 - 2,500 classes viewed monthly
- VivaRep App is the primary mobile sales app for major dealers

Viva Services

- Custom e-Learning Sites
- CE webinars; CE accreditation
- Key Opinion Leader videos
- Training and sales videos
- Dedicated eblasts; 90k opt-ins
- Detail reports and metrics

LIVE & ON-DEMAND CE WEBINARS

Target Audience: Dentists/Staff

Generate quality leads

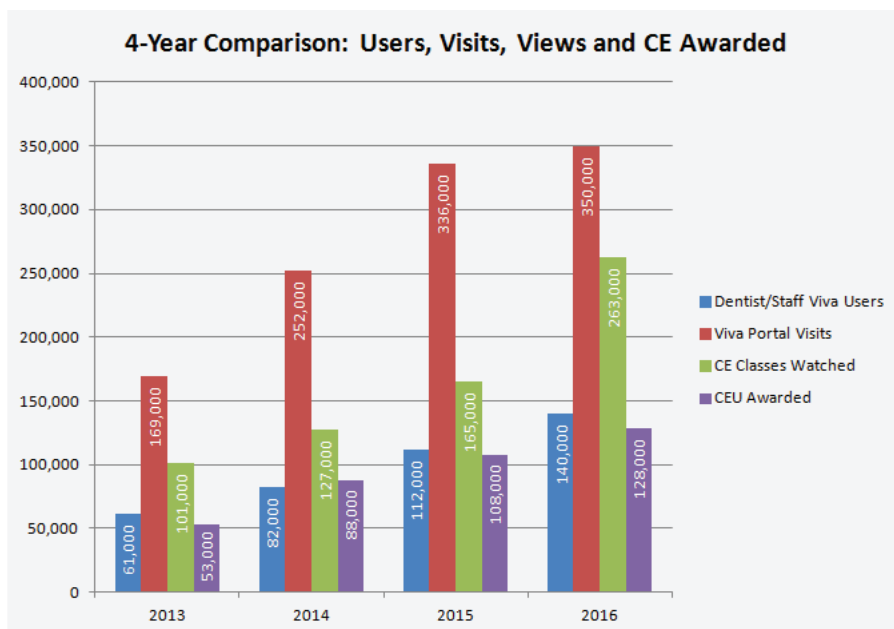
7 Reasons to add CE Webinars to your marketing mix:

1. Cost-effective and efficient way to educate a large audience of dental professionals
2. Attendees are engaged and highly influenced by Key Opinion Leader CE presentations
3. Teaching is deeper and more accelerated than other forms of online content
4. Boost awareness, clinical relevance and credibility of your products and company
5. Highly attended live events are converted to on-demand videos for on-going engagement creating an excellent ROI
6. Products addressed in webinars lead to increased sales
7. Generate quality new leads as your attendee list continues to grow



Viva Learning Users	
General Dentist	60,255
Dental Assistant	27,968
Specialists	16,787
Hygienist	21,121
Office Manager	4,215
Student (Dentist/Hygienist)	3,652
Sales Rep	2,750
Lab Technician	2,671
Total Active Viva Users	139,419

Double-digit growth in all Viva categories



CE WEBINAR MOBILE APP

Target Audience: Dentists/Staff



Viva's new mobile app for Viva CE webinars

- Ideal for the busy dental professional
- Reliable, convenient and simple to use
- Turns a mobile device into an interactive Viva classroom
- Supports live, interactive and on-demand Viva webinars



Free download. Search "Viva Learning Mobile".



EXCERPTS FROM VIVA CE WEBINARS

Target Audience: Dentists/Staff



Key Opinion Leader (KOL) presentation

- 4 minutes or less
- Demonstrates and highlights the clinical benefits of your products
- Includes voice-over, slides and video clips
- Produced as a stand-alone video or as an excerpt from an on-demand CE webinar
- Your video will be featured in the Clinical Tips section of the Viva Portal
- Distributed throughout the Viva Network



CUSTOM PRODUCT VIDEOS

Target Audience: Dentists/Staff, Sales Reps

Viva product videos get right to the point!

Reach thousands of desktop and mobile users

- Proven to increase sales
- Easy to share, find and access
- Fast and easy to update

Production services include:

- Script writing
- Professional voice-over
- Instructional design/layout
- Integration of client-provided visuals
- On-screen bullets



