

Integrated Marketing Solutions for Building Brand Preference

Online Advertising – www.MDTmag.com

MDT Online has been newly redesigned making it ideally suited for reaching the medical device/design decision-makers crucial to your sales efforts. As medical device design engineers work through the design process, instant access to the latest product information is imperative. They need to know what the latest innovations are across the spectrum of new technology, and how it can ultimately help them create a better design.



Online Advertising Options

• Rich Media

MDT accepts Flash, Eyeblaster, Peel Back, Polite Download and Pointroll formats. Other technologies may be accepted upon approval by the publisher. Pop-ups or Pop-unders are not accepted.

• Text Ads

Includes a seven word headline, 50-75 word description, and URL link to your website.

• Standard Ads

- Leaderboard
- Skyscraper
- Navigation Bar Buttons
- Buttons
- Home Page Boom Box
- Boom Box
- See rates and spec card for more information

Additional Online Sponsorships Available on www.MDTmag.com

Generate leads, gain mindshare and improve brand awareness with these exciting sponsorship opportunities.

• White Paper and Case Study Posting

Your white paper and/or case study posting on the MDT website is an effective way to achieve a number of marketing objectives while dispensing pertinent information to an audience eager to learn more from the experts on the issues, technology, and trends impacting their industry.

Use your posting to:

- Meet the educational needs of industry professionals
- Create positive awareness for your organization
- Strengthen your company's position as a leader
- Demonstrate your expertise among your competitors
- Complement your integrated marketing program
- Generate quality leads from engaged audience of decision-makers

• Google Co-op Custom Search

The MDT website has new search features and functionality supported by the Google Co-op tool. Search results will now include a complete listing of relevant links on the MDT site, across the Advantage Business Media platform, and all related industries, associations and publications outside of the Advantage Business Media scope.

Speak with your sales representative about keyword search sponsorships.

Webcasts

MDT provides extensive services in all aspects of the management, marketing, production, and execution of webcast events including:

- An aggressive, targeted online and print advertising campaign to drive attendance
- Knowledgeable editors to host and moderate
- Production crew, studio facilities (video webcasts only), broadcast and streaming services
- Complete registration management and reporting
- PowerPoint slide synchronization, Q&A management, polling management
- Live and online rehearsal services and extensive product support (live rehearsal for video webcasts only, takes place day of live event)
- Archive creation and hosting of webcast on www.mdtmag.com for anytime, on-demand viewing for six months
- Master CD copy of the webcast provided to sponsor

• Webcast Sponsorships:

- One Hour Live Video + 6 Months On-Demand Sponsorship
- One Hour Live Audio Only + 6 Months On-Demand Sponsorship

The MDT Webcast sponsorship allows you to reach senior decision-makers with purchasing authority from virtually all industry sectors.

Whether you choose a one-hour video webcast or one-hour audio webcast, our editorial team will work with you to develop a topic and select a panel including an industry expert and, if you choose, one of your customers to provide a case study for using your product/technology. You'll also benefit from the Q&A session which takes place during the last 15 minutes of the live event. You'll receive a full report of all questions asked during the session to help you start the conversation with potential customers and to gain insight into what your customers are thinking about.



Pre-Recorded Audiocasts

15 minute recorded sessions allow you to announce a product or provide a demonstration/tutorial for your audience. The recording is accessible on the MDT website via a media player which also allows viewers to contact you via email, download a brochure and/or forward to a friend.

Podcasts

Rapidly growing in popularity as an educational tool, this audio format allows listeners to download content and listen to it on their own audio player at their convenience. Use this medium to record your own advertorial marketing message or work with our editorial staff to develop an educational presentation.

MDT provides the following services for management, marketing, production and execution of the podcast including:

- Broadcast and streaming services
- Complete registration management and reporting
- A dedicated marketing campaign
- Archive creation and hosting of the podcast on www.mdtmag.com for anytime, on-demand listening for six months
- Master CD copy of the podcast provided to sponsor

Live Technology Demo

MDT's Live Technology Demos allow medical device designers and manufacturers involved in the purchasing process to view interactive technology and product demonstrations. Your technology demonstration will be filmed, edited and hosted by MDT.

Your video demonstration will be hosted on the website for six months of on-demand viewing. While viewing the demonstration, the audience member may use the interactive video player to download your company or product brochure, submit questions via email, or forward the video to a friend. The video is promoted across the MDT media platform including print ads, online ads and newsletters. All viewers must register, providing you with a comprehensive lead generating tool.

