

MEDICAL DEALER

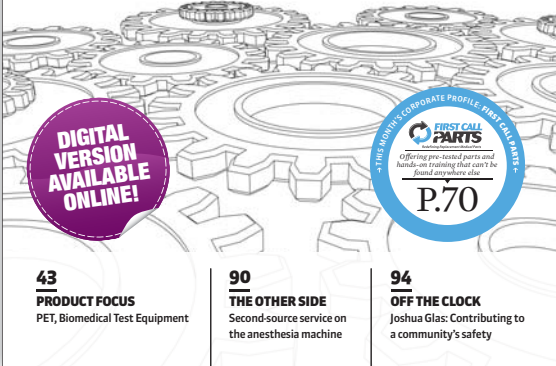
✦ MEDICAL EQUIPMENT, PARTS & SERVICE

JUNE 2011 | WWW.MEDICALDEALER.COM

the ART of PARTS

Second-source suppliers keep systems going on a budget

60



43
PRODUCT FOCUS
PET, Biomedical Test Equipment

90
THE OTHER SIDE
Second-source service on the anesthesia machine

94
OFF THE CLOCK
Joshua Glas: Contributing to a community's safety

MEDICAL DEALER

✦ MEDICAL EQUIPMENT, PARTS & SERVICE

Medical Dealer Advertising Rates - NET Rates per month

Ad Size	1x	3x	6x	12x
1/6 pg. (Marketplace)	\$315	\$275	\$240	\$225
1/4 pg.	\$415	\$375	\$350	\$285
1/3 pg.	\$580	\$500	\$450	\$400
1/2 pg.	\$800	\$685	\$615	\$575
2/3 pg.	\$1140	\$995	\$845	\$765
Full pg.	\$1415	\$1255	\$1045	\$995

Medical Dealer provides more than 15,000 medical equipment purchasers with comprehensive information about new and pre-owned medical equipment, parts and service, including in-depth coverage of timely issues, industry and regulatory updates, new product news and profiles of people in the industry. Readers include radiology administrators, department managers, purchasing officers, materials managers, clinical engineers, C-level executives, OR supervisors and others involved in equipment purchasing at hospitals and medical facilities.

Distribution

Qualified Circulation by Business

11,100	Hospitals
1,950	Medical Equipment Service Companies/Manufacturers
1,250	Clinics
750	Other

Qualified Circulation within Hospitals

Radiology administrators
Department managers
Purchasing officers
Material managers
Clinical engineers
C-level executives
OR Supervisors

Editorial

Our seasoned editorial staff delivers the most comprehensive news and information concerning the pre-owned medical equipment industry. Each month, qualified decision-makers keep up-to-date on purchasing decisions, through supportive content including:

- Market Analyses
- New Product Descriptions
- Insightful Columns from Industry Leaders
- Capital Equipment Buying Trends
- FDA Updates
- OEM Updates
- Equipment Purchasing Tips

Corporate Profile

Maximize your company's exposure by being featured on the cover of *Medical Dealer* magazine, combined with an inside full-page advertisement and a three-page editorial highlighting your corporation as well as your products and services.

Total Cost: \$3,495. Available once, per company*, every two years.

*Company **MUST** be a 12x advertiser.

Company Showcase

A great alternative to the Corporate Profile, which has limited availability, is our Company Showcase. This is a unique opportunity to highlight your company in a special editorial and allow industry professionals to learn more about your products and services.

Total Cost: \$2,195. Includes two-page article.

"Medical Dealer and TechNation keep us in tune with the biomedical community. We are able to learn about issues our customers are facing and tell them what's new with our business. These publications are what link our close-knit community together.

Kate Gunther, Marketing Manager, AIV INC

Editorial Calendar

JANUARY

Cover Story: Negotiating service contracts

Editorial Focus, Radiology: Ultrasound

Editorial Focus, Med/Surg: Anesthesia

Bonus Distribution: Indiana Biomedical Society (IBS), California Medical Instrumentation Association (CMIA)

Advertising Deadline: December 14

FEBRUARY

Cover Story: Parts update

Editorial Focus, Radiology: X-ray

Editorial Focus, Med/Surg: Electrosurgical units

Advertising Deadline: January 13

MARCH

Cover Story: Accreditation impacts and options

Editorial Focus, Radiology: C-arm

Editorial Focus, Med/Surg: Surgical tables, lights

Bonus Distribution: Association for periOperative Registered Nurses (AORN)

Advertising Deadline: February 15

APRIL

Cover Story: The integrated operating room

Editorial Focus, Radiology: PACS, HIS

Editorial Focus, Med/Surg: Patient monitors

Bonus Distribution: MD Expo Spring '12, IAMERS, IAHCSSM

Advertising Deadline: March 14

MAY

Cover Story: Successfully launching a new PET/CT installation

Editorial Focus, Radiology: Nuclear imaging

Editorial Focus, Med/Surg: Infusion therapy

Advertising Deadline: April 16

JUNE

Cover Story: Service access codes

Editorial Focus, Radiology: PET/CT

Editorial Focus, Med/Surg: Stretchers, lifts

Bonus Distribution: Assoc. for the Advancement of Medical Instrumentation (AAMI), Society of Nuclear Medicine (SNM)

Advertising Deadline: May 14

JULY

Cover Story: Out of box failure

Editorial Focus, Radiology: Mobile trailers

Editorial Focus, Med/Surg: Emergency medicine, critical care ventilators

Advertising Deadline: June 14

AUGUST

Cover Story: Working together: Creating an equipment purchasing plan

Editorial Focus, Radiology: MRI

Editorial Focus, Med/Surg: Instrument washers, decontaminators

Bonus Distribution: AHRA, Clinical Eng. Association of Illinois (CEAI), Colorado Association of Biomedical Equipment Technicians (CABMET)

