



## Catalogs

**Publication Description:** Catalogs contain a wide selection of products that relate to a targeted customer base. In addition to circulation, catalogs are requested, used as trade show handouts, and included in product shipments.

CATALOG TITLE	PRINTED*	PER YR.	FACILITY BASE
Adult Speech	20M	1X	Hospitals, NH, LTC
Radiation Protection	145M	1X	Surgi-Centers, Hospitals
Arista Clinical Sourcebook	130M	1X	Hospital, Surgi-Ctrs., Dentists, Dermatologists, Veterinarians, Research Labs
Arista Veterinarian	125M	1X	Veterinarians, Vet Clinics, Vet Schools, Zoos, Aquariums
Bariatric	110M	1X	Hospitals, Nursing Homes, Home Care Agencies, Dealers, Assisted Living
Emergency Preparedness	50M	1X	Surgi-Centers, Hospitals, VA Hospitals, Schools, Gov. Agencies Nursing Homes
Ergonomics	185M	2X	Business, Hospitals, Occ. Health
Matting	80M	2X	Business, Private Practice
MRI	75M	1X	MRI Clinics, Imaging Centers., Hospitals
Patient & Staff Safety	90M	2X	Assisted Living Centers, Hospitals, Nursing Homes
Patient Care & Rehabilitation	160M	1X	Hospitals, Clinics, Nursing Homes, PT & OT Professionals, Practitioners
Podiatry	90M	1X	Hospitals, Clinics, DPM Offices
PT Equipment & Supplies	100M	1X	Physical Therapists, Chiropractors, Sports Medicine
Operating Room/ Diagnostic Imaging/ Critical Care	195M	1X	Ambulatory Care Centers, Hospitals, Imaging Centers