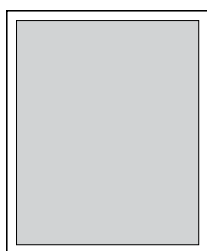


Black and white rates are based on total number of insertions used during the calendar year. Minimum rate holder – 1/3 page.

Agency Commission: 15% of gross billing allowed to recognized agencies on space, color, bleed and position, provided account is paid within 30 days of invoice date. Other charges such as insert handling, special binding or trimming of inserts, reprints or other mechanical charges are non-commissionable.

Terms: Net 30 days

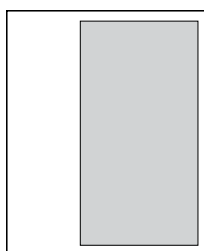
Full Page



Insertions	Rate
1×	\$9,960
3×	\$9,615
6×	\$8,935
12×	\$8,355
24×	\$7,675

Bleed: 9 1/4" × 11 1/8"
Live: 8 1/4" × 10"
Trim: 9" × 10 7/8"

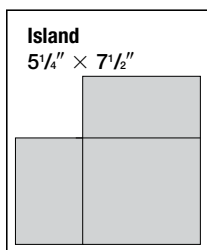
2/3 Page



Insertions	Rate
1×	\$7,095
3×	\$6,800
6×	\$6,505
12×	\$6,000
24×	\$5,575

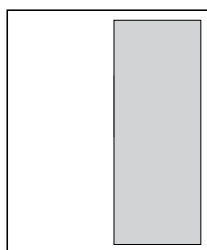
Bleed: 6" × 11 1/8"
Live: 5 1/4" × 10"
Trim: 5 3/4" × 10 7/8"

1/2 Page



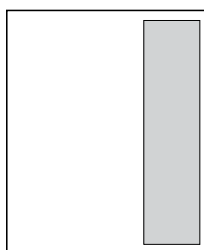
Insertions	Rate
1×	\$5,795
3×	\$5,535
6×	\$5,240
12×	\$4,955
24×	\$4,460

Island
5 1/4" × 7 1/2"
Horizontal
Bleed: 9 1/4" × 5 1/4"
Live: 8 1/4" × 4 3/4"
Trim: 9" × 5"



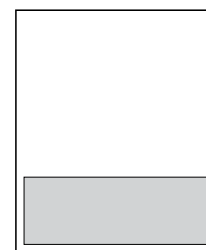
Vertical
Bleed: 4 5/8" × 11 1/8"
Live: 3 7/8" × 10"
Trim: 4 3/8" × 10 7/8"

1/3 Page



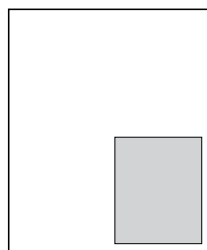
Insertions	Rate
1×	\$4,150
3×	\$3,950
6×	\$3,740
12×	\$3,535
24×	\$3,195

Vertical
2 1/2" × 10"
No Bleed



Horizontal
8 1/4" × 3"
No Bleed

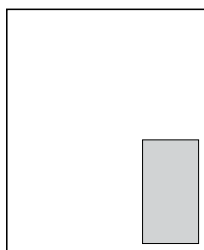
1/4 Page



Insertions	Rate
1×	\$3,375
3×	\$3,200
6×	\$3,035
12×	\$2,875
24×	\$2,595

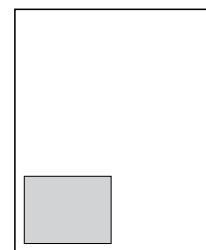
3 7/8" × 4 3/4"
No Bleed

1/6 Page



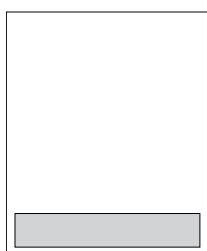
Insertions	Rate
1×	\$2,580
3×	\$2,445
6×	\$2,320
12×	\$2,190
24×	\$1,990

Vertical
2 1/2" × 4 5/8"
No Bleed



Horizontal
3 7/8" × 3"
No Bleed

Strip Ad



Insertions*	Rate
3×	\$500 each
6×	\$450 each
10×	\$375 each

*Minimum of three ads per insertion.
Strip Ad rates are net.

5/8" × 10"
No Bleed

Color Rates

2-Color	\$650
4-Color	\$1,250
Bleed	NO CHARGE

Additional Rates

Rates subject to change at Publisher's discretion.

Covers: Non-cancelable. 10% premium on space and color charges.

Special Positions and Gatefold Ads: 10% premium on space and color charges.

Inserts: Consult Publisher for rates and specifications.