VIVA PORTAL PRODUCT LIBRARY

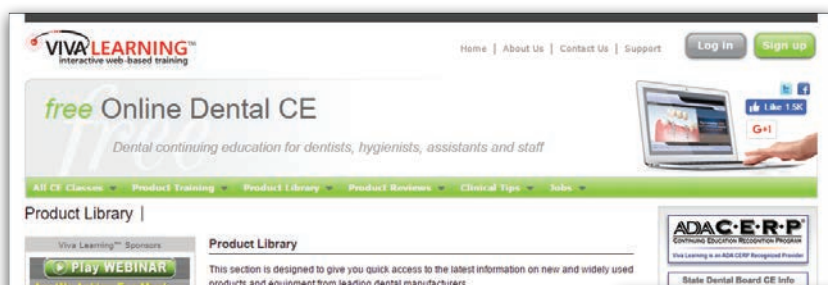
Target Audience: Dentists/Staff

www.vivalearning.com

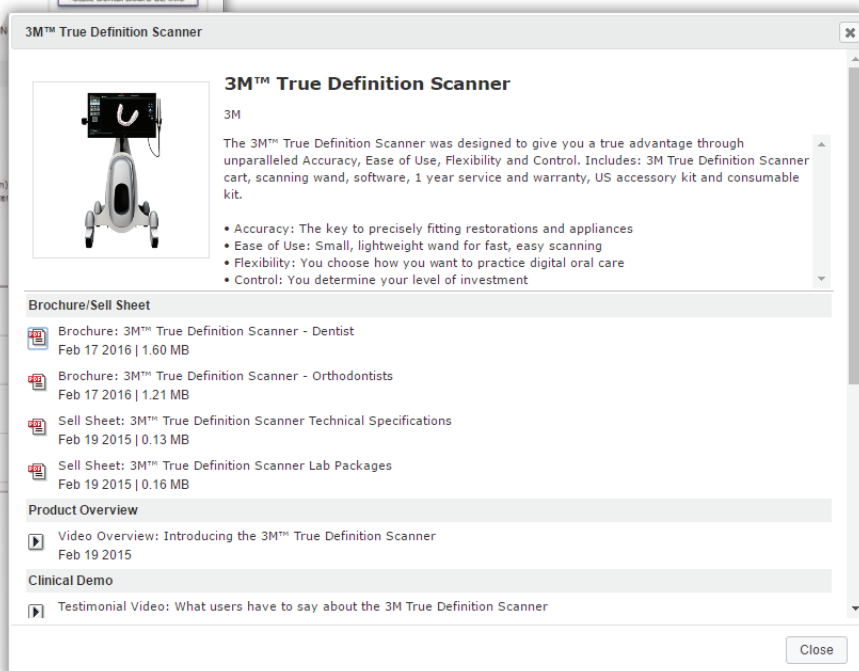
New interactive product library for Dentists

Customer-facing VivaRep App content is now featured in our new PRODUCT LIBRARY section on the Viva Learning Portal. More than 35,000 monthly Viva visitors can now access the latest information on new and widely used products and equipment from leading dental manufacturers.

- Include your current promotions, brochures and technique videos!
- Add and update your content at any time
- Receive metrics on all media interactions



Includes all
Product Pages



#1 APP FOR RETAIL SALES REPS

Target Audience: Sales Reps

www.vivarep.com



LEARN. SHARE. SELL.

THE MOBILE MARKETING PLATFORM FOR YOUR FOCUS PRODUCTS

The new VivaRep app makes it easy for sales reps to *learn* about your focus products, *share* your media files with their customers and *sell* more of your merchandise and equipment.



The Ultimate On-the-Go Sales Tool

- Supplier Award Winner (first prize) at the 2016 Henry Schein National Sales Meeting
- Fast and easy to access, view and share your sell sheets, brochures and videos
- No more printing, mailing or worrying about who has your latest product information
- Works on Smartphones and all mobile devices



Product Pages	Fee	Discount	Net Annual Fee
1 Product Page	\$6,000	10%	\$5,400
5 Product Pages	\$12,000	20%	\$9,600
10 Product Pages	\$18,000	30%	\$12,600

DEALER e-COMMERCE INTEGRATION

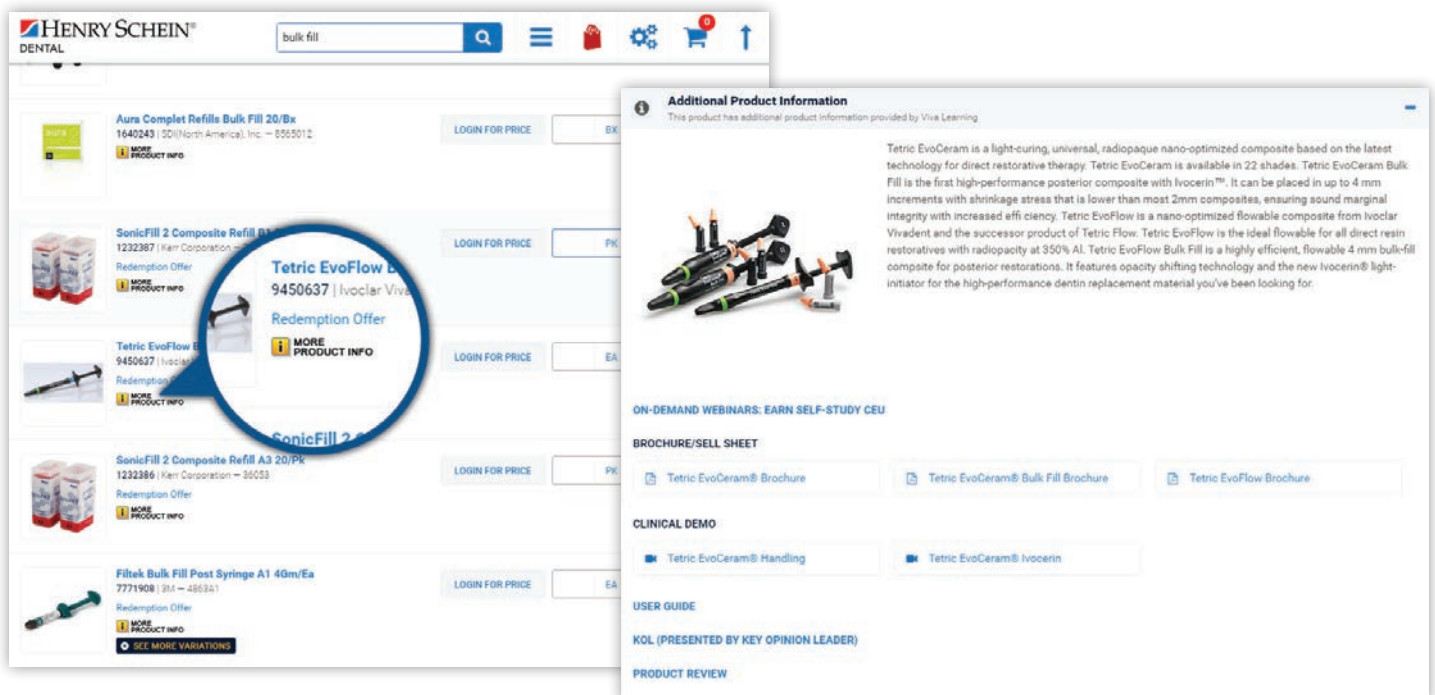
Target Audience: Online Shoppers



According to Nielsen, the number one activity by online shoppers, regardless of the product category, is looking up product information. That's why so many dental companies are using Viva e-Commerce Connect, a dental dealer* API that seamlessly displays product images, descriptions, pdfs, videos and CE webinars at the point of sale. With only one click, online shoppers get the product information they're looking for!

