

Engage Prospects with Your Customized E-Marketing Message

Elevate Awareness and Add Momentum to Your Marketing Campaign

Provide timely, immediate communication of:

- *New product/technology introductions*
- *Significant company news and announcements*
- *Special offers*

MDT: MEDICAL DESIGN TECHNOLOGY's exclusive E-Marketing blasts allow you to add significant stopping power and impact to your sales and marketing campaign with your custom-designed, audience-directed message. Your personalized e-blast will:

- Reach nearly 16,000 potential customers
- Educate and inform a top-level audience of MDT subscribers
- Build excitement with your opportunity-specific message
- Generate high-level, full contact sales leads

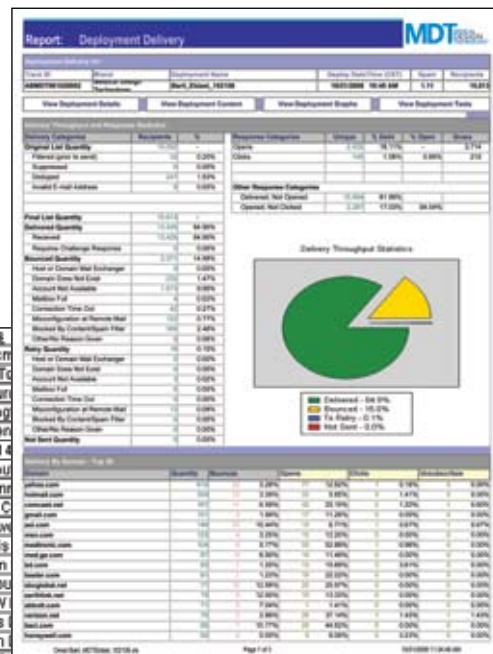
Program Specifics:

- You supply the message via your custom-designed HTML email file
- MDT handles all aspects of delivery from list selection to deployment date
- Timing – deployment determined to meet your mission-critical objectives
- Sales Leads – potential buyers linked to your website or via email directly from your HTML file
- Cost – \$5,200 net for deployment to full list (15,967 names); \$3,180 net for half list deployment



MDT's E-Marketing Blasts maximize the return on your marketing investment by delivering your message to the industry's key decision-makers, which in turn, delivers them back to you. Your sponsorship comes with complete reporting statistics, as well as tangible sales lead information.

Delivery Email	Name	Title	Company	Address
donb@mmm.com	Don Bellman	Product Development Specialist	3M	3997 Mcn
don.bellman@hotmail.com	Don Bellman	Sr. Design Engineer	Abbott Laboratories	1300 E To
mark.brant@abbott.com	Mark Brant	Sr Mech Engr	Abbott Laboratories	1921 Hur
gary.blackmun@accelent.com	Gary Blackmun	Senior Equipment Engineer	Accellent Endoscopy	45 Lexing
george.watson@amo-inc.com	George Watson	Component Engineer Manager	Advanced Medical Optics	3400 Car
jlamson@mindspring.com	Jay Lamson	Director	Aeromed Technologies Ltc	Po Box 14
tom.whitehouse@alconlabs.com	Tom Whitehouse	Sr Director	Alcon Labs Inc	6201 Sou
jcclifford@analogic.com	Jim Clifford	Vp Of QA Ra Csd	Analogic Corporation	8 Centere
chrislinn@gmail.com	Chris Linn	Director Of Engineering	Anrei Medical	4274 WC
art.strokoski@appliedmed.com	Art Strokoski	Director	Applied Medical	22872 Aw
lreganh@applisonix.com	Bill Regan	Vp New Tech	Applisonix	3 Peleris
paultree@arkwin.com	Paul Tree	Tool Designer	Arkwin Industries Inc	686 Main
kelly@yahoo.com	Rich Kelly	Sr Mechanical Engineer	Bacoustics Lic	6750 Cou
jackp@baxter.com	Jack Phipps	Sr. Engineer	Baxter Healthcare Corp	25121 W
charles_ford@bd.com	Charles Ford	Senior Engineer	Bd Technologies	21 Davis I
carlos_bussman@bd.com	Carlos Bussman	DesignEng	Becton Dickinson Co.	1 Becton I
beckman@yahoo.com	Gary Beckman	Manufacturing Engineer	Becton Dickinson Co.	9450 S St
dbryant@biometmail.com	David Bryant	Product Development Engineer	Biomet Inc	56 East Bell Drive
whitehouse@bionostics.com	Tom Whitehouse	Product Development Engineer	Bionostics	7 Jackson Road
bob_roodi@bio-rad.com	Bob Rood	R&D Manager	Bio-Rad Labs Inc	4000 Alfred Nobel Dr
js@biogigant.com	James Scobert	Engineering Director	Biogigant Systems Inc	2007 W Silver Rose Pl
				Tucson



E-Marketing Blast Specifications:

- HTML file size should not exceed 30kb
- Recommended image/file width – 600-800 pixels
- Advertiser should provide a text version of the file
- No Rich Media files/images
- Advertiser must supply a suppression file of their own opt-out email addresses.
- Creative must be sent by advertiser 10 days before estimated deployment date
- NOTE: Deployments will not be co-branded with MDT

Submit all insertion orders and advertising materials to your sales representative listed below.



SALES OFFICES

East Coast

Mike Wilson
973-920-7744
mike.wilson@advantagemedia.com

Midwest/West Coast

Tim Owczarzak, Publisher
973-920-7747
tim.o@advantagemedia.com

Media Sales

Jonathan Buhe
973-920-7756
jonathan.buhe@advantagemedia.com