

Medical Devices+Equipment

www.medicaldevicesandequipment.com

Website overview

www.medicaldevicesandequipment.com is an essential online source of information for medical equipment and lab supplies.

Content includes news and developments, cutting edge products, emerging trends in technological processes and the latest events coverage.

The site is updated daily with a variety of news stories, focuses on trends, product features and multimedia. Visitors also have the opportunity to post feedback to suppliers.

To further drive relevant and targeted traffic to each site, readers will have the option to subscribe to an e-newsletter delivered twice weekly. The site is targeted at buyers, specifiers and decision makers across the breadth of the medical equipment and lab supplies industry including owners, directors, CEOs, senior technical personnel.

Sponsorship Opportunities

The sponsorship package includes:

1. One tile ad run-of-site (ROS)
2. Rotational ROS banner inventory
3. Rotational Editorial island ad inventory
4. Exclusive editorial rights to the resource centre (includes lead generation)
5. One tile throughout sponsorship life in weekly email newsletter
6. Rotational banner inventory throughout sponsorship life in twice weekly email newsletter
7. Flat rate of \$1000 + GST per month



Material Specifications for Online Advertising

- | All creative MUST be supplied with a click through URL
- | If supplying SWF files you must also supply back-up gif files
- | Files can be supplied as .GIF, JPEG, .SWF
- | .SWF cannot be used on html newsletters

Type	Spec	Size	Animation
Banner	468x60px	30K	20 sec
Tile	125x125px	20K	20 sec
Island	300x250px	39K	20 sec
Leaderboard	728x90px	39k	20 sec

Flash creative

We currently support Flash player 6 or higher

Please refer to our Spec Sheet for further details.

Please note that Microsoft Outlook 2007 users will only see frame one on animated gif files, to ensure you gain the best exposure from your advertisement, we recommend that frame one of your animated artwork includes all contact details.

contacts

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