2010 Rates & Advertising Specifications

2010 BUYERS' GUIDE RATES

Ad Size	B&W Rate	Ad Size	B&W Rate
Standard Page	\$7,055	1/2 Standard Page	\$3,830
2/3 Standard Page	\$5,765	1/3 Standard Page	\$3,135
Island 1/2 Page	\$4,135		

4-Color: \$1,200

Logo Stoppers – Advertiser: \$385; Non-Advertiser: \$500

Call Ads – 2" x 1": \$500; 2" x 2": \$600; 2" x 3": \$750

E-alert! ADVERTISING RATES

Leaderboard (728 x 90)	\$2,700
Position #1 Banner (468 x 60)	\$2,040
Position #1 Text/Graphic	\$2,040
Position #2 Banner (468 x 60)	\$1,710
Position #2 Text/Graphic	\$1,710
Tower Ad (120 x 600)	\$1,560
Tower Ad (120 x 400)	\$1,490
Tower Ad (120 x 240)	\$1,380

eFocus and E-alert! Ad Dimensions/Material Requirements

Leaderboard Ads: 728 x 90 pixels; GIF or JPEG format; may be animated; URL for link.

Tower Ads: 120 x 400; GIF or JPEG format, URL for link.

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

Send materials directly to newslettermaterials@advantagemedia.com.

PRODUCT SHOWCASE RATE

Positions available on a first-come, first-served basis: \$1,320

Upper Right Corner Position 10% Premium.

Specifications: Provide 50-75 words including headline; image at 100 x 100 pixels saved as a .gif or .jpg; URL for deeplink.

WWW.MDTMAG.COM RATES

Multiple sponsorships opportunities are available on MDT's website.

Contact your Regional Manager for more information.

E-MARKETING BLAST RATES

Add significant stopping power and impact to your sales and marketing campaign with your custom-designed, audience-directed message.

- \$5,200 net for deployment to full list (16,000 names)
- \$3,180 net for half list deployment

PRODUCT DEMO CHANNEL RATE

Turnkey Video Package \$10,350

PRODUCTION CONTACT

Diane Jenkins, Production Manager

MDT: MEDICAL DESIGN TECHNOLOGY

100 Enterprise Drive, Suite 600, Box 912

Rockaway, NJ 07866-0912

973-920-7162; Fax: 973-607-5565

diane.jenkins@advantagemedia.com

GENERAL RATE POLICY

All advertising is accepted subject to the terms and provisions in this rate card. Orders are accepted subject to change in rates upon notice from Publisher. The Publisher reserves the right to reject advertising which it feels is not in keeping with the publication's standards. The Publisher shall not be responsible or liable for loss of profit, loss of business or any other consequential damages as a result of any error or omission in or of an advertisement. The Publisher assumes no liability for errors or omissions in reader service numbers or advertiser's indexes. The Publisher is not liable for any failure to publish or circulate all or any part of any issue because of circumstances beyond its control. In consideration of the acceptance of any advertising from the advertiser and/or the advertising agency for publication at the rates set forth in the Publisher's rate card, the advertiser and/or the advertising agency represents and warrants that all material delivered to the Publisher for publication shall be free of libel and that publication thereof will not violate or infringe any copyright, trademark, right of privacy, or any other statutory or common law property right of any person, and that the advertiser and/or the advertising agency will indemnify, defend and save harmless the Publisher, its agents, assigns and successors against any claim, demand, cost, expenses and damages, including reasonable attorneys' fees incurred by the Publisher, arising out of or in connection with any breach by the advertiser and/or the advertising agency of any of the foregoing. Publisher reserves the right to place the word "Advertisement" in advertising which, in the Publisher's opinion, resembles editorial. The Publisher reserves the right to change rates and terms herein at any time without notice. Contract advertisers will be given a grace period of 90 days from effective date of any rate increase. Advertisers may cancel contract at time rate revision becomes effective without incurring short rate adjustment providing that contract rate has been earned up to date of cancellation. However, cover and special position advertising commitments are non-cancelable. Advertisers will be short-rated if, within calendar year 2010, they do not advertise at the frequency on which their billings have been based. Advertisers will be rebated if, within the calendar year 2010, they use sufficient additional space to warrant a lower rate than that at which they were originally billed.

ISSUANCE & CLOSING DATES

Closing dates are listed on 2010 Editorial Calendar. Neither advertiser nor its agency may cancel after closing. Cancellations (as well as changes in insertion orders) will not be accepted by the Publisher after the closing date. Cancellations must be in writing, and none is considered accepted until confirmed in writing by the Publisher. Cover and special position advertising is non-cancelable 30 days prior to closing period.

BILLING & PAYMENT TERMS

Invoices are dated as of the issue date and are payable upon receipt in U.S.A. funds. Non-receipt of tear sheets and/or checking copies is not an excuse for non-payment. If charges due the Publisher from agency for advertisements placed in conformance with this rate card are not paid properly, the Publisher may, at its option, collect said charges from the advertiser, and agency shall execute all necessary assignments.