Advertising Deadline: July 13

SEPTEMBER

Cover Story: Second source industry update

Editorial Focus, Radiology: Mammography

Editorial Focus, Med/Surg: Patient beds

Bonus Distribution: North Carolina Biomedical Assoc. (NCBA)

Advertising Deadline: August 15

OCTOBER

Cover Story: Device life cycle

Editorial Focus, Radiology: Radiation Oncology

Editorial Focus, Med/Surg: Endoscopes

Bonus Distribution: MD Expo '12, Florida Biomedical Society (FBS), Biomedical Associations of Wisconsin (BAW)

Advertising Deadline: September 14

NOVEMBER

Cover Story: New trends in imaging

Editorial Focus, Radiology: Portable imaging equipment

Editorial Focus, Med/Surg: Patient warming

Bonus Distribution: Radiological Society of North America (RSNA)

Advertising Deadline: October 15

DECEMBER

Cover Story: How to choose a good third party vendor

Editorial Focus, Radiology: SPECT/CT

Editorial Focus, Med/Surg: ECG, EEG

Advertising Deadline: November 14

Advertising Specifications

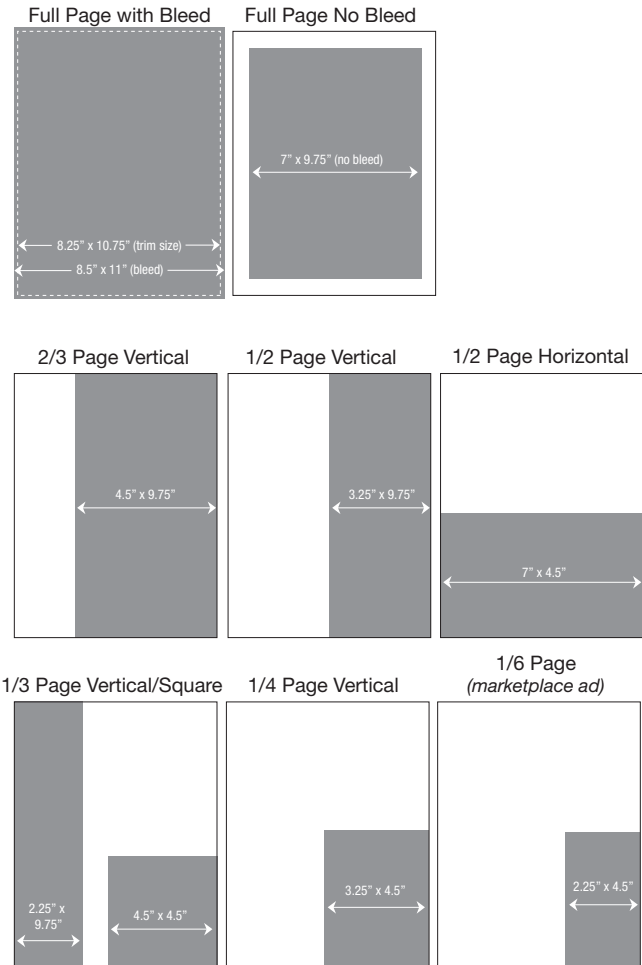
Publication Size

	Width	Height
PUBLICATION TRIM SIZE	8.25"	10.75"
PUBLICATION BLEED SIZE	8.5"	11"

Display Ad Sizes			
Full Page	including bleed	8.5"	11"
Full Page	no bleed	7"	9.75"
2/3 Page	vertical	4.5"	9.75"
1/2 Page	horizontal	7"	4.5"
	vertical	3.25"	9.75"
1/3 Page	vertical	2.25"	9.75"
	square	4.5"	4.5"
1/4 Page	vertical	3.25"	4.5"
1/6 Page <i>(marketplace ad)</i>	vertical	2.25"	4.5"

Ads that bleed need to have an extra 1/8" on all sides. Keep type, photos, and other ad elements that are not supposed to bleed 1/4" away from final trim line.

Ad Size Dimensions



File Submission Requirements

All files and images must be high-resolution (300 dpi). All color must be CMYK. No spot colors. Images downloaded from websites will not be accepted! Please do not include crop marks, registration marks or color bars.

Preferred Digital Format: High-resolution PDF, Flattened TIF and JPG files accepted. Email all files to art@mdpublishing.com. All artwork submitted must be the correct size.

Applications Accepted: Adobe Illustrator, Photoshop and high-resolution Adobe PDFs. Note: Illustrator files must have all fonts converted to outlines and all images must be embedded into the file. Photoshop files have to be 300 dpi. All files must be CMYK. No spot colors.

Applications Not Accepted: WORD, PowerPoint, Publisher, PageMaker, CorelDraw or any other application NOT listed above. Images downloaded from websites will not be accepted.

Please call for individual specs and requirements. A proof must accompany digital files. MD Publishing will not be held responsible for errors upon output on the file if a proof is not supplied. Any variation between the file and the proof must be indicated.

Media Accepted: We can accept digital files through CD, DVD, email and FTP site upload. Digital files can be emailed to art@mdpublishing.com. Please include all support files and fonts with your document. For FTP site instructions, please call or email.

Custom Services, Typesetting and Repair Work: MD Publishing will make changes or deletions to your ad, provided the changes are submitted PRIOR to the materials close date. We cannot make changes to flattened/uneditable artwork.

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