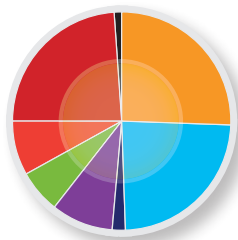


Medical Electronics Design (MED) serves as a daily resource to the \$60 billion medical electronics market including those involved in the design of medical electronics products from next-generation imaging, diagnostics, implantables and others. With original web content, and e-newsletters, design engineers and other key personnel from medical electronics OEMs value **MED's** targeted content as it addresses key design challenges such as connectivity, power management, integration and reliability.



>> MED has a unique audience reach of 5,111 professionals, and combined with MD+DI, reaches an additional 42,929 decision makers*

Circulation by Job Function*



- 26% Engineering & Engineering Management
- 23% Design & Development
- 3% Software Engineering
- 8% Manufacturing & Production
- 5% QA/QC
- 8% Purchasing & Procurement
- 25% General & Corporate Management
- 1% Other

Website: medicalelectronicsdesign.com

The **Medical Electronics Design** website is the hub of its online community. A daily resource for design and engineering professionals, **MED's** website provides access to the topical news, blog updates and targeted resources they need to stay informed and ahead-of-the-curve in this rapidly developing market.

2012 Rates

| | | |
|--------------------|-----------|---------|
| Top Leaderboard | 728 x 90 | \$1,980 |
| 1st Rectangle | 300 x 250 | \$1,650 |
| 2nd Rectangle | 300 x 250 | \$1,320 |
| Bottom Leaderboard | 728 x 90 | \$1,485 |

All ad positions will rotate with up to 3 sponsors (per position)

DesignMED Medical Electronics Design is an official sponsor of DesignMed—

A technical conference and digital magazine serving the medical electronics design and manufacturing industry—dedicated to new product development. **DesignMED** attendees are electronics designers and developers looking for the latest in emerging technology to incorporate into the next generation of medical electronic devices.

DesignMED 2012 will be co-located with Embedded Systems CA (March), Boston (Sept), and MEDTEC Europe (March), Japan (April) and China (May).

Investment: \$11,000 net

Includes turnkey expo booth, content/speaker opportunity, digital magazine ad unit, video and e-newsletter promotion



MED e-Newsletter

The **MED E-newsletter** provides 30,000 powerful engineers and designers with the latest industry news and product information on a weekly basis. It's a great opportunity to increase your brand awareness and drive traffic to your website.

2012 Rates

| | | |
|------------------------|---|-------------|
| Leaderboard (Top only) | 728 x 90 | \$1,980 net |
| Banner 1 | 468 x 60 | \$1,320 net |
| Banner 2 | 468 x 60 | \$1,320 net |
| Banner 3 | 468 x 60 | \$1,210 net |
| Vertical Ad 1 | 120 x 240 | \$1,320 net |
| Vertical Ad 2 | 120 x 240 | \$1,320 net |
| Vertical Ad 3 | 120 x 240 | \$1,210 net |
| Text Ad 1 | 75 words, 125 x 125 image, and URL link | \$1,320 net |
| Text Ad 2 | 75 words, 125 x 125 image, and URL link | \$1,210 net |

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



Custom

With over **360,000** professionals in Canon's medical device database, the opportunities are endless.

Medical Electronics Design and UBM Canon can offer the following Custom opportunities:

| | | |
|---|--------------------------|------------------|
| Admail Blast | Deployed to 8,000 titles | \$3,800 net |
| Your message & creative delivered to pre-selected target audience from brand and/or UBM Canon's Medical database. | | |
| Custom eNewsletter | Deployed to 8,000 titles | \$10,000 net |
| Our editorial team creates original content & template, you provide up to 5 links—delivered to pre-selected target audience brand and/or UBM Canon's Medical database. Also includes performance marketing metrics; demand & performance data report. | | |
| White Paper | Deployed to 8,000 titles | \$3,800 net |
| (also includes a one time promotion in the monthly White Paper eNewsletter) | | |
| Webcast | | \$20,000 net |
| Promoted to pre-selected target audience from brand and/or UBM Canon's medical database. Editorial team creates original content, speaker opportunity & up to 5 pre-qualifying questions on registration page. | | |
| Custom Research | | \$4,500+ minimum |