

MPO

MEDICAL PRODUCT OUTSOURCING

www.mpo-mag.com

2011
**media
planner**

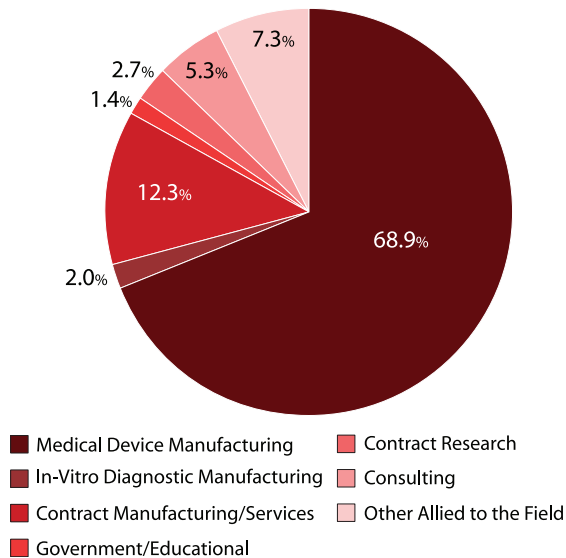
CIRCULATION/SUBSCRIBER PROFILE

Medical Product Outsourcing is the only worldwide publication focused solely on contract services for the medical device and in-vitro diagnostics industries. With a worldwide circulation of 25,000 BPA-qualified recipients, *Medical Product Outsourcing* reaches individuals in the following businesses and job functions:

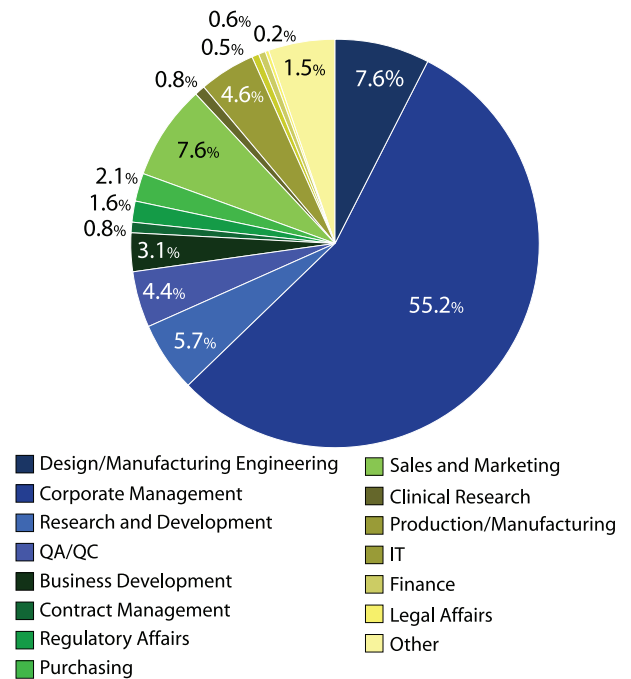


Recipient Profile

Business and Industry



Job Function



Reader Companies Include:

3M Health Care
 Abbott Laboratories
 Advanced Medical Systems Inc.
 Alcon
 Allegiance Healthcare
 Alta Surgical
 American Medical Systems
 Angiosystems Inc.
 Applera
 Applied Biosystems
 Advanced Neuromodulation Systems
 B. Braun
 Baxter International
 Beckman Coulter
 Becton, Dickinson & Co.
 Bio Care Corp
 bioMérieux
 Bio-Rad Labs
 Birchwood Labs. Inc.
 Boston Scientific

BSD Medical Corp.
 C.R. Bard
 Cardinal Health
 Cardionet
 CareFusion
 Carestream Health
 Chad Therapeutics Inc.
 Cook Inc.
 Covidien
 Datascope Corp.
 Dentsply
 Diagnostic Products Corp.
 Diversified Healthcare
 Emergency Medical Products, Inc.
 Endovascular Instruments Inc.
 Fischer Imaging Corp.
 Fresenius Medical Care
 Fujirebio Diagnostics, Inc.
 GE Medical Systems
 Hospira
 Johnson & Johnson

