



TechNation

EMPOWERING THE BIOMEDICAL / CE PROFESSIONAL

TechNation Advertising Rates - NET Rates per month

Ad Size	1x	3x	6x	12x
1/6 pg. (Marketplace)	\$385	\$340	\$295	\$250
1/4 pg.	\$530	\$460	\$410	\$360
1/3 pg.	\$750	\$645	\$575	\$505
1/2 pg.	\$965	\$840	\$745	\$660
2/3 pg.	\$1330	\$1155	\$1085	\$945
Full pg.	\$1800	\$1450	\$1295	\$1195

TechNation is a career and community-building resource for more than 12,000 biomedical and clinical engineering professionals. The magazine provides a voice for a seldom-recognized cog in the wheel of patient care and safety: The professionals who manage, maintain and repair medical equipment. Each issue recognizes a noteworthy biomedical professional, department and association. The magazine provides career resources, information about new biomedical test equipment and equipment service-related issues and monthly columns from recognized leaders in the field.

Distribution

Qualified Circulation

6,540	Clinical, Biomedical and Radiology Engineers/Managers
2,510	Service Engineers
1,650	Department Supervisors
1,350	Third-Party Service Engineers
840	Hospital Administrators

Editorial

The editorial within *TechNation* consists of:

- Association of the Month
- Biomedical Department Profile
- Current Technology and Service Trends
- Career Resources
- Insightful Columns from AAMI and ECRI Institute
- Professional Development
- Professional of the Month
- Tech Tips
- Roundtable Discussion Topics
- Tools of the Trade

Company Showcase

The Company Showcase 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: \$2,595. Includes two-page article.

“When trying to build our brand with biomedical personnel, we looked no further than TechNation! The publication is a must read because it brings great value to its readership, so we knew our advertising would be viewed monthly by those that we are targeting.”

- Kelly Fitzgerald, Unfors Instruments, Inc.

Editorial Calendar

JANUARY

Cover Story: Giving Back: How and where biomed can contribute skills to charity

Editorial Focus: Anesthesia

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

Advertising Deadline: December 9

FEBRUARY

Cover Story: A look at biomed community college programs around the country

Editorial Focus: Infusion therapy

Advertising Deadline: January 10

MARCH

Cover Story: Initiatives in IT

Editorial Focus: Rigid endoscopes

Advertising Deadline: February 7

APRIL

Cover Story: DOD biomed school

Editorial Focus: Patient monitoring

Bonus Distribution: MD Expo Spring '12, IAMERS

Advertising Deadline: March 8

MAY

Cover Story: Bringing instrument sharpening in house

Editorial Focus: Nuclear medicine

Advertising Deadline: April 9

JUNE

Cover Story: Where the clinical engineering field is headed

Editorial Focus: Test equipment

Bonus Distribution: Assoc. for the Advancement of Medical Instrumentation (AAMI)

Advertising Deadline: May 9

JULY

Cover Story: How hospital administrators think

Editorial Focus: Sterilization

Advertising Deadline: June 8

AUGUST

Cover Story: Broward Health's biomed department's unique initiatives

Editorial Focus: Hospital beds

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

Advertising Deadline: July 9

SEPTEMBER

Cover Story: Where to get imaging training

Editorial Focus: Electrosurgical units

Bonus Distribution: North Carolina Biomedical Assoc. (NCBA)

Advertising Deadline: August 8

OCTOBER

Cover Story: Working with customers to ensure proper device care and handling

Editorial Focus: Flexible endoscopes

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

Advertising Deadline: September 7

NOVEMBER

Cover Story: OR Integration

Editorial Focus: Ultrasound

Advertising Deadline: October 9

DECEMBER

Cover Story: Passcodes and service manual update

Editorial Focus: Computed tomography

Advertising Deadline: November 7

Advertising Specifications

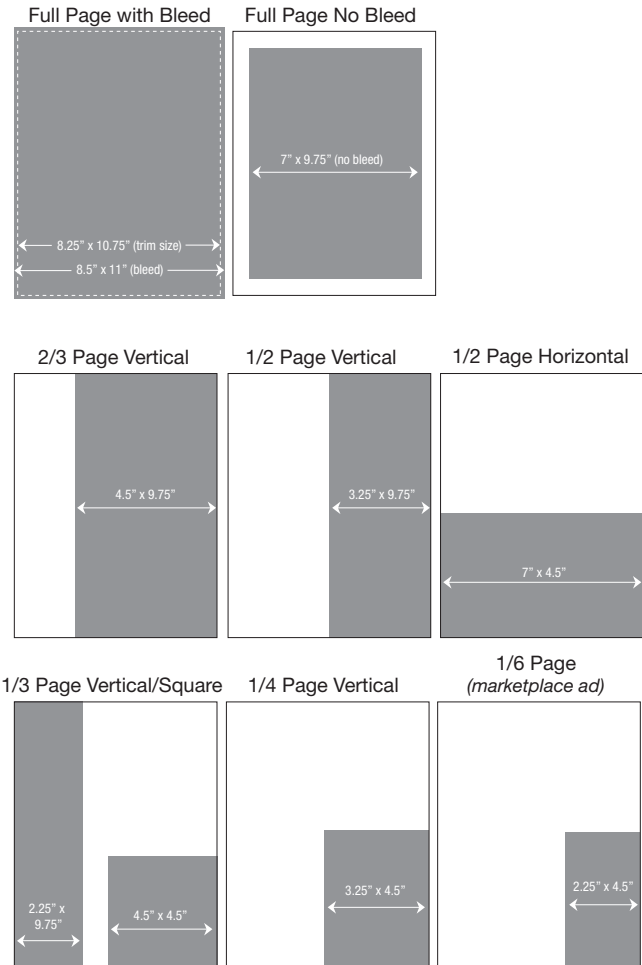
Publication Size

	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.

Mailing Address for Artwork:
 MD Publishing
 Attn: Art Department
 18 Eastbrook Bend
 Peachtree City, GA 30269
 Ph: 800.906.3373 • Fax: 770.632.9090
 Email: art@mdpublishing.com