

2010 Advertising Rates

All rates shown are gross, and include placement in both the print and digital editions of *Medical Design Briefs*, plus product listings in lead-gen e-mails.

Black & White Display Rates

	12x	6x	3x	1x
Page	\$4,650	\$4,980	\$5,475	\$6,145
2/3 Page	\$4,150	\$4,475	\$4,925	\$5,525
1/2 Island	\$3,500	\$3,780	\$4,150	\$4,655
1/2 Page	\$2,925	\$3,150	\$3,465	\$3,875
1/3 Page	\$2,090	\$2,250	\$2,475	\$2,780
1/4 Page	\$1,720	\$1,850	\$2,035	\$2,285

For two-color, add 10% to above rates.

Four-Color Display Rates

	12x	6x	3x	1x
Page	\$5,525	\$5,960	\$6,550	\$7,345
2/3 Page	\$4,870	\$5,255	\$5,780	\$6,485
1/2 Island	\$4,140	\$4,465	\$4,900	\$5,495
1/2 Page	\$3,450	\$3,715	\$4,085	\$4,585
1/3 Page	\$2,515	\$2,685	\$2,955	\$3,315
1/4 Page	\$2,000	\$2,155	\$2,370	\$2,650
1/12 Page*	\$855	\$925	\$960	\$1,010

*Literature/Web Spotlight section

Web Site Banners — www.medicaldesignbriefs.com (launching in 2010)

Standard Sizes	Dimensions (Pixels)	CPM
Medium Rectangle	300 x 250	\$200
Wide Skyscraper	160 x 600	\$190
Skyscraper	120 x 600	\$180
Leaderboard	728 x 90	\$170
Full Banner	468 x 60	\$100
Half Banner	234 x 60	\$75
Square Button	125 x 125	\$60

CPM = cost per thousand impressions. 25K file size limit. Banners rotate throughout the Web site.

Medical Design Briefs E-mail Newsletter Sponsorships (Bi-monthly, HTML format)

Top-Level Sponsorship	\$3,075
Co-Sponsor Position #1	\$1,995
Co-Sponsor Position #2	\$1,595
Sponsored Links & Event Alerts	\$700

Lead-Gen E-mails

eResponse & Buyer's Guides Sponsor Banners — 234 x 60		Engineering E-Source Product Announcement	
12x	\$925	Top Row	\$1,995
6x	\$1,150	Second Row	\$1,795
3x	\$1,225	Third Row	\$1,575
		Fourth Row	\$1,365

Combine display, online, and e-mail advertising for maximum frequency discounts.