

Expanding Your Coverage of the Medical Device Manufacturing Market – In Print and Online

Delivering Your Message to More Design Engineers and R&D Professionals – Year Round

Reach active Buyers' in the medical device manufacturing market – every time they search for products – through the *2010/2011 MDT Buyers' Guide*. **Your message will be seen by 41,000 potential Buyers' in the most important U.S. medical device manufacturing facilities. And you'll reach thousands more online.**

Published in June, in print and online at www.MDTmag.com, the *Buyers' Guide* provides your company with year-round exposure among the medical design buying team who refer to our *Buyers' Guide* as their first step in choosing a product or supplier.

The *Buyers' Guide* consists of two easy-to-use sections – a *Product Directory* and a *Manufacturers Directory* – where Buyers' will find all the information they need in one easy-to-read volume, allowing quick identification of your complete product line. It's your key to year-round exposure in the \$239 billion medical device manufacturing market.*

Maximize Exposure for Your Company

Display Advertisers Receive FREE:

- Unlimited bold listings in the *Product Directory*, with complete contact information.
- Enhanced bold listings in the *Manufacturers Directory* with your phone and fax numbers, email address and URL.
- Cross-references to your ad.
- Prioritized alpha listings at the top of any online search for your product category in the *Product Directory*.
- A FREE hyperlink to your company's website.
- An exclusive *Online Storefront Page* listing your entire product line with complete contact information and a link to your website.

Additional Opportunities for Exposure:

- **Logo Stoppers:** Place your company's logo above your listing in the *Manufacturers Directory* to introduce your company and help your listing stand out.
- **Call Ads:** Draw immediate attention to your listing and increase your brand awareness from the competition.



2010/2011 Buyers' Guide

Publishing Date:

June 2010

Ad Closing Date:

May 10, 2010

"Early Bird" Closing:

March 22, 2010

Advertising Rates

Ad Size	B&W Rate
Standard Page (7" x 10")	\$7,055
2/3 Standard Page (4 ⁹ / ₁₆ " x 10")	\$5,765
Island 1/2 Page (4 ⁹ / ₁₆ " x 7 ¹ / ₂ ")	\$4,135
1/2 Standard Page (H: 7" x 4 ⁷ / ₈ ")	\$3,830
1/3 Standard Page (V: 2 ³ / ₁₆ " x 10"; Sq: 4 ⁹ / ₁₆ " x 4 ⁷ / ₈ ")	\$3,135

Color Rates

4-Color Process	\$1,240
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Logo Stoppers**

	B&W Rate
Advertisers	\$385
Non-Advertisers	\$520

**Manufacturers Directory Only

Call Ads

Size	B&W Rate
2" x 1"	\$500
2" x 2"	\$600
2" x 3"	\$750

Save 15% off the above Buyers' Guide rates when you reserve your space by March 22.

Listing Enhancements to Help Build Your Brand Recognition

The 2010/2011 MDT *Buyers' Guide* offers display advertisers powerful, unique, cost-effective marketing opportunities to build your brand recognition and increase your sales opportunities within the medical device manufacturing market. You will receive year-round exposure in print and online among the medical device buying team. Stand out from your competition by running a display ad in our *Buyers' Guide* to receive your attention-getting brand-building listing enhancements.

**Deadline to submit
Product Category Listings:
May 3, 2010**

PRINT Buyers' GUIDE

Clippard Instrument Lab., Inc.
7390 Colerain Ave.
Cincinnati, OH 45239
Tel:-877-245-6247, Fax:-513-521-4464
See Advertisement on Page 7

ADVERTISER LISTING

Bold listing with complete contact information and cross-references to display ad

NON-ADVERTISER LISTING



ONLINE Buyers' GUIDE

Prioritized ADVERTISER LISTING

Clippard Instrument Lab., Inc.
7390 Colerain Ave., Cincinnati, OH 45239
Phone: 877-245-6247, Fax: 513-521-4464
www.clippard.com

Display advertisers in the print *Buyers' Guide* receive prioritized alpha listings at the top of any online search on **www.MDTmag.com** for their product category and a FREE link to their website.

NON-ADVERTISER LISTING



ONLINE STOREFRONT

Display advertisers in the print *Buyers' Guide* also receive an exclusive *Online Storefront* Page on **www.MDTmag.com** listing their entire product line with complete contact information and a link to their site for a full year.



Reach Buyers' Looking Specifically For Your Products

You'll impact active Buyers' with your listings in up to 15 relevant major product categories with hundreds of sub-categories:

1. Adhesives and Adhesive Products
2. Contract Manufacturing and Component Fabrication
3. Electronic Components
4. Environmental and Cleanroom Services
5. Filters and IV Components
6. Hardware and Accessories
7. Motors and Motion Control Products
8. Packaging
9. Production/Assembly Equipment and Software
10. Pumps and Valves
11. R&D, Design and Business Services
12. Raw Materials
13. Sterilization
14. Testing and Instrumentation
15. Tubing Products and Materials

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