

# E-newsletters

UBM Canon Medical Device Media Group offers a strong suite of branded e-newsletters and product/trade show email programs. E-newsletters are an effective way to engage with your customers and build programs that drive website traffic as well as brand awareness.

UBM Canon  
**Medical Device**  
MEDIA GROUP

Leading Industry Intelligence. Powerful Industry Connections.

## North America

The **MD+DI Online Newsletter** provides 26,500 readers with the latest breaking industry news and information every week.

**2012 Rates** (all rates are weekly)

**Max file size:** 39KB, Format: gif, jpg

**Leaderboard:** 728 x 90 pixels, \$3,080

**Banner 2:** 468 x 60 pixels, \$2,750

**Banner 3:** 468 x 60 pixels, \$2,530

**Banner 4:** 468 x 60 pixels, \$2,310

**Vertical Ad 5:** 120 x 240 pixels, \$1,870

**Vertical Ad 6:** 120 x 240 pixels, \$1,760

**Vertical Ad 7:** 120 x 240 pixels, \$1,650

**Vertical Ad 8:** 120 x 240 pixels, \$1,540

Delivered straight to over 26,000 subscriber inboxes on a weekly basis, **MPMN's Medtech Pulse** provides its readers with the latest top stories featured on the Medtech Pulse blog. As a banner or box advertiser, you will receive identical ad space on both the e-newsletter and the blog, giving your message daily exposure through the **MPMN** website.

### 2012 Rates

(all per a 4 week period)

**Leaderboard:** 728 x 90 pixels, \$2,750

**Rectangle 1:** 300 x 250, \$2,475

**Rectangle 2:** 300 x 250 pixels, \$2,200

**Anchor Ad:** 728 x 90 pixels, \$1,925

**Contextual Ads:** 125x125 pixels plus 50 words of text and three url links \$750 weekly (single blast) \$2000 monthly (4 blasts)

**Max file size:** 39KB

**Format:** gif; jpg

**MD&M Advisor** and **BioMEDevice Advisor** are highly targeted digital products that give you access to **25,000** and **15,000** select show attendees respectively, reaching both **MPMN** and **MD+DI** audiences.

**2012 Rates** (all rates per show)

**MD&M Advisor:** \$2,200 net

**BioMEDevice Advisor:** \$1,650 net

**(Includes a Tile Ad, Leader Board Ad and Company Profile—see Trade Show Advisor specs in the back)**

Sponsored by **MD+DI** and **MPMN**, the **Supplier Bulletin** reaches a combined, targeted audience of 30,000 subscribers. The Supplier Bulletin is deployed twice monthly.

**2012 Rates** (per deployment)

**Featured Supplier:** \$1,980 net

**Supplier:** \$1,650 net

**Image Format:** .jpeg

**Image Size:** 177x177 pixels

**Text Format:** Word, .doc or .txt

**Text Limit:** 75 words or less

**Tradeshows Advisors Diagnostica, Medica & AACC**

provide access to potential Diagnostica, AACC Annual Meeting or Medica attendees before the show. Advertisers benefit by being able to drive traffic to your booth and preview your products and services to 12,000 **IVD Technology** subscribers.

**2012 Rates**

**Tile/Leaderboard/Profile:** \$1,540 net

**(see Trade Show Advisor specs in the back)**

The **Qmed Daily North America Edition newsletters** deliver the latest breaking news to over 70,000 medical device manufacturers everyday—more than any other industry newsletter!

