



2008 **Media Guide**

THE BEST 'BUY' AND EXPOSURE IN THE MEDICAL PRODUCTS INDUSTRY



HEALTH INDUSTRY DISTRIBUTORS ASSOCIATION

Serving Medical Products Distributors Since 1902

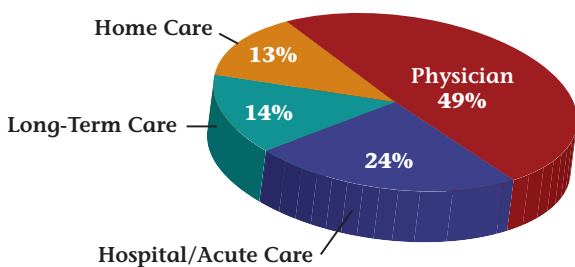
About HIDA...

The Health Industry Distributors Association (HIDA) delivers the best 'buy' and exposure to medical-surgical products distributors. By advertising with HIDA, you will have inside access to distributors in the physician, long-term care and acute care markets.

Since 1902, HIDA has represented medical products distributors providing networking and leadership forums. Member benefits include regulatory updates, strategic information and quality education which allow member companies to perform profitably within today's complex healthcare supply chain.

HIDA members are YOUR TARGET AUDIENCE!

HIDA MEMBERSHIP PROFILE



Have You Joined HIDA's P365 Program?

HIDA's P365 program is a unique opportunity for huge savings on event sponsorships, advertising, show floor banners...not to mention the added exposure at every HIDA event an in several HIDA marketing materials. Join these companies and start saving today!



Call Ian Fardy today at (703) 838-6131.

MedSurg Conference & Expo™ Advertising

Make the most of your trade show experience and get the best return for your investment.

• Pre-show advertising

Draw attendees to your booth with pre-show advertising in the *MedSurg Expo Preview & Registration Brochure*. This brochure, circulated to 20,000 prospects and attendees in July, increases your ability to convert leads into sales by previewing your company and your products for conference attendees.

Looking for maximum exposure?

Purchase an exclusive ad positioned on the back cover to highlight your booth location.



Full-, half-, quarter-, and third-page ads are available, as well as *exclusive* back cover box ads. (See the back cover for specs and pricing.)

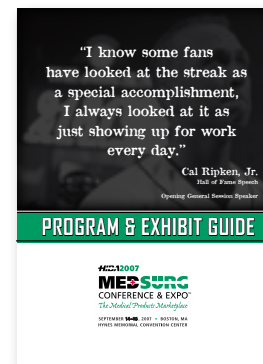
Ad closing date: May 9, 2008

• On-site advertising

Advertise in the *Program & Exhibit Guide* and capture your audience at the start of the show. This resource is a comprehensive listing of show floor exhibitors. Make your booth a destination spot for all conference attendees.

Full-, half-, quarter-, and third-page ads are available for this on-site publication. (See the back cover for specs and pricing.)

Ad closing date: August 1, 2008



Access distributor decision-makers!

"Advertising in HIDA's show publications gave our company the needed exposure to increase booth traffic and showcase our new products. Utilizing HIDA as an advertising outlet helps to send a clear and targeted message to our most important customers."

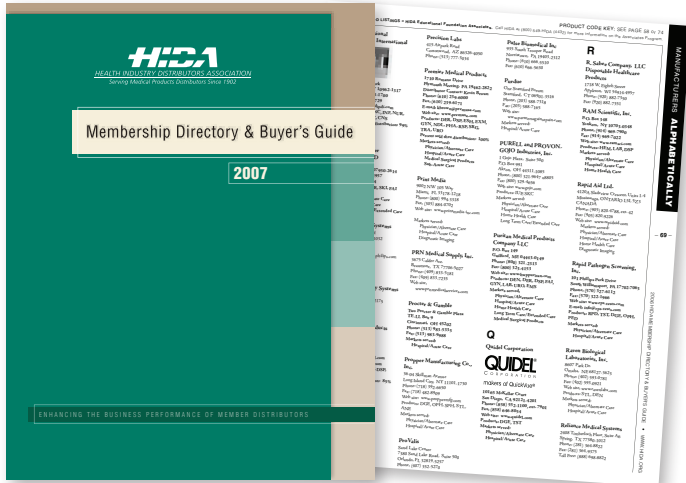
Heather M. Llorca-Kropp, Director of Marketing, DUKAL Corporation

44% of surveyed MedSurg Conference & Expo™ attendees say...

they select products from the MedSurg Expo for their company to distribute.



