THE RESPECTED LEADER IN SCIENTIFIC DENTAL MEETINGS™ CHICAGO DENTAL SOCIETY

CHICAGO DENTAL SOCIETY™
158TH MIDWINTER MEETING

A WORLD-CLASS EDUCATION
FEBRUARY 23-25, 2023 CHICAGO

2023 OFFICIAL APP MEDIA KIT

THE RESPECTED LEADER IN SCIENTIFIC DENTAL MEETINGS™ CHICAGO DENTAL SOCIETY
The Chicago Dental Society Midwinter Meeting™ annually attracts thousands of dental professionals and hundreds exhibiting companies, making it one of the five best-attended dental meetings in the United States. In 2023, the Midwinter Meeting returns to the McCormick Place West Building. Both the continuing education program and commercial exhibition take place Thursday–Saturday, Feb. 23-25.

The 2023 CDS Midwinter Meeting mobile app combines a visually rich interface and industry-leading usability to create an attendee experience that is second to none. The mobile app is becoming the central source for all up-to-date, event-related information for the attendee before, during and after the meeting and is accessible year round. The app will go live in January 2023.

2022 MOBILE METRICS
App available on iOS and Android
Unique App visitors: 6,900 users
Total Screen Views: 1,125,691
Average number of screens viewed per visitor: 162.25
Average engagement time: 23:34
INTERSTITIAL PAGE

DESCRIPTION

The Interstitial is shown each time the app is launched.

A full-screen ad can be displayed for a specified duration every time the event schedule loads onto the user’s device. An external website or an embedded video can be launched when the user taps on the app.

A “skip ad” button automatically appears at the center of the ad on the right-hand side of the screen. It will allow users to skip the ad placement if desired.

INVESTMENT

Limit: 1 only

Rate: $6,350
INLINE SCHEDULE PLACEMENTS

DESCRIPTION
Ad image will display in line with the schedule view. Images are dispersed throughout to continuously grab users’ attention. Tapping on the ad can link to an external website or linked internally within the app to an Exhibitor profile page. Note that when a user begins to scroll, the banner disappears and reappears at intervals.

INVESTMENT
Limit: 4-6 in rotation
Rate: $3,420 each
DISCOVER PAGE FEATURE TILES

DESCRIPTION
Displayed in the middle of the Discover Midwinter home page, the Discover Page Features Tile provides advertisement exposure on a high-traffic page. Tapping on the banner can launch an external website or deep link to an exhibitor page within the mobile app.

INVESTMENT
Limit: 1 only
Rate: $3,420
BANNER ADS & LISTINGS

DESCRIPTION

Displayed at the top of the following pages, promotional banners can remain static or rotate through multiple images.

- Attendee list view
- Presenter (speaker, sponsor, exhibitor) category view
- Presenter (speaker, sponsor, exhibitor) list view
- My Favorites view

INVESTMENT

Limit: Up to 4.
Rate: $4,575 each
RICH PUSH NOTIFICATIONS

DESCRIPTION

Each message will be delivered to all those who opt in to receive notifications. Each message can contain, but not limited to:

- Sponsor Logo
- A standard, text-based message
- Link to exhibitor’s profile within the app
- An offline information page
- An email action
- Online content outside the app (note that connectivity is required)

All messages will be stored within the app’s inbox, with a button to denote the number of unread messages.

INVESTMENT

Limit: Notifications deploy first thing in the morning, mid-day, and mid-afternoon.

Rate: $4,620 per message
CONTENT SUBMISSION SPECIFICATIONS

BANNER ADS & LISTINGS/INLINE SCHEDULE PLACEMENTS:
COLOR SPACE: RGB
FORMAT: PNG
DIMENSIONS: 960 x 150 or 906 x 225 pixels.

RICH PUSH NOTIFICATIONS:
LENGTH: No limit to the number of characters
FORMAT: Logo provided in JPG or PNG, copy point in plain text file format
Actions can include deep links to webpages, contact prompts (opening an email) or redirect to exhibitor details page in the app.

INTERSTITIAL PAGE:
COLOR SPACE: RGB
FORMAT: PNG or JPEG
DIMENSIONS: 640 x 960 pixels, 1242 x 2208 pixels, 2048 x 1536 pixels

FEATURE PAGES TILES:
COLOR SPACE: RGB
FORMAT: PNG
DIMENSIONS: 1095 x 315 pixels

HOW TO SUBMIT AD MATERIALS:
Please direct all content submissions in a zip file to:
Rachel Schafer
CDS Director of Communications
rschafer@cds.org

THANK YOU FOR CONSIDERING ADVERTISING WITH THE CHICAGO DENTAL SOCIETY’S 2023 MIDWINTER MEETING.
Please contact us at any time with questions, concerns, or feedback.
adinfo.cds@foxrep.com

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1561 Mesa Drive #26, Newport Beach, CA 92660

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