Educated shoppers become your best customers!

- Display your sell sheets, brochures and videos in front of online shoppers
- Over 75,000 media files viewed monthly
- Easy and fast to post and update your product information
- Cost-effective and proven successful by over 65 major dental companies



* Henry Schein Dental, Benco
(as of 02/01/17)

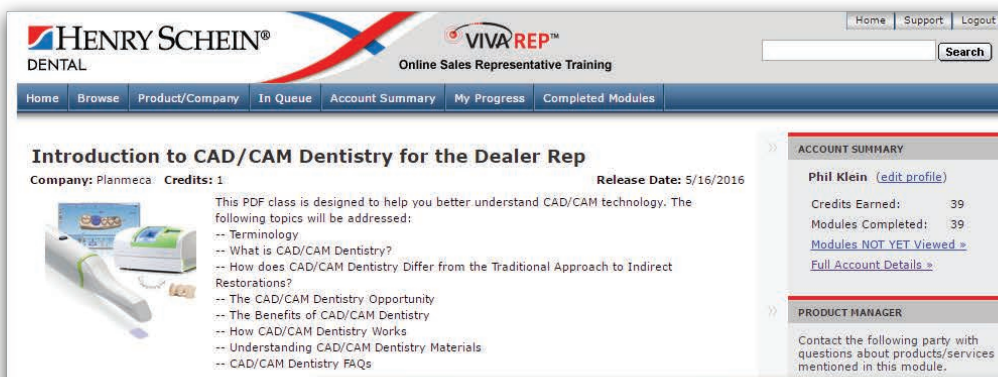
RETAIL SALES REP TRAINING

Target Audience: Sales Reps

VIVA REP™ dealer portals

Reach retail sales reps from 14 dental dealers

- Educate reps with a concise video about your products
- Ideal for new product launches
- Proven to increase sales
- 2,500 classes taken per month



HENRY SCHEIN® DENTAL **VIVA REP™** Online Sales Representative Training

Home Browse Product/Company In Queue Account Summary My Progress Completed Modules


Introduction to CAD/CAM Dentistry for the Dealer Rep
Company: Planmeca Credits: 1 Release Date: 5/16/2016


This PDF class is designed to help you better understand CAD/CAM technology. The following topics will be addressed:

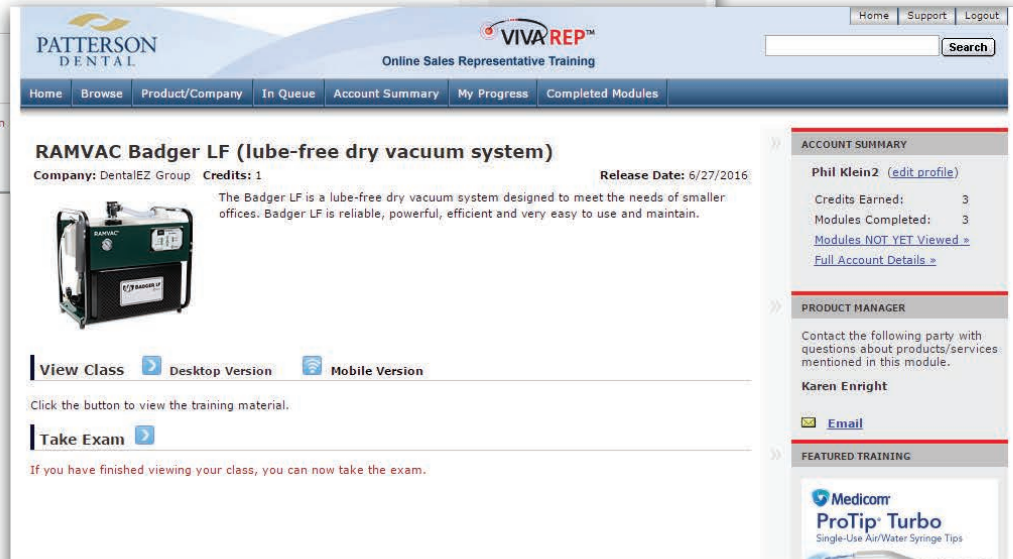
- Terminology
- What is CAD/CAM Dentistry?
- How does CAD/CAM Dentistry Differ from the Traditional Approach to Indirect Restorations?
- The CAD/CAM Dentistry Opportunity
- The Benefits of CAD/CAM Dentistry
- How CAD/CAM Dentistry Works
- Understanding CAD/CAM Dentistry Materials
- CAD/CAM Dentistry FAQs

ACCOUNT SUMMARY
Phil Klein ([edit profile](#))
Credits Earned: 39
Modules Completed: 39
[Modules NOT YET Viewed »](#)
[Full Account Details »](#)

PRODUCT MANAGER
Contact the following party with questions about products/services mentioned in this module.

View Class 
Click the button to view the training material.