**2012 Rates** (6-month program)

**Text Ads:** 125 x 125 pixels banner and

**Skinny Ad:** 468 x 30 pixels static banner

**Once a Week:** \$14,000 net

**Every Other Week:** \$8,800 net

**Once a Month:** \$6,000 net

**One time Placement:** \$1,400 net

**Rotating Vertical Ads:** 120 x 240 pixels

**Once a Week/12 months:** \$10,000 net

**Twice a Month/12 months:** \$6,000 net

**Once a Month/6 months:** \$3,500 net

**Twice a Month/6 months:** \$6,000 net

**One Time Placement:** \$1,000 net

**Max file size:** 39KB

**Format:** gif; jpg

**Description:** 75 words max of descriptive copy, with unlimited embedded links

**IVDT Insight** provides the latest targeted IVD news and information to over 12,000 subscribers every week.

**Advertisers receive identical ads on both the IVDT Insight Blog and E-newsletter!**

**2012 Rates**

**Max file size:** 39KB

**Format:** gif; jpg

**Leaderboard:** 728 x 90 pixels, \$2,420 net/4 weeks

**Rectangle 1:** 300 x 250 pixels, \$2,200 net/4 weeks

**Rectangle 2:** 300 x 250 pixels, \$1,870 net/4 weeks

**Anchor Ad:** 728 x 90 pixels, \$1,320 net/4 weeks

The **MED E-newsletter** provides 30,000 powerful engineers and designers with the latest industry news and product information on a weekly basis.

**2012 Rates** (net)

**Max file size:** 39KB | **Format:** gif; jpg

**Leaderboard:** 728x90 pixels, \$1,980 Net

**Banner 1:** 468x60 pixels, \$1,320

**Banner 2:** 468x60 pixels, \$1,320

**Banner 3:** 468x60 pixels, \$1,210

**Vertical Ad 1:** 120 x 240 pixels, \$1,320

**Vertical Ad 2:** 120 x 240 pixels, \$1,320

**Vertical Ad 3:** 120 x 240 pixels, \$1,210

**Text Ad 1:** 75 words, 125x125 pixels image, and URL link \$1,320

**Text Ad 2:** 75 words, 125x125 pixels image, and URL link \$1,210

**Advertisers receive identical ads on both the MED Blog and E-newsletter!**

The **OrthoTec e-newsletter** serves more than 10,000 active OrthoTec community users with weekly Orthopaedic-specific critical content including news, blog posts and design & manufacturing features, as well as updates on suppliers/service providers.

**2012 Rates** (net/week)

**Leaderboard:** 728 x 90 pixels, \$1,100 net

**Rectangle Ad:** 300 x 250 pixels, \$675 net

**Anchor Ad:** 728 x 90 pixels, \$435 net

**Contextual Ad:** Image plus 50 words \$875 net

**Sponsorship Link:** Company name, URL with link, Company description (35 characters or less including spaces) \$200 net

News trends, expert insights, policy issues—and sponsoring companies' website links—are delivered direct to the medtech industry's top business decision-makers via **Medtech Executive, MX's monthly e-newsletter.**

**2012 Rates**

**Leader Board:** 728 x 90 pixels, \$2,500 net

**Banner Ad:** 468x60 pixels, \$2,000 net

**Vertical Ad:** 120 x 2 pixels, 40 \$1,500 net

## Europe

The **medtechinsider** weekly e-newsletter allows you to reach UBM Canon's most active international audience of approximately 35,000 subscribers through weekly e-mail blasts and our editorial blog. With continuous industry updates and analysis on the medtechinsider blogs, our readers receive the latest key business news in the medical industry straight to their inbox.

### 2012 Rates

**medtechinsider:** \$1,750–\$2,500

Advertisers receive identical ads on both the **medtechinsider** weekly Blog and E-newsletter per month!

**Leaderboard/Anchor Ad:** 728x90 pixels, Max file size: 39KB, Format: gif; jpg  
**Rectangle One, Two, Three:** 300x250 pixels, Max file size: 39KB, Format: gif; jpg

The **EMDT Preview e-newsletter** is a monthly round-up of the highlights from the latest issue of **EMDT** and across the UBM Canon network.

### 2012 Rates

**Max file size:** 39KB

**Format:** gif; jpg

**Top Leaderboard:** 728x90 pixels \$2,500

**Banner:** 468 x 60 pixels \$2,000

**Button:** 120 x 240 pixels \$1,500

**Qmed Europe Supplier Bulletin** gives interested buyers from Qmed's email distribution list a quick and easy way to browse for the products they need to move their latest projects forward. As an advertiser your listing will feature a product photo, description and hotlink.

