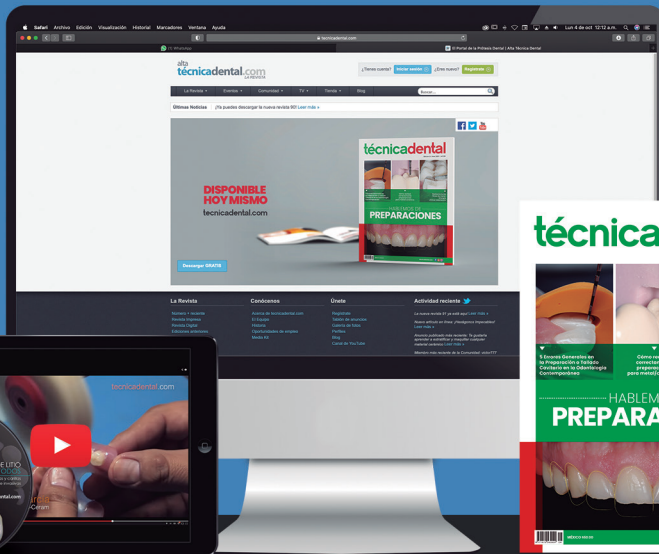


# técnicadental

Gateway to Latin America

Media Kit  
English 2022



técnicadental

Educación 5 / Año 2021 / #129



¿Eres un Generalista en la Preparación de Labio? Conviértete en un Especialista Contemporáneo

Cómo realizar coronaciones premaxilares para mejor estética

Restauraciones fijas de maxilar: El desafío clínico-laboral

HABLEMOS DE PREPARACION



Barcodes and publication information.



## The Complete Solution For Dental Professionals

Alta Técnica Dental is the biggest platform for dental technicians, dentists, universities, researchers, manufacturers, distributors and associations, in other words, it connects everyone within the dental ecosystem.

Alta Técnica Dental is a key player within the entire ecosystem, with its own journal (printed and digital

editions). It also has presence in national and international congresses, DVD and on-demand technical courses, as well as an authority in Facebook and YouTube live streaming via UpDent, the official channel. With all these resources we generate new ideas and information that promote the highest standards within the dental guild.

## Storyline: Achievements And Milestones

técnicadental and UpDent's achievements and milestones vouch for our professional performance.

### 1999

The magazine launch of Alta Técnica Dental's first printed issue in the FDI World Dental Federation congress.

### 2002

- The opening of the first congress created by technicians for technicians.
- The launch of tecnicadental.com

### 2003

- The second edition of the congress created by technicians for technicians becomes international and hosts speakers from nine countries

### 2004

- The Alta Técnica Dental magazine becomes available in Peru, Costa Rica, Spain and Honduras

### 2006

- The Alta Técnica Dental magazine becomes available in Ecuador, Argentina, Bolivia, and Guatemala

### 2007

- The creation of the first professional dental studies group "Prometheus"

### 2008

- For the first time ever, the release of DVD dental courses

### 2009

- For the first time ever, the live-streaming master course by Aki Yoshida

### 2010

- The Alta Técnica Dental magazine celebrates its 10th anniversary with a commemorative DVD release
- tecnicadental.com reaches 50,000 registered members

### 2012

The opening of the first International Meeting specialized in Removable Partial Prosthetics

### 2013

- The Michel Magne talk at our technicians congress reaches over 2,000 attendees
- The opening of the first International Prosthetic Meeting specialized in Fixed and Aesthetics Implants
- Our first official app for the International Congress launches for iOS and Android devices.

### 2014

- The official app launches for European congresses
- For the first time ever, the release of a dental encyclopedia on a double-layer DVD
- with more than 400 minutes of content
- Over 30,000 followers on the official Facebook page

### 2015

- The first real-time broadcast of the 15th International Congress by technicians for technicians
- 42,700 followers on the Facebook page
- The first UpDent HD live streaming

### 2016

- The deployment of the first Spanish-speaking forums in major United States congresses.
- Nortec, the first Dental Forum in Monterrey, Mexico Over 10,000 subscribers to our UpDent YouTube channel
- The Alta Técnica Dental 100th special issue

### 2017

- Noroestec, the first Dental Forum in Tijuana, Mexico
- The first international congress with Mexican Sign Language interpretation.
- Over 20,000 subscribers to our YouTube channel
- "UpDent" and more than 70 live
- streamings