Take Exam 
If you have finished viewing your class, you can





PATTERSON DENTAL **VIVA REP™** Online Sales Representative Training


Home Browse Product/Company In Queue Account Summary My Progress Completed Modules

RAMVAC Badger LF (lube-free dry vacuum system)
Company: DentalEZ Group Credits: 1 Release Date: 6/27/2016

The Badger LF is a lube-free dry vacuum system designed to meet the needs of smaller offices. Badger LF is reliable, powerful, efficient and very easy to use and maintain.


View Class  Desktop Version  Mobile Version

Click the button to view the training material.

Take Exam 
If you have finished viewing your class, you can now take the exam.

ACCOUNT SUMMARY
Phil Klein2 ([edit profile](#))
Credits Earned: 3
Modules Completed: 3
[Modules NOT YET Viewed »](#)
[Full Account Details »](#)

PRODUCT MANAGER
Contact the following party with questions about products/services mentioned in this module.
Karen Enright
[Email](#)

FEATURED TRAINING

Single-Use Air/Water Syringe Tips

CUSTOM E-TRAINING SITE

Target Audience: Dentists/Staff



Custom curriculum-based, e-learning website

- Offer an e-training curriculum on how to best utilize your products/equipment
- Help your customers achieve predictable clinical success
- Build and strengthen customer relationships
- Promote best practices and optimize product utilization
- Manage all users and track all training activity through easy-to-use Admin Site

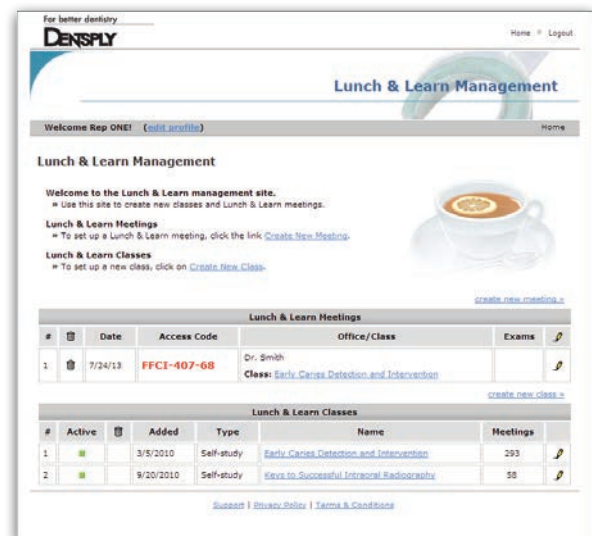
The screenshot shows the Viva Learning website for 3M Unitek. The header includes the 3M Unitek logo and navigation links: Home, About Us, Support, Contact Us, and My Account. The main banner features a woman in dental scrubs looking at a computer, with the text "Discover. Learn. Practice. Achieve." and a "Home" button. Below the banner, a welcome message for the "Incognito™ Appliance System Online Certification Course" is displayed. It thanks the user for their interest and explains that the course is led by experts. A link "Click for more info" is provided. Below this, three steps for registration are outlined: Step 1: Register Online (with a "Learn more" link), Step 2: Create an Account (with a "Registration Code" input field and a "Create Account" button), and Step 3: Sign In to Access Course (with "Username" and "Password" input fields, a "Sign In" button, and a "Lost Password?" link). At the bottom, there is a checkbox for "Keep me informed about special offers, exclusive and new information." and an "Enter email address" input field.

* Viva Learning is an ADA CERP provider and accredits content based on ADA CERP guidelines.

LUNCH & LEARN

Target Audience: Dentists/Staff

Viva Lunch and Learn is an easy-to-use web-based application that facilitates the set-up and management of in-office Lunch and Learn meetings. The application tracks all presenter and attendee activity, administers continuing education credits when applicable, and makes it simple to assign specific learning content to each meeting.

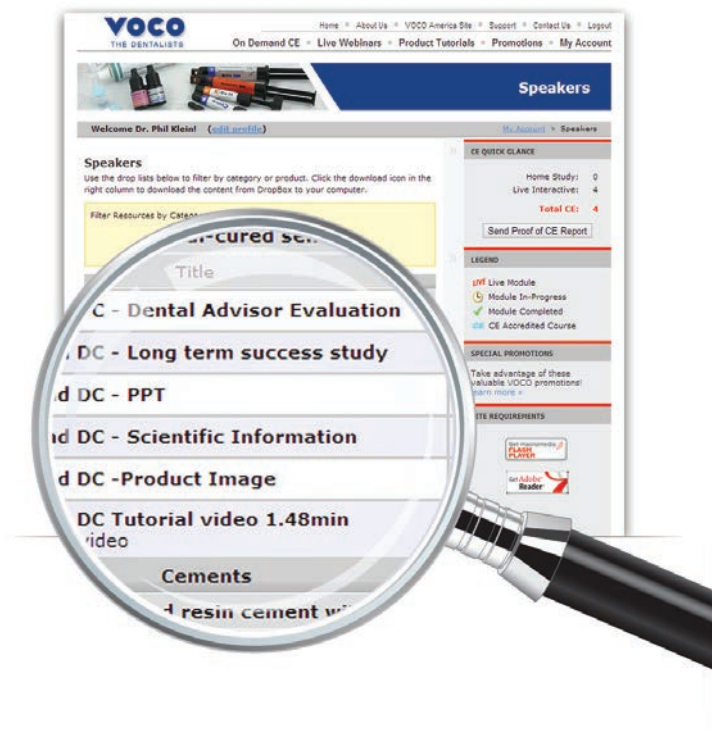


SPEAKER CONTENT MANAGEMENT

Target Audience: Key Opinion Leaders

Want a simple way to distribute photos, slides, video and other media to your key opinion leaders (KOLs) - and then see who's actually downloading it? Viva SCM is the perfect solution.