### 2012 Rates

**Listing:** \$1,075 net

**Image Format:** .jpeg

**Image Size:** 300 x 300 pixels

**Text Format:** Word, .doc or .txt

**Text Length:** 75 words or less

This product reflects **EMDT's** lead media sponsorship of all MEDTEC events. Sent to local market **EMDT** readers and pre-registered attendees, the **Trade Show Advisor** is the ideal vehicle to announce your show presence prior to an event. As an advertiser your listing will feature a logo, a product photo, description and hotlink.

- MEDTEC Europe
- MEDTEC UK
- MEDTEC Ireland
- MEDTEC France
- MEDTEC Italy
- Compamed/Medica
- Orthotec Europe

**2012 Rates** (per annum)

**Listing:** \$1,400

(includes online profile and tradeshow advisor e-newsletter for all events supported. See Trade Show Advisor specs below)

The **Qmed Daily European Edition** provides updates on the latest news and technology and is delivered to over 32,000 medical device manufacturers—everyday

**2012 Rates** (6-month program)

**Once a Week:** \$8,500 net

**Every Other Week:** \$4,500 net

**Once a Month:** \$3,000 net

**One time Placement:** \$1,200 net

**Placement includes:** 125 x 125 pixels banner or graphic/image

**Max file size:** 39KB

**Format:** gif; jpg

**Description:** 75 words max of descriptive copy, with unlimited embedded links

## Asia

**CMDM's monthly e-newsletter** provides 11,000 subscribers and MEDTEC China attendees with a mixture of peer-reviewed technical articles, product news, and industry updates.

**2012 Rates** (per edition)

**Banner 1:** 468 x 90 pixels, \$2,680

**Banner 2:** 468 x 90 pixels, \$2,470

**Banner 3:** 468 x 90 pixels, \$2,260

**Tile Ad 1:** 120 x 240 pixels, \$2,470

**Tile Ad 2:** 120 x 240 pixels, \$2,260

**Tile Ad 3:** 120 x 240 pixels, \$2,050

The **MEDTEC China Trade Show Advisor** gives 11,000 subscribers and preregistered attendees show-related content including helpful travel and event tips.

**2012 Rates** (Advertisers receive all three ad positions, banner, tile, corporate profile—see Trade Show Advisor specs below)

**Listing:** \$1,070

Written by our Japan based editorial staff, specifically for the **Japanese** market, our **monthly e-newsletter** gives 7,000 Japanese OEMs and MEDTEC Japan attendees insight into global medical manufacturing news, trends and analysis.

**2012 Rates**

**Max file size:** 39KB

**Format:** gif; jpg

**Leaderboard:** 728x90 pixels, \$3,250

**Rectangle One:** 300x250 pixels, \$3,000

**Rectangle Two:** 300x250 pixels, \$2,800

**Anchor Ad:** 728x90 pixels, \$2,800

Advertisers receive identical ads on both the **JMDMT** Blog and E-newsletter!

**medtechinsider India** provides India's rapidly growing medtech community with a dynamic source of news and commentary on developments within the global medical manufacturing industry and its associated suppliers.

**2012 Rates**

**Max file size:** 39KB

**Format:** gif; jpg

**Leaderboard:** 728 x 90 pixels, \$1,500

**Rectangle 1:** 300 x 250 pixels, \$1,000

**Rectangle 2:** 300 x 250 pixels, \$850

**Anchor Ad:** 728 x 90 pixels, \$600

## TRADE SHOW ADVISOR SPECIFICATIONS

**Leaderboard Ads:** 728 x 90 pixels, no larger than 39kb, .gif or .jpg; no flash; no animation. **Tile Ads:** 125 x 60 pixels, no larger than 39kb, .gif or .jpg; no flash; no animation. **Profiles:** Text (ASC II, TXT, Word); Company Logo (.gif or .jpg; no larger than 250 x 150 pixels and 30kb); Image (No more than one image, .jpg format, no larger than 200 x 200 pixels and 30 kb)