Kent Scientific Corp.
 Madison Medical Devices
 Medi-Flex Hospital Products Inc.
 Medtronic
 Ocusoft Inc.
 Ortho-Clinical Diagnostics
 Philips Medical Systems
 Quest Medical
 Roche Diagnostics
 Siemens Medical Systems
 Skytron
 Smith & Nephew
 Spinal Innovations, Inc.
 St. Jude Medical
 Stryker
 Surgical Instrument
 Symmetry Medical
 Sysmex
 Therasense
 Transurgical, Inc.
 Veridex

EDITORIAL COLUMNS & DEPARTMENTS

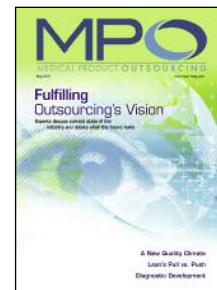
Medical Product Outsourcing publishes an informative mix of departments, columns and feature articles in each issue. Readers will find relevant news and market information about the medical device industry, from well-researched, staff-written articles to insightful contributions from industry leaders. Regular monthly columns include regulatory and legislative updates, international market reviews, business strategy and financial reports, industry data and sector snapshots, manufacturing best practices, legal issues and much more. *Medical Product Outsourcing* offers device manufacturers and their outsourcing partners a wealth of information to help with everyday challenges and long-term planning.

SPECIAL ISSUES FOR 2011

May 2011 Full-Service Outsourcing:

Don't miss one of *MPO's* biggest—and most informative—issues of the year. In May, we'll take the pulse of the medical device outsourcing industry as leading manufacturers provide insight and perspective on the current climate in outsourcing. Learn how the finished goods market is stacking up against component providers and how economic forces are impacting the sector.

Bonus! MPO Outsourcing Survey Results! Want to know what criteria lead OEMs to outsource and what characteristics make contract manufacturers attractive outsourcing partners? Learn directly from OEMs through our precise survey. A perfect tie-in to the full-service outsourcing feature. Only advertisers in this issue will receive the full survey results and learn what truly is important to their customers. Don't miss out on this valuable opportunity.



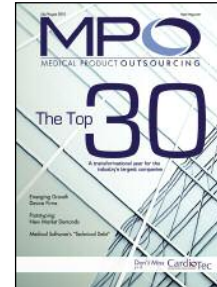
July/August 2011 Annual Top Company Report:

The July/August issue of *MPO* will showcase 30 of the top global medical device manufacturers. This yearly roundup provides in-depth coverage of key industry players, their market performance and technology trends. In addition, editors will profile small and midsize companies that aren't in the top 30, but are making strides and names for themselves as innovators. Either through organic growth or attractive acquisition, these companies may be on the list soon. This issue is a must-read for everyone.

The July/August Issue is our Ad Q Study Issue!

An advertisement in this issue will carry extra mileage since this edition is one many companies pass around their offices. For this reason, we also have made this issue our bonus Ad Study issue.

The Ad Study is a great service that provides advertisers in this issue valuable feedback on the impressions their ad message is making among our readers. This service is FREE to all advertisers in this issue only.

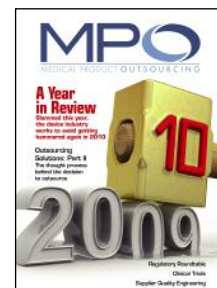


October 2011 Salary Survey:

MPO's annual look at what the industry's making, how its demographics have changed and what your peers are feeling about their jobs and the state of the marketplace.

November/December 2011 Year-End Wrap-Up & 2012 Preview:

Look to this issue for a detailed analysis/review of the past 12 months as well as predictions by industry leaders and financial analysts for 2012.



"For many of Brand | Cool's clients, MPO is an extremely well-positioned publication—ideal for targeted programs that build brand strength and support growth. We work closely with the MPO team, frequently tapping their deep industry knowledge on behalf of our clients."

Sue Kochan
CEO, Brand | Cool Marketing

SPECIAL ISSUE – COMPANY CAPABILITIES & OUTSOURCING DIRECTORY

The **Company Capabilities & Outsourcing Directory** is an annual issue devoted to showcasing the services of medical device and in-vitro diagnostics contract service providers. The Company Capabilities section provides readers with an in-depth look at your company, including vital statistics, company overview, services offered and website listing.

The single source for company profiles and outsourcing services!

- Outstanding directory in print and online
- Capability profiles in print and online
- Enhanced listings for advertisers
- Bonus distribution at trade shows and industry events all year

Advertising Options include:

- Place a two-page, four-color spread for \$5,395 gross.
(This includes a one-page, four-color Company Profile and a one-page, four-color ad opposite the profile.)
- Place a one-page, four-color Company Profile only for the special price of \$3,395 gross.
- Place an advertisement and/or profile only. Please contact your representative for pricing.
- Logo and Hyperlink Package for the special price of \$995 net.
- Category Sponsorship/Banner on mpo-mag.com Outsourcing Directory for \$995 net.