### 2018

Major tours throughout the American continent aiming to connect clinicians and technicians, as well as enabling stronger institutions and dental associations

The launch of the first Dental Morphology DVD

### 2020

- Organization and transmission of the VIII international online congress of dental technology ACOPRO 2020
- OnLine study groups
- Launch of digital dentistry training
- Record of more than 85,000 people from Rubén Bernal's online conference / alliance with MDC

### 2021

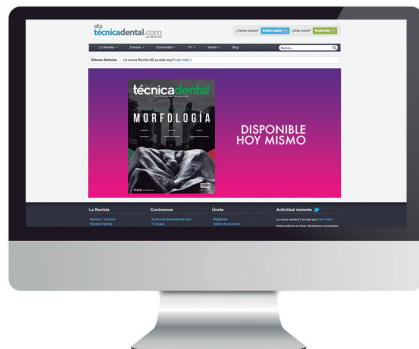
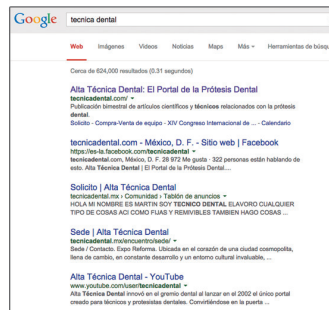
- Start of "Smiles for Latin America" Tour: Peru and Colombia
- Collection and Donations to laboratories affected by the flood in Tula
- Nightly Broadcasts of the Tooth Clan: It's Friday and the Tooth knows it. More than 6,000 followers.
- Hybrid courses by Jorge Argüello.
- International meeting of prosthodontics and removable March 2021
- Sterilization and protection campaign against COVID 19 in dental laboratories.
- Alliance with MDC dental.

# técnicadental.com

## The portal of the dental prosthesis

The tecnicadental.com portal is the worldwide most visited dental portal in Spanish:

- Over 310k recurring users
- 970k pages visited per year
- 223k visits from Mexico alone
- It ranks at the top of the most important search engines
- The first worldwide portal providing Facebook login to 63k dental specialists
- 25k digital-issue downloads per month (Source: Google Analytics)



## World Circulation

The Alta Técnica Dental magazine followers and UpDent subscribers increase throughout the world.


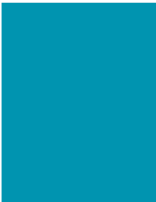

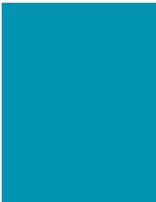

técnicadental.com is the best and most creative community of dental technician professionals in Latin America

- 
1. México
  2. Colombia
  3. Perú
  4. Chile
  5. Bolivia
  6. Costa Rica
  7. Ecuador
  8. Argentina
  9. United States of America
  10. Spain



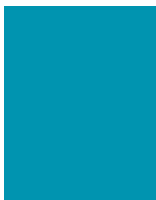
# técnica dental

You can buy your ad in different measures and web page disposition.  
Choose the one that best suits your marketing strategy valid in 2022.

COVER PAGE	SECOND LININGS	THIRD LININGS	QUARTER LININGS	PAGE ADVERTORIAL
				
22.5 X 28.5 CM	22.5 X 28.5 CM	22.5 X 28.5 CM	22.5 X 28.5 CM	22.5 X 28.5 CM
\$14,000.00 USD	\$5,800.00 USD	\$8,020.00 USD	\$6,000.00 USD	\$920.00 USD

Your ad will be published in all Latin America editions. If you want your ad to be published only in one country, you can ask for it, with the corresponding rate.

1 Page  
22.5 x 28.5 cm  
**\$1,650.00 USD**  
· Printed and  
distributed in Mexico  
· Worldwide  
distribution in PDF



22.5 x 28.5 cm

1 Page  
22.5 x 28.5 cm  
**\$300.00 USD**  
· Printed and  
distributed in Perú



22.5 x 28.5 cm

1 Page  
22.5 x 28.5 cm  
**\$600.00 USD**  
· Printed and  
distributed in  
Colombia



22.5 x 28.5 cm

#### DELIVERY FORMATS

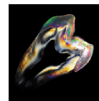


#### COLOR MODE



CMYK

#### RESOLUTION



300 DPI



## Magazine 131 /February-March

Deadline to submit design	Sent to Printing	Publishing
January 10, 2021	January 20, 2021	February 6 - March 8, 2022

