

The MDT Daily Enewsletter

MDT's new *Daily* newsletter presents the latest industry news, editorial features, new and notable technology and product introductions, and outsourcing information. The *Daily* reaches a targeted medical design/device manufacturing audience of more than 17,400 professionals, giving them essential information relevant to their industry and job responsibilities.

The screenshot shows the MDT Daily Enewsletter interface. At the top, there is a header with the MDT logo and navigation links. Below the header, there are several articles and advertisements. Callouts point to specific ad positions:

- Leaderboard Ad:** Located above the top header (first item). 728 x 90 pixels. \$2,500 per week. (Text Ad Specs*: 50-character headline, 50 words of text, 75 x 75 pixel image, URL link)
- Banner or Text Ad*:** Position #1 – Located among the enewsletter articles. 468 x 60 pixels. \$2,500 per week.
- Banner or Text Ad*:** Position #2 – Located among the enewsletter articles. 468 x 60 pixels. \$2,000 per week.
- Banner or Text Ad*:** Position #3 – Located among the enewsletter articles. 468 x 60 pixels. \$1,800 per week.
- Boombbox Ad Position #1:** Located in the right-hand column. 250 x 250 pixel image or Text Ad*: 50-character headline, 50 words of text, 75 x 75 pixel image, URL link. \$2,500 per week.
- Boombbox Ad Position #2:** Located in the right-hand column. 250 x 250 pixel image or Text Ad*: 50-character headline, 50 words of text, 75 x 75 pixel image, URL link. \$1,800 per week.

Send all MDT Daily advertising materials to newslettermaterials@advantagemedia.com.

*Text ads: Send 50 words or less of text and 75 x 75 pixel image. We will build the ad.