



- *Connectivity - Digital ads allow subscribers to link directly and instantly to your website. They're ideal for delivering buyers right where you want them.*
- *Access - Readers can archive issues of Medical Design easily and permanently, without having to take up office space.*
- *Exposure - Digital editions are bookmarked and referred to around the clock throughout the year.*

Digital Advertising Benefits

A growing number of subscribers are opting to go green and digital magazine formats are becoming increasingly important as the number of devices and channels that consumers use to receive information continues to grow.

The digital edition of Medical Design magazine offers an interactive experience while providing readers total access to our editorial expertise in a unique visual setting. As our readers are immersed in content they are just one click away from your companies' website!

- Blow-In Ads
- Intro Page Ad
- Belly Bands
- Web Viewer Banner Ad
- Video (multimedia)
- Navigation Bar Ad

Navigation Bar Sponsorship

Contains advertiser logo with underlying URL link

Pixels: 130 x 45 maximum

Image File Format: .jpeg .gif .png

Content must be static

Rate: \$800 net

Web Viewer Banner Ad

Ad appears in Penton web viewer which houses the digital edition. These specs apply when an ad is sold specifically for the digital edition, replacing the run-of-site ad pulled in from the publication website.

Pixels: 728 x 90 only - file should not exceed 40K

Image File Formats: Animated Gif, Jpeg, Gif, Flash ver. 8 or higher and Rich Media, standard script calls, iframes, redirects, Dart Motif, and most third-party ad serving tags including Atlas, Eyeblaster, etc. Check with on ad trafficker for testing/confirmation.

Rate: \$800 net

Blow-in Ad

Appears as an overlay on any page within the digital edition

Pixels: 630 x 473 maximum

Image File Format: .gif .jpeg .pdf - prefer not to exceed 5mb - Final ad is converted to .swf format to enable "close button" control

Rate: \$500 net

Intro Page

Appears opposite the front cover

Pixels: 475 x 660 maximum

Image File Format: .swf only - prefer not to exceed 5mb - All controls must be defined in flash file; URL links embedded - Static pdf files also accepted; any URL links will be activated by prepress staff - Plays immediately; loops until page-turn

Rate: \$500 net

Belly Band Ad

A wide and narrow overlay appearing on the front cover

Pixels: 900 x 350 maximum

Image File Format: .gif .jpeg .pdf - prefer not to exceed 5mb - Final ad is converted to .swf format to enable "close button" control

Rate: \$500 net

Video (multimedia files)

Can be placed on any page within the digital edition

Image File Format Preferred: .flv .wma (can accept .swf however cannot apply any controls to this format)

Additional Formats accepted: .avi .flv .mov .mpeg .mpg .ogg .wav .wma .wmv - Maximum file size: 15mb

Flash Format video plays immediately upon viewing with no option to play on demand

Embedding sound-only files is not currently available

Rate: \$500 net

Contact your sales representative

Bill Rodman

IL, KS, MI, MO, N/IN, N/OH, NY,
OK, PA, Ontario
216.931.9636
bill.rodman@penton.com

Dennis Jensen

CO, IA, KY, MN, MT, ND, NE, SD,
S/IN, S/OH, TN, WI, WV, WY
952.368.0018
dennis.jensen@penton.com

Franny Singleton

AL, AR, GA, LA, MS, TX
678.947.8563
franny.singleton@penton.com

Vince Castell

Florida
941.359.0321
vince.castell@penton.com

Jim Theriault

AK, AZ, CA, ID, NM, NV, OR,
UT, WA
408.857.0322
jim.theriault@penton.com

Brandy Bissell

DC, DE, MD, NC, NJ, SC, VA
919.773.1875
brandy.bissell@penton.com

Liz Stott

CT, MA, ME, NH, RI, VT, Quebec
857.636.9737
liz.stott@penton.com