## Magazine 132 / April-May

Deadline to submit design	Sent to Printing	Publishing
March 7, 2022	March 18, 2022	April 2 - May 30, 2022

## Magazine 133 / June-July

Deadline to submit design	Sent to Printing	Publishing
May 16, 2022	May 27, 2022	Jun 4- July 30, 2022

## Magazine 134 / August-September

Deadline to submit design	Sent to Printing	Publishing
July 10, 2022	July 22, 2022	August 6 – September 30, 2022

## Magazine 135 / October-November

Deadline to submit design	Sent to Printing	Publishing
September 12, 2022	September 23, 2022	October 7 - November 30, 2022

## Magazine 136 / December-January

Deadline to submit design	Sent to Printing	Publishing
November 14, 2022	November 25, 2022	December 2 - January 31, 2022



técnicadental.com

## A digital platform for a dynamic world

The digital platform is divided into two categories:

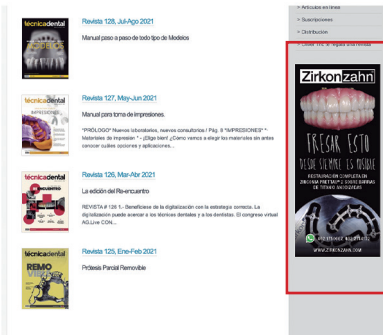
### Diamond Sponsor

- Lateral rectangular banner measuring 220 x 500 pixel located on the right lower half of the portal. The banner will link the visitors to your external website. Modifiable 6 times a year. Includes detailed statistics (start date, end date, breakdown of clicks and total clicks). Whole-page advertisement in the digital magazine. Every issue is downloadable for free to all our visitors, 6 issues per year. The magazine has an average of 25k bimonthly readers. Logo placement in the web page section dedicated to the latest magazine and in the e-mail marketing.
- Campaign on our official Facebook page with an audience of more than 63k dental technicians and dentists. Publication of 2 ads of 1200 x 900 pixels each month for 12 months. (24 images in total).
- Side rectangle of 220 x 500 pixels with custom link.

**DIAMOND SPONSOR: \$11,000.00 USD**

IF YOU SPONSOR THE PRINTED MAGAZINE, YOU WILL  
GET THESE DIGITAL SERVICES FOR FREE

- Side rectangle of 220 x 500 pixels with custom link.



Taxes are not included.



tecnicadental.com

técnica dental.com

## Digital platform for a dynamic world

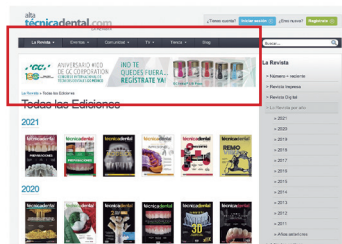
### Gold Sponsor

- Leaderboard Banner 710 x 90 pixels located at the top of the portal. Modifiable 6 times a year. Includes detailed statistics. (start date, final date, breakdown of click and total clicks).
- Whole-page advertisement in the Digital Magazine. An article is available to download for free to all our visitors, limited to 6 times per year. The magazine has an average of 25k bimonthly readers.
- Leaderboard Banner 710 x 90 pixels

**GOLD SPONSOR: \$9,000.00 USD**

IF YOU SPONSOR THE PRINTED MAGAZINE, YOU WILL  
GET THESE DIGITAL SERVICES FOR FREE

LEADERBOARD BANNER 710X90  
PIXELS





TRAINING WITHOUT BORDERS



**UpDent is the first free digital HD TV platform dedicated to Dental Technicians and Odontologists training.**



### **At your fingertips**

We stream live on our Youtube channel. So just by opening the App on your mobile device, computer or even your HD screen, you will enjoy the best experience on dental webcasts. Plus the best thing is: it's free!



### **Webcasts on high resolution**

We are the first to stream using 6 full-HD cameras and the best digital audio for you to enjoy the best high resolution experience.



### **Many years of experience**

In 2009 we streamed live an hour-and-a-half Master Class from Guadalajara, Jalisco, Mexico with Akida Yoshida launching this great venture called UpDent.



### **Worldwide platform**

More than 200 webcasts with more than 890 hours of content.



### **Sharing is our passion**

World-renowned odontologists and dental technicians have shared their training courses for our followers' profit.

