

OrthoTec offers an in-depth view of the design, development, and manufacturing of orthopaedic devices and orthopaedic surgical instruments.

Daily online content, weekly e-newsletters, show issues, and events located in the orthopaedic manufacturing centers of North America and Europe make **OrthoTec** the most comprehensive orthopaedics manufacturing resource in the world.

**>> OrthoTec has a unique audience reach of 4,868 orthopaedic decision makers, and combined with MD+DI, reaches an additional 43,172 decision makers\***

## Audience Profile



### TOTAL: 62% Product Design & Manufacturing

- 24% Product/Design/Process Engineering
- 18% Production/Manufacturing
- 11% R&D
- 9% QA/QC

### TOTAL: 38% Corporate

- 20% Management
- 18% Other



## Website

OrthoTec's website is a daily resource for orthopaedic manufacturers as it provides them with worldwide access to the latest industry news, web-exclusive articles, blogs, video, whitepapers, webcasts, and more

## 2012 Rates

Leader Board	728 x 90 pixels	\$1,650 net/4 weeks
Banner Ad	300 x 250 pixels	\$1,320 net/4 weeks
Bottom Banners	300 x 250 pixels	\$1,100 net/4 weeks
Anchor Ad	728 x 90 pixels	\$875 net/4 weeks

\*Ad positions may be in rotation with up to 3 total advertisers.



## Orthotec 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. Relevant content covers design trends, engineering & technology, manufacturing solutions, materials, products, equipment, and services related to the orthopaedics manufacturing sector.

## 2012 Rates (all rates are weekly)

Leader Board	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**

## OrthoTec Show Issues

OrthoTec offers two printed show issues, one for OrthoTec (Warsaw, IN) in April and the other for OrthoTec Europe (Zurich, Switzerland) in August. These issues provide in-depth coverage of the dedicated conferences and expositions for manufacturers who offer world-class education and cutting edge technologies for orthopaedics manufacturing.

## Show Packages (for OrthoTec Exhibitors Only)

- Choose from Quarterly Packages (print ad must appear in April issue)
- ¼-page Booth Preview in April Issue
- **OrthoTec Show Wrap** eNewsletter Sponsorship: Tile ad w/Sponsor Link to Booth Preview

## Print Rates

Full Page	\$4000 net	1/3 Page	\$2425 net
Half Page:	\$2750 net	1/4 Page	\$2165

Ask your Sales Director for more information



## OrthoTec Show Wrap

The **OrthoTec Show Wrap** will reach every **OrthoTec** subscriber and every **OrthoTec** attendee.

## 2012 Rates

Top Banner	728 x 90 pixels	\$1,320 net
Right or Left Rectangle	300 x 250 pixels	\$1,100 net
Bottom Banner	728 x 90 pixels	\$990 net
Contextual Ad	Image plus 50 words	\$1,100 net

**Sponsorship Link:** Company name, URL with link, Company description (35 characters or less including spaces) **\$250 net**



## Custom

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

## OrthoTec 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