Upload your content and let Viva do the rest!





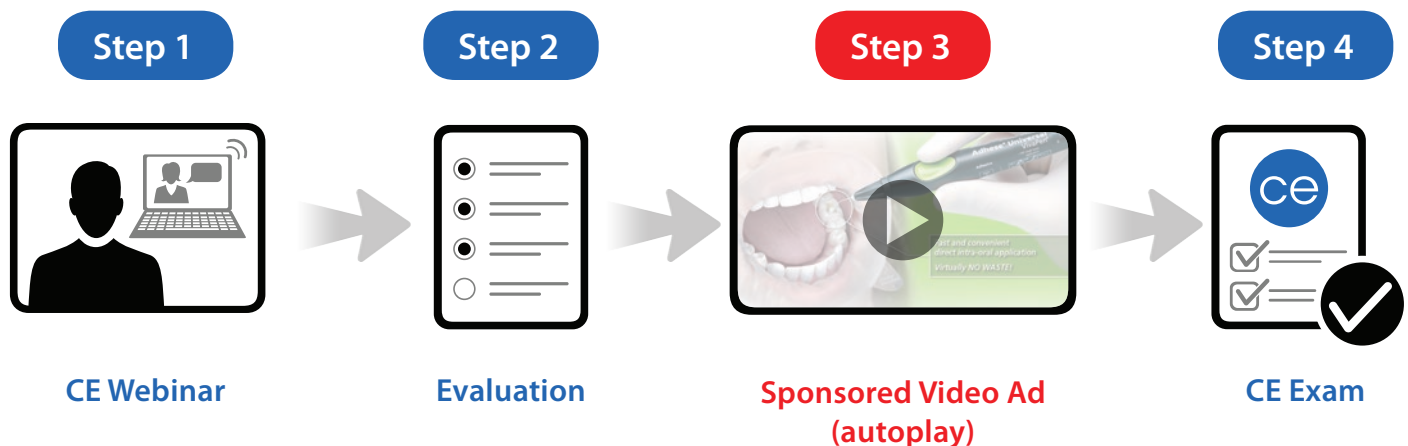
MARKETING OPPORTUNITIES

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

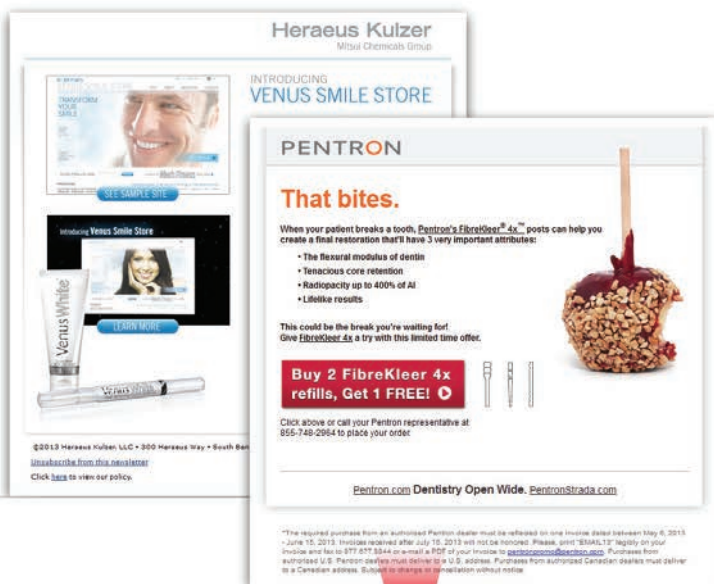


TARGETED E-BLASTS

Target Audience: Dentists/Staff, Sales Reps

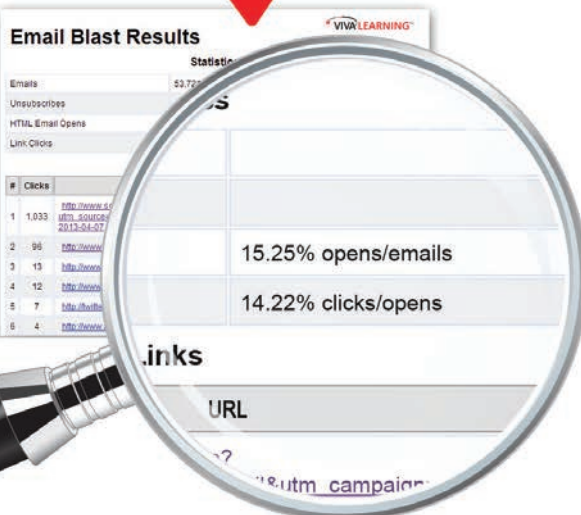
Cut through the Clutter with Viva's Email Marketing Program *Generate quality leads that turn into sales*

One of the most cost-effective ways to contact and interact with dental professionals, 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!