## World Extent

UpDent is just one click away from everyone. Visitors must only type the keywords **Alta Técnica Dental / UpDent** in the YouTube browser.



Within seconds they'll be in our official Youtube channel along with thousands of subscribers, who get the best real-time and on-demand training and receive well-ahead notifications of our technical courses and interactive talks.



## Your Webcast Results

Since it's a live broadcast, you don't have to wait long to learn how well it went. You can look up at any moment the impact on the dental market.

Visualizations are available 24/7. Answer your clients questions instantly with our live chat and follow up their comments once the video is published.

Share fast and easily your UpDent content via your social media networks and websites. Show the world the best of your technique. Our hosts are trained advisors that help answer our viewers questions. That is why your company, advisors, hosts and viewers come together to create the perfect team for continuous training

**Instant results, no waiting time.**



UpDent Overview/ 45.100 subscribers  
A constantly subscriber-growing channel



#### Viewing Time

889.534,3 hours



#### Audience segmentation by age

1st place: 25-34 years

2nd place: 35-44 years

65% technical and 35% clinical



#### 79,049 Likes

The amount of reactions from our followers confirms the high quality of our broadcasts and the total satisfaction of the UpDent viewers.



#### Shared Videos 81,642

Number of times our videos have been shared



#### Comments 83,924

Our streamings are dynamic and hands-on. We solve real-time doubts and we know the market needs.



#### Demographic Data

Main locations of our viewers: Mexico, Peru, Colombia, Argentina, Spain, Ecuador, Brazil, U.S.A., Chile, Bolivia, Guatemala and Venezuela.

Advertising in our social media networks  
Live streaming of one of your courses or talks\*  
3-hour-maximum course or talk  
Interactive streaming: real-time answers to your viewers questions  
Three advertising images displayed live for one minute  
Your brand logo displayed throughout the whole streaming  
\*Once the streaming is over your video will be available 24/7 in our Youtube channel.

**Advertising bundle  
No. 1 \$3,000 USD**

Advertising in our social media networks  
Live streaming of one of your courses or talks\*  
2-hour-maximum course or talk  
Two advertising images displayed live for one minute  
Your brand logo displayed throughout the whole streaming  
\*Once the broadcasting is over your video will be available 24/7 in our Youtube channel.

**Advertising bundle  
No. 2 \$2,300 USD**

Advertising in our social media networks  
Live streaming of one course or talk\*  
One advertising image displayed live for one minute  
Your brand logo displayed throughout the whole streaming  
\*Once the streaming is over the video becomes private and not available for future reproduction.  
\$300 USD per extra hour

**Publicity bundle  
No. 3 \$1,000 USD**

### Get Your Own UpDent

1. Broadcasts made from our facilities in Mexico City
2. Any bundle can be modified and negotiated in advance according to the needs of the company acquiring the bundle
3. Should a company require our services in their facilities, the company should pay for travel and other necessary expenses for our staff to harmoniously perform their activities
4. Fees do not include taxes

To hire our advertising bundles you just have to call us or send Facebook message so one of our agents will contact you for more details.

UpDent Information: (+52 55) 5523.6107 / 5523.3763 / 800.633.7400 Facebook: tecnicadental / e-mail: eventos@updenthd.com

## Your UpDent bundle

Buying your bundle will get you all the benefits of a premium sponsor. During the streaming you will be able to use the following advertisements:

All images and videos for advertising must be sent two days before your streaming through a cloud service.



IMAGE  
1920 X 140 PX



IMAGE  
640 X 1080 PX

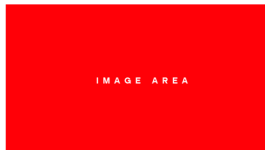


IMAGE  
1920 X 1080 PX



1 MINUTE VIDEO  
1920 X 1080 PX





Facebook Alta Técnica Dental: 63,628 followers  
Facebook UpDent: 6,675 followers.

Facebook Clan del Diente: 1,795 followers  
Clan del Diente group: 57,100 members

técnicadental.com group: 8,208 members



Youtube: 45,100 subscribers



Instagram Técnica Dental: 4,47 followers

Instagram UpDent: 2,190 followers



Whatsapp:  
National contacts: 13,155  
International contacts: 2,728  
National groups: 33  
International groups: 22



# técnicadental.com

5555-23-6107 / 5555-23-3763

FREE CALL: 800-633-7400

eventos@updenthd.com

tecnicadental.com