HIDA Membership Directory & Buyer's Guide



HIDA's best value! Year long exposure for a small investment.

Share your message with distributors in the pages of the annual *HIDA Membership Directory and Buyer's Guide*. Include your ad in a comprehensive listing of distributor members and medical-products manufacturers. This resource serves as a yearly reference for healthcare industry supply chain members to locate contacts, company information and new product opportunities.

Full-, half-, quarter-, and third-page ads are available. (See the back cover for specs and pricing.)

Ad closing date: January 10, 2008

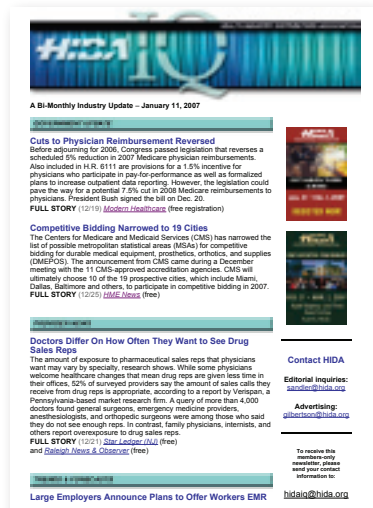
Electronic Advertising

Target your message to distributors with timely e-newsletter advertising. This is an excellent avenue to promote new products and monthly promotions.



Maximum visibility!

- **www.HIDA.org**
Place a Web ad directly on HIDA's new web site that will hyperlink to your Web site or product promotion site. With an average of **740,000 hits per month**, HIDA's Web site delivers active, qualified customers who move millions of dollars in medical products each year.
Space is limited so act fast!



- **HIDA IQ e-Newsletter**
Be the first to advertise in the newly launched HIDA IQ bi-monthly e-newsletter. Send your message to over 7,500 members twice a month in a news blast featuring up-to-date legislation and regulation information, industry trends and provider news.

Ad size: 110 pixels wide x 171 pixels high (After Oct. 1, 2008, the ad size will change to 150 pixels wide x 170 pixels high.)

One month: \$1,000 (your ad will be included in four e-mail blasts during the month of your choice.)

Three months: \$2,500 (your ad will be included in 12 e-mail blasts during three months of your choice.)

Premium positions are limited. Reserve your space today!

HIDA 2008 MEDIA GUIDE | Advertising Contract

PRINT Advertising	Specifications	HIDA Member* Pricing	
		Black/White	4-Color
2008 Membership Directory & Buyer's Guide			
Trim: 8.5" W x 11" H Ad Closing: January 10, 2008	<input type="checkbox"/> Full pg (with bleed: 9" W x 11.5" H) (no bleed 7.5" W x 10")..... <input type="checkbox"/> 1/2 pg (Horizontal only: 7.5" W x 4.875" H)..... <input type="checkbox"/> 1/3 pg (Vertical only: 2.25" W x 10" H)..... <input type="checkbox"/> 1/4 pg. (Horizontal: 3.5" H x 4.875" W / Vertical: 4.875" H x 3.5" W)...\$2,100\$1,600\$830\$800\$2,900**\$2,400\$1,630\$1,600

HIDA 2008 MedSurg Conference & Expo™ Publications

2008 Expo Preview & Registration Brochure (See "Submitting Ads" below for more information)

Trim: 8.5" W x 11" H Ad Closing: May 9, 2008	<input type="checkbox"/> Full pg (with bleed: 9" W x 11.5" H) (no bleed 7.5" W x 10")..... <input type="checkbox"/> 1/2 pg (Horizontal only: 7.5" W x 4.875" H)..... <input type="checkbox"/> 1/3 pg (Vertical only: 2.25" W x 10" H)..... <input type="checkbox"/> 1/4 pg. (Horizontal: 3.5" H x 4.875" W / Vertical: 4.875" H x 3.5" W)... <input type="checkbox"/> Exclusive BACK COVER Opportunity Box Ads: (2.75" W x 2.75" H).....\$2,100\$1,600\$830\$800\$970\$2,900*\$2,400\$1,630\$1,600\$970
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2008 Program & Exhibit Guide (See "Submitting Ads" below for more information)