- Proven successful by many major dental companies
- Send your message to the desktops and mobile devices of thousands of dental professionals that subscribe/opt-in to Viva Learning
- Industry-high open and click-through rates
- Benefit from our Email Best Practices
- Track and measure your email campaign results through concise e-reports
- >90,000 opt-in recipients



VIVA PORTAL BANNER ADS

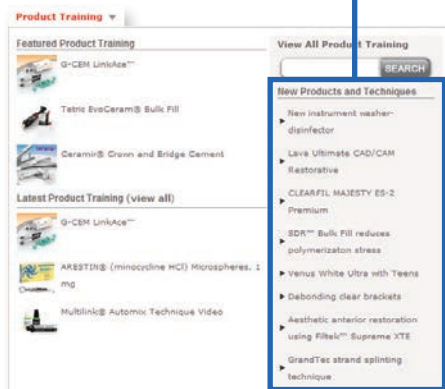
Target Audience: Dentists/Staff, Sales Reps

www.vivalearning.com

Keep the Buzz and Momentum Going

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

Featured Menu Links



Home Page Top Ad * Size: 400 x 169 pixels



Side Ads Size: 200 x 113 pixels

Featured CE

Featured Product

Website Monthly Stats

- 160,000 page views
- 35,800 visits
- 15,100 unique visitors
- 1,800 new sign-ups
- 9,000 reserved seats
- 21,000 webinars viewed
- 85% United States visitors

* Displayed on home page only. First spot monthly fee: \$3,500.
All other banner ads displayed on home page and most inside pages.
Ad pricing reflects cost per month.

VIVA PORTAL BANNER ADS

Target Audience: Dentists/Staff, Sales Reps

www.vivalearning.com

Reach a targeted audience of dental professionals

More than 225,000 times per year a dental team member visits the login/reserve seat page on the Viva Portal. It's no wonder dental companies consider Viva online advertising an important component of their marketing mix.

Login Page Monthly Stats

- 9,000 reserved seats
- 18,000 page visits

Login / Reserve Seat Ad *

- Size: 370 x 210 pixels
- High visibility
- Premium placement
- Limited to 4 rotating ads

The screenshot displays the Viva Learning website interface. At the top, the Viva Learning logo is visible, along with navigation links for Home, About Us, Contact Us, and Support. A 'Log In' button and a 'Sign up' button are prominently displayed. Below the header, a green banner reads 'free Online Dental CE' with the tagline 'Earn live, interactive and self-study credits from the comfort of your home'. A sidebar on the right features social media icons for Facebook, Twitter, and LinkedIn, along with a 'Like' button and a '+1' button. The main content area is titled 'Viva Learning - Training Registration' and includes a section for 'Live Interactive Online Dental CE - FREE!'. This section lists a webinar titled 'The Art and Science of Tooth Whitening and Prevention' presented by Dr. Gerard Kugel, with CE Supporter: Philips Oral Healthcare. The webinar schedule is provided: Tue 10/1/13 12:00 PM ET 9:00 AM PT and Tue 10/1/13 4:00 PM UTC. Below this, a registration form is shown with two options: 'Already taken a Viva class?' and 'New to Viva Learning™'. The 'Already taken a Viva class?' option includes fields for Username (kerrphil) and Password (*****), a 'Login' button, and a 'Lost Password?' link. The 'New to Viva Learning™' option includes a 'Create Free Account' button. A sidebar on the right contains a section for 'ADACERP' (American Dental Association Continuing Education Recognition Program) and a 'CE PASS' section with a 'Create Your Free Account. Get your CE Pass today!' button. Below this, a 'Featured CE' section lists two courses: 'What's Bugging The Dentist?' and 'Indirect/Direct Composite Inlays', each with an 'Enter Classroom' button. At the bottom of the main content area, a banner for 'Grand OSO' is displayed, featuring a person holding a large tooth model and the text 'IT'S GREAT TO BE ON TOP ... WITH THE MOST TOOTH-LIKE COMPOSITE EVER!'. The banner also includes a 'CLICK HERE FOR A FREE SAMPLE' button and logos for 'Grand OSO' and 'VOCO'.

* Displayed on Login and Reserved Seat pages.

CE MOBILE APP ADVERTISING

Target Audience: Dentists/Staff

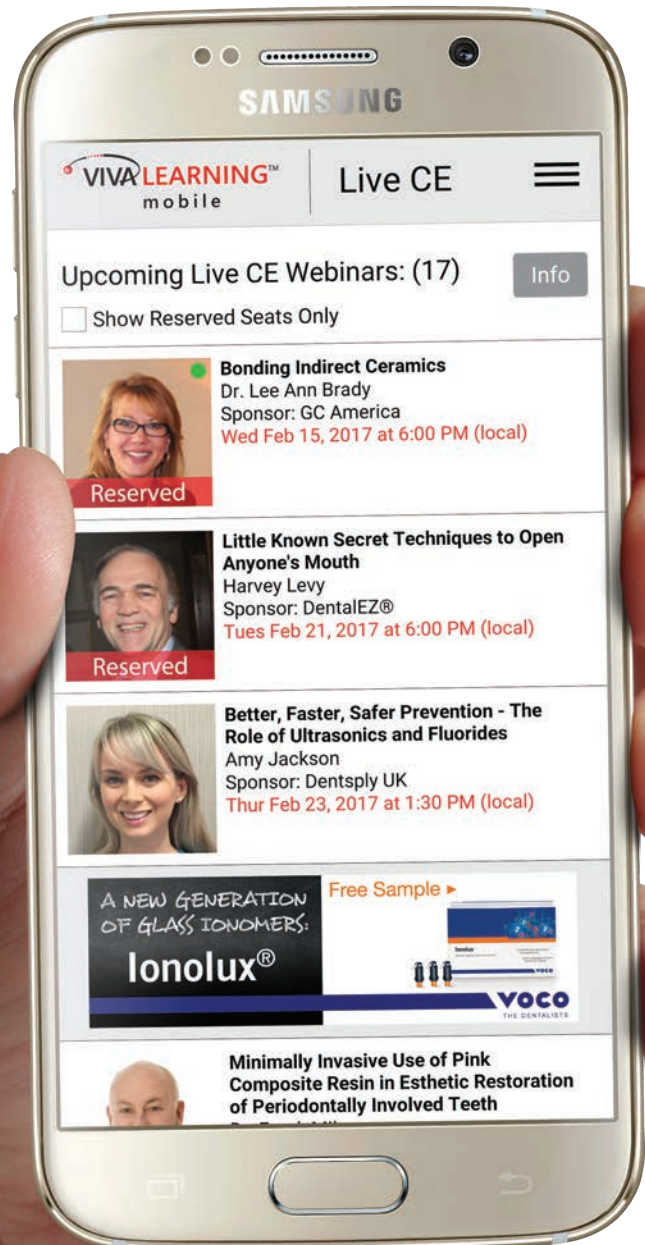
Advertise in front of thousands of Viva CE mobile app users!

