

## MDT's Enewsletters Extend Your Reach and Build Your Brand

MDT's **eFocus Newsletters** reach a precisely targeted audience of more than 20,000 MDT subscribers. Each newsletter contains the latest news on specific new technologies and products for key market/application categories including:

- Component Fabrication
- Materials
- Medical Electronics
- Motors & Motion Control
- Outsourcing
- Packaging
- Product Design
- Pumps, Valves & Tubing
- Software
- Surface Treatment, Coatings & Adhesives
- Testing & Inspection

MDT's monthly **E-alert!** newsletter presents the latest industry news, editorial features, and new and notable technology and product introductions.

Multiple sponsorships are available in each edition of **eFocus** and **E-alert!** Your ad can run as a leaderboard or text leaderboard across the top of the newsletter, as a half tower or text tower down the side, or as a text message within the body of the newsletter, with a link to your website, giving buyers instant access to the information they need. MDT's reporting capabilities provide each advertiser with the full contact information of each person who clicks through to their website.

Additionally, each month MDT's **Product Showcase** newsletter gives you the opportunity to highlight your individual products for more than 18,000 key decision-makers.

### MDT Newsletter Advertising Rates

#### eFocus and E-alert!:

Frequency	Leaderboard	Primary Tower	Secondary Tower	Text Ads
1x	\$2,882	\$2,665	\$2,170	\$2,370
3x	\$2,690	\$2,400	\$1,955	\$2,130
6x	\$2,530	\$2,130	\$1,735	\$1,895
12x	\$2,260	\$1,870	\$1,515	\$1,655

**Product Showcase:** Advertiser - \$975; Non-Advertiser - \$1,400



Custom, single-sponsored newsletters are available. Contact your MDT representative for details and pricing.

### Deployment Dates

Month	Product Showcase Deployment Dates	E-alert! Deployment Dates	eFocus Topic Deployment Dates
January	January 7	January 14	Medical Electronics January 21
February	February 4	February 11	Testing & Inspection February 18
March	March 4	March 11	Pumps, Valves & Tubing March 18
April	April 8	April 15	Surface Treatment, Coatings & Adhesives April 22
May	May 6	May 13	Component Fabrication May 20
June	June 3	June 10	Software June 17
July	July 8	July 15	Outsourcing July 22
August	August 5	August 12	Medical Electronics August 19
September	September 9	September 16	Packaging September 23
October	October 7	October 16	Materials October 21
November	November 4	November 11	Motors & Motion Control November 18
December	December 2	December 9	Product Design December 16

### Ad Dimensions/Material Requirements

**Leaderboard Ads:** 728 x 90 pixels; .gif or .jpg format (may be animated); url for link.

**Tower Ads:** 120 x 400; .gif or .jpg format, url for link.

**Text Ads:** 5-7 word headline, 40-50 words text, url for link.

All newsletter materials should be sent to [newslettermaterials@advantagemedia.com](mailto:newslettermaterials@advantagemedia.com).