Trim: 8.5" W x 11" H Ad Closing: August 1, 2008	<input type="checkbox"/> Full pg (with bleed: 9" W x 11.5" H) (no bleed 7.5" W x 10")..... <input type="checkbox"/> 1/2 pg (Horizontal only: 7.5" W x 4.875" H)..... <input type="checkbox"/> 1/3 pg (Vertical only: 2.25" W x 10" H)..... <input type="checkbox"/> 1/4 pg. (Horizontal: 3.5" H x 4.875" W / Vertical: 4.875" H x 3.5" W)...\$2,100\$1,600\$830\$800\$2,900*\$2,400\$1,630\$1,600
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*Non-members: Add an additional \$500 to prices shown.

**Premium and Cover Positions: Add an additional \$1,000 to prices shown.

Check here to **SAVE 10%** by exhibiting at the HIDA MedSurg Conference & Expo™

Total: \$ \$

Submitting PRINT Advertising: Accepted ad formats include: high resolution PDFs, Adobe InDesign (only if preflight program is used), Adobe Illustrator [.eps or .ai] (ALL fonts converted to outlines and ALL colors converted to CMYK). CMYK is the only accepted mode for color advertisements. Ads produced on PCs must be submitted as high-resolution PDFs with all fonts embedded or in outline form. Convert all artwork from RGB mode to CMYK. DO NOT use Pantone (PMS) colors in your layout, unless saved as CMYK process separations. The publication is produced on Macintosh platform using InDesign CS. Advertisements must be built to size. Bleeds must extend at least 1/8-inch beyond the trim area. Please keep vital matter at least 1/2-inch within trim area. **Send to:** HIDA, c/o Vanessa Mayo, 310 Montgomery Street, Alexandria, Virginia, 22314-1516. Large, stuffed files (up to 250 MB) can be e-mailed via www.megaupload.com or www.yousendit.com, or call Vanessa Mayo for HIDA's FTP site instructions. **Questions** regarding artwork should be directed to Vanessa Mayo at (703) 838-6106 or mayo@hida.org.

ELECTRONIC Advertising

Cost

HIDA IQ E-newsletter

Vertical Ad: 110 pixels wide x 171 pixels high (After Oct. 1, 2008: 150 pixels wide x 170 pixels high. Animated .GIF files are accepted.)

1 month: Your ad will be included in four e-mail blasts during the month of your choice.

3 months: Your ad will be included in 12 e-mail blasts during three months of your choice.

1 Month	3 Months
<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,500

HIDA Web Site (www.HIDA.org) Please provide URL to which you wish your ad to link.

Hyperlink: _____	<input type="checkbox"/> Vertical Ad: 110 W x 171 H (pixels) <input type="checkbox"/> Box Ad: 110 W x 110 H (pixels)	<input type="checkbox"/> \$1,000 <input type="checkbox"/> \$700	<input type="checkbox"/> \$2,500 <input type="checkbox"/> 850
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Total: \$ \$

Submitting ELECTRONIC Advertising: Please submit all electronic ads in animated .GIF or .JPEG formats / RGB color mode / 72 dpi to, johnson@hida.org. **Questions** regarding artwork should be directed to Peter Johnson, HIDA Marketing Coordinator at (703) 838-6112.

COMPANY NAME:

DATE:

CONTACT PHONE:

E-MAIL ADDRESS:

Your signature below serves as authorization to publish advertising as described on this form.

SIGNATURE:

PRINT NAME:

Any cancellation of/or change to this contract must be submitted in writing five days prior to issue closing date. Publisher reserves the right to reject any advertisement.



HEALTH INDUSTRY DISTRIBUTORS ASSOCIATION

310 Montgomery Street, Alexandria, VA 22314-1516
 Ph: (703) 549-4432 • www.HIDA.org • Fax: (703) 549-6495

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