

### 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 2012/2013 MDT Buyers' Guide. **Your message will be seen by 36,000\* potential Buyers' in the most important U.S. medical device manufacturing facilities. And you'll reach thousands more via the digital edition online.**

Published in June, in print and digitally at [www.MDTmag.com](http://www.MDTmag.com) for additional global awareness, 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.\*



#### 2012/2013 Buyers' Guide

**Publishing Date:** June 2012

**Ad Closing Date:** April 30, 2012

**"Early Bird" Closing Date:** March 26, 2012

#### 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*.
- Linked listings to your company's website from the online digital edition of the *Buyers' Guide*.
- A FREE MDT *Technology & Video Showcase* e-newsletter listing during 2012.

##### Additional Exposure Opportunity:

- **Logo Stoppers:** Place your company's logo above your listing in the *Manufacturers Directory* to introduce your company and help your listing stand out.

#### Advertising Rates

Ad Size	B&W Rate
Standard Page (7" x 10")	\$7,337
2/3 Standard Page (4 <sup>9</sup> / <sub>16</sub> " x 10")	\$5,997
Island 1/2 Page (4 <sup>9</sup> / <sub>16</sub> " x 7 <sup>1</sup> / <sub>2</sub> " )	\$4,302
1/2 Standard Page (H: 7" x 4 <sup>7</sup> / <sub>8</sub> " )	\$3,985
1/3 Standard Page (V: 2 <sup>3</sup> / <sub>16</sub> " x 10"; Sq: 4 <sup>9</sup> / <sub>16</sub> " x 4 <sup>7</sup> / <sub>8</sub> " )	\$3,259
Color Rates	
4-Color Process	\$1,250
Logo Stoppers**	
Advertisers	\$400
Non-Advertisers	\$540

\*\*Manufacturers Directory Only

### Listing Enhancements to Help Build Your Brand Recognition

The 2012/2013 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 via the digital edition 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:  
April 30, 2012**

#### 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



#### DIGITAL Buyers' Guide



Display advertisers in the print *Buyers' Guide* will have all of their listings linked directly to their website in the digital edition hosted at [www.MDTmag.com](http://www.MDTmag.com).

#### Reach Buyers' Looking Specifically For Your Products

You'll impact active buyers with your listings in up to 9 relevant major product categories with hundreds of sub-categories:

1. Component Fabrication	6. Hardware
2. Design/Manufacturing Services	7. Packaging/Sterilization
3. Electronic Components	8. Materials
4. Facility Equipment and Software	9. Testing
5. Fluid/Air Transfer	

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