2011 Medical Product Outsourcing Conference Series

MPO Symposium, Costa Rica • Cardiotech, Minneapolis, MN • MPO Symposium, Waltham, MA



The *Medical Product Outsourcing* conferences are the most comprehensive programs dedicated to addressing medical device outsourcing and manufacturing issues. The detailed and interactive networking and educational programs gather OEMs, contract manufacturers, suppliers, consultants and members of the investment community. Each event offers a variety of industry leaders as presenters, using a unique forum to discuss critical and timely industry topics and provide tools to compete and grow in today's challenging business climate. The *MPO* conference series builds on six years of successful programs and solid medical device industry experience.



For further details on sponsorships and attending these events, please contact Howard Revitch (howard@rodpub.com) at 201-880-2243.

"As a charter advertiser for the last seven years, partnering with MPO provided a unique, critical and beneficial forum as Helix Medical transitioned from an entrepreneurial contract manufacturer to a global supply chain contributor to the medical device outsourcing community. MPO's editorial content, focused/technical feature articles and symposia have allowed us to establish and continue networking relationships beneficial to our customers, the industry and Helix Medical LLC. Thanks to Howard and his team, and we look forward to a continued relationship as we manage the unique and rapidly occurring changes in our healthcare markets..."

*Thomas Vassallo,
Executive Vice President, Global Business Development, Helix Medical LLC*

E-NEWSLETTER – THE SOURCE FROM MPO

Make **Medical Product Outsourcing's** weekly e-Newsletter, "The Source from MPO" part of your marketing strategy and reach thousands of opt-in subscribers with every edition.

Special Issue/2011 Conferences/Online Opportunities

Button
120 x 120 pixels

Banner
468 x 60 pixels

Box
250 x 250 pixels

Tower
120 x 600 pixels

Text Ad
50-70 words, name, link & logo

There are several ways to participate:

- Banner \$895 net
- Tower \$695 net
- Box \$495 net
- Button \$295 net
- Text Ad \$595 net

For more information contact Howard Revitch at 201-880-2243 or howard@rodpub.com

Online Opportunities on MPO-MAG.com

Online options include:

- Home Page Sponsorship
- Category Sponsorships
- Current Issue Sponsorship
- Top Company Report Issue Sponsorship
- Top Company Report OEM Page/Write-Up Sponsorship
- Directory Sponsorship
- Sponsored Current Content Page
- Salary Survey Sponsorship
- Archived Articles Home Page
- Archived Articles/Specific Article Sponsorship
- Meetings/Events Sponsorships
- Webinar Sponsorship

For more information contact Patrick Browne at 908-859-8431 or pbrowne@rodpub.com



2011 EDITORIAL CALENDAR

Issue/Month	Editorial Features	Bonus Distribution
JANUARY/ FEBRUARY Ad Close Date: January 19, 2011	<ul style="list-style-type: none"> • Research & Development • Machining and Laser Processing • EMS Outsourcing 	<ul style="list-style-type: none"> • Apex • Frost & Sullivan
MARCH Ad Close Date: February 21, 2011	<ul style="list-style-type: none"> • Extrusion • Innovative Materials • IT and Medical Device Development 	<ul style="list-style-type: none"> • MassMEDIC Annual Meeting • Interphex • FMMC Annual Meeting
APRIL Ad Close Date: March 14, 2011	<ul style="list-style-type: none"> • Software Technologies • Supply Chain • In-vitro Diagnostic Technology Update • MPO Symposium Costa Rica Preview 	<ul style="list-style-type: none"> • MPO Symposium Costa Rica
MAY Ad Close Date: April 18, 2011	<ul style="list-style-type: none"> • Full-Service Outsourcing • Quality • Medical Device Growth Markets • Outsourcing Survey 	<ul style="list-style-type: none"> • MDMA Annual Meeting
JUNE Ad Close Date: May 16, 2011	<ul style="list-style-type: none"> • Contract Packaging and Sterilization • Molding • Biotechnology Snapshot 	
JULY/ AUGUST Ad Close Date: June 28, 2011	<ul style="list-style-type: none"> • Annual Top Companies Report • Prototype and Production • Medical Device Design • AdQ Study 	<ul style="list-style-type: none"> • AdvaMed
SEPTEMBER Ad Close Date: August 15, 2011	<ul style="list-style-type: none"> • Assembly and Automation • Six Sigma & Lean Manufacturing • Site Selection: Manufacturing Hot Spots in North America • Outsourcing Capabilities Gallery 	<ul style="list-style-type: none"> • Cleveland Clinic
OCTOBER Ad Close Date: September 22, 2011	<ul style="list-style-type: none"> • Site Selection: International Manufacturing Opportunities • Tubing • Vendor Evaluation, Part I • Salary Survey • MPO Symposium Massachusetts Preview 	<ul style="list-style-type: none"> • MPO Symposium Massachusetts • Medica
NOVEMBER/ DECEMBER Ad Close Date: October 21, 2011	<ul style="list-style-type: none"> • Year-End Review and 2012 Preview • Regulatory • Vendor Evaluation, Part II 	
Special Issue		
2012 Annual Company Capabilities and Outsourcing Directory Closing Date - November 29, 2011		

2011 ADVERTISING RATES & DIGITAL FILE SPECIFICATIONS

Black & White Ad Rates

Size	1x	4x	6x	10x	18x
Full Page	\$5,185	\$5,010	\$4,580	\$4,305	\$3,995
Two Thirds	\$4,490	\$4,365	\$4,155	\$3,890	\$3,665
Half Island	\$3,955	\$3,840	\$3,635	\$3,405	\$3,205
Half Page	\$3,705	\$3,595	\$3,395	\$2,945	\$2,780
One Third	\$3,210	\$3,120	\$2,930	\$2,515	\$2,370
One Quarter	\$2,720	\$2,640	\$2,445	\$2,050	\$1,935

Color Rates

Color	Page	Spread
standard*	\$785	\$1,100
matched*	\$945	\$1,345
metallic*	\$1,075	\$1,505
4 color*	\$1,195	\$1,790

* standard yellow, green, blue or red
* Per page or fraction
Effective January 1, 2010

Classified Advertising Rates (Per Inch)

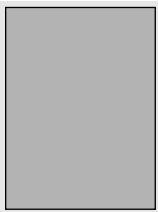
3 Issues	\$525/issue
6 Issues	\$425/issue
10 Issues	\$350 issue
3 Issue BOLD Listing	\$375/line

* classified rates are non-commissionable

Recruitment Rates

Full Page	\$3,100
2/3 Page	\$2,700
1/2 Page	\$2,200
1/4 Page	\$1,200
1/8 Page	\$850

Ad Sizes



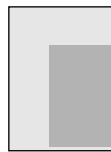
Full Page (bleed)
Trim: 8" x 10.75" (203mm x 273mm)
Bleed: 8.25" x 11" (209mm x 279mm)
Live Area: 7" x 10" (178mm x 254mm)

Full Page (non bleed)
7" x 10" (178mm x 254mm)

Full Page Spread (bleed)
Trim: 16" x 10.75" (406mm x 273mm)
Bleed: 16.25" x 11" (412mm x 279mm)
Live Area: 14" x 10" (356mm x 254mm)



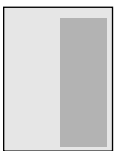
Two Thirds
4.5" x 9.5"
(114mm x 241mm)



Half Island
4.5" x 7.5"
(114mm x 190mm)



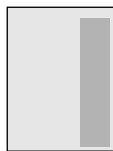
Half Page Horizontal
7" x 4.875"
(178mm x 124mm)



Half Page Vertical
3.375" x 9.5"
(85mm x 241mm)



One Third Square
4.5" x 5"
(114mm x 127mm)



One Third Vertical
2.125" x 9.5"
(54mm x 241mm)



One Third Horizontal
7" x 3.25"
(178mm x 84mm)



One Quarter Horizontal
7" x 2.375"
(178mm x 60mm)



One Quarter Vertical
3.375" x 4.875"
(85mm x 124mm)

Covers and Special Positions: No cancellations. Special position premium 10%.

Bleed: No charge.

Insert Rates: Inserts are billed at the black & white page rate. Single sheet inserts are billed as two pages if both sides are used or if reverse side must remain unprinted. Back-up/binding/handling charge is \$600. Non-commissionable.

Closing Dates: See editorial calendar.

Cancellation: Cancellations must be made in writing by the 8th of the month prior to ad placement.

Payment Terms and Methods: Payment is accepted by wire transfer and by check or draft via U.S. bank payable in \$U.S. Payment option instructions will be included with all billing.

Publisher's Policy

1. Invoices are rendered at date of publication and are due upon receipt. Agency commission will be disallowed on all overdue invoices.
2. Rodman Publishing holds both the advertiser and its dedicated advertising agency jointly and severally liable for all monies due and payable to Rodman Publishing.
3. In the event an account is placed for collection, customer agrees to pay Rodman Publishing for all reasonable collection and/or legal fees incurred.

Digital File Specifications

- All material submitted must be in PDF format that meets the *PDF/X1-a* requirements. See the prepress section of our website for more information: rodmanpublishing.com/prepress

- Files smaller than 10MBs in size can be sent via e-mail. Larger files should be submitted via FTP or on CD.

- **Changes or corrections** to submitted files will result in additional charges to the advertiser.

- **Trim size:**
8" x 10.75" (203 mm x 273 mm).
Keep live matter at least .5" (12.7 mm) from trim edges.

- **Bleed page and insert page size:**
8.25" x 11" (209 mm x 279 mm)
Max weight of insert stock: 100 lb. cover.

Send all print materials to:

Lisa St.Charles, Production Manager
MEDICAL PRODUCT OUTSOURCING
70 Hilltop Road, 3rd floor
Ramsey, NJ 07446 USA

E-mail: lstcharles@rodpub.com

Pre-printed inserts, call for instructions: 201-880-2250

FTP Information

Our FTP site can only be accessed with FTP software. (FETCH, TRANSMIT, CUTEftp, etc.) Web browser access is *NOT* permitted.

ftp.rodmanpublishing.com
username: rodman
password: guest

Refer to our website for more information:
rodmanpublishing.com/prepress

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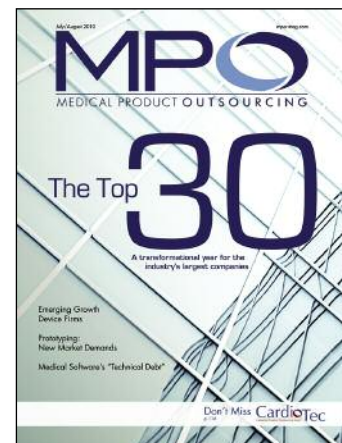
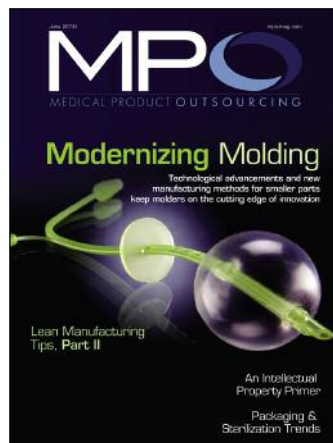
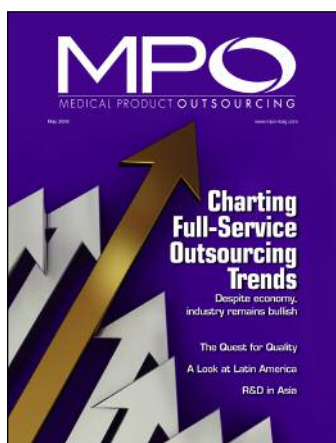
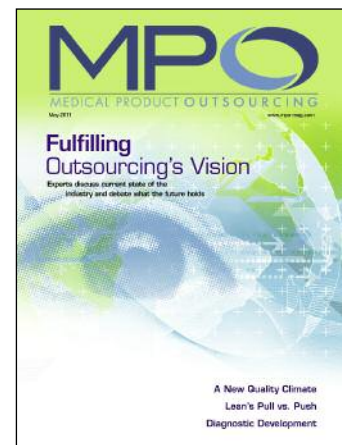
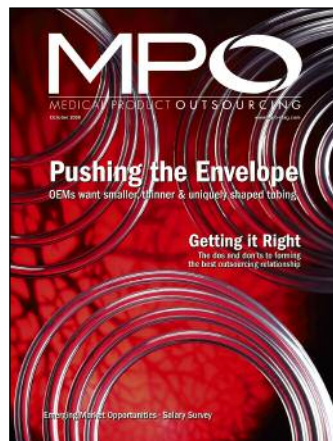
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