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

Free download.

Search “Viva Learning Mobile”.



SPECIAL MARKETS SPONSORSHIP

Target Audience: Dentists/Staff

Expand your visibility to Dental Support Organizations!

Reach over 10,000 dental employees that utilize Viva Learning through their Dental Services Organization Viva Portal.

- *Aspen Dental*
- *Great Expressions*
- *Smile Brands*
- *Western Dental*
- *Affordable Care*
- *North American Dental Group*

Platinum Sponsor

- Premium placement of large company logo on every page
- Your logo links directly to your content
- Your company name and logo are acknowledged on each DSO intranet login page
- Your content populates 70% of all featured spots throughout site
- Limited to 6 companies



Platinum Sponsor

Proud Supporter

Proud Supporter

- Placement of small company logo on every page
- Your logo links directly to your content
- Your company name and logo are acknowledged on each DSO intranet login page
- Your content populates 30% of all featured spots throughout site
- Limited to 6 companies

VIVAREP APP BANNER ADS

Target Audience: Sales Reps

www.vivarep.com

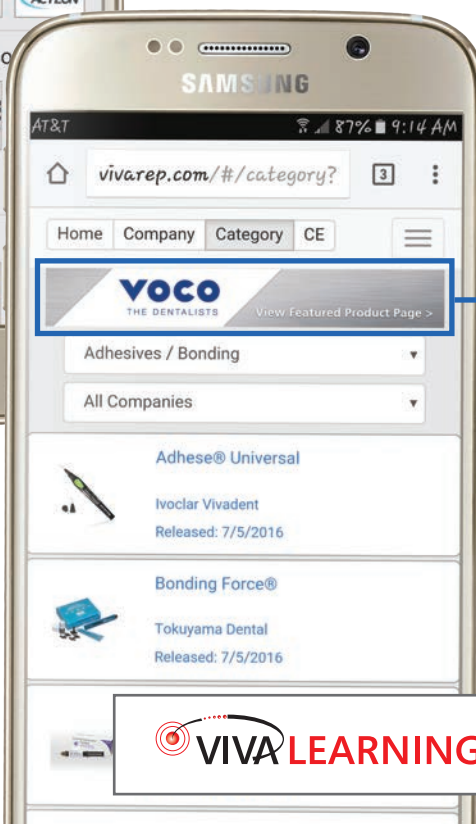


Boost traffic to your Product Pages with high visibility banners!



Home Screen Top Banner

- High visibility
- Links to your Product Page



Category Banner

- High visibility
- Links to your Product Page

VIVAREP DEALER PORTAL ADS

Target Audience: Dentists/Staff

Reach a targeted audience of dental sales reps

Feature your product ads and videos in front of over 3,500 dental retail sales reps across 14 different dental distributors.

Main Login Page Ad
Size: 370 x 210 pixels

Main Login Page Ad

- Reps must access this page to login
- 14 dealer training sites
- 2,500 classes taken monthly
- Limited to 5 rotating ads (1 ad displayed per day)



Premium Side Ad

- Home page and most inside pages
- Limited to 5 rotating ads

Premium Side Ad
Size: 195 x 130 pixels

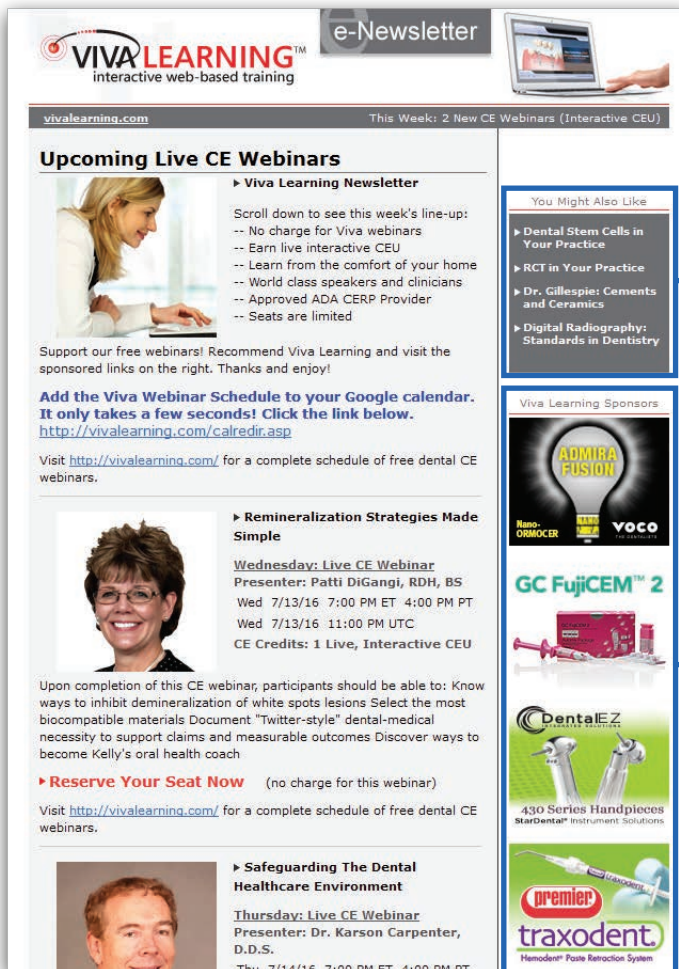
* Prices based on 12-month insertion period.

VIVA E-NEWSLETTER ADS

Target Audience: Dentists/Staff, Sales Reps

Viva e-Newsletter

- Features the live webinars scheduled for the upcoming week
- Sent out weekly to over 95,000 opt-in users
- Recipients are primarily dentists, hygienists and assistants who are interested in CE
- Excellent way to increase exposure and help attract new customers



Side Links

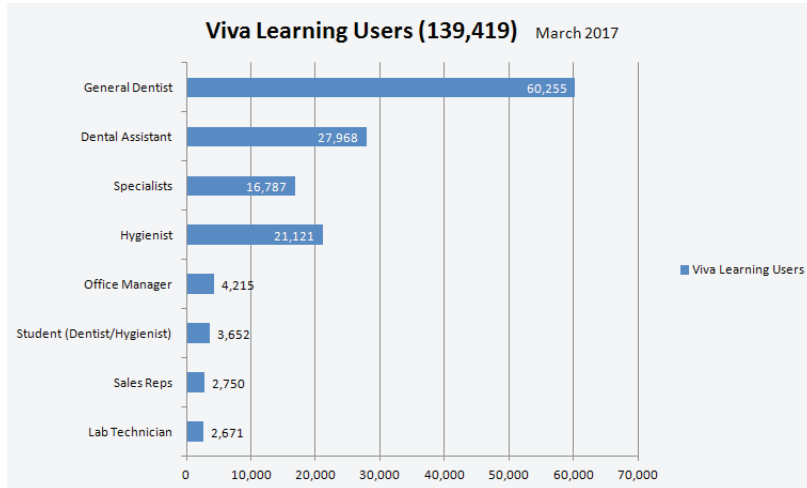
- High visibility
- Links to your video/web page

Side Ads

- Size: 150 x 120 pixels
- Limited to 7 ads
- Premium placement
- Links to your video/web page

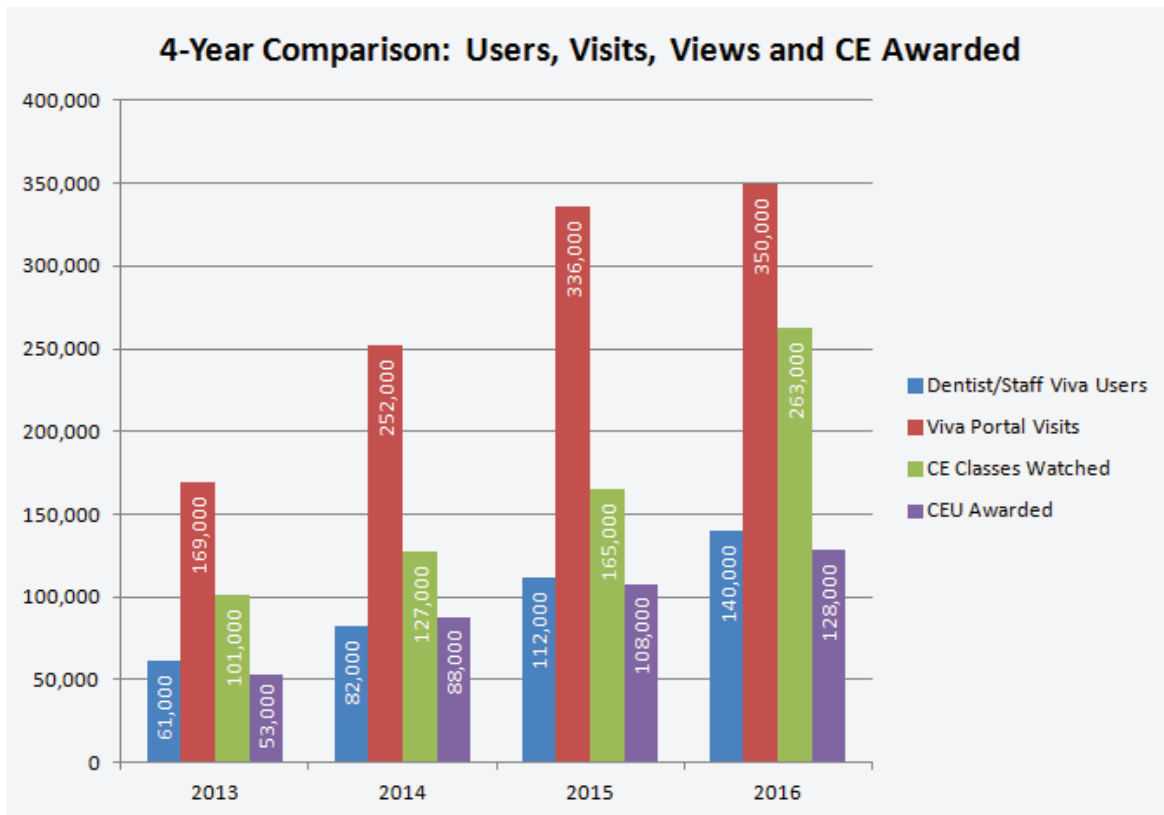
VIVA STATS

Highest Webinar Attendance



Viva User Breakdown (March 2017)	
General Dentist	60,255
Dental Assistant	27,968
Specialists	16,787
Hygienist	21,121
Office Manager	4,215
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Lab Technician	2,671
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Suite 1-230
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pklein@vivalearning.com
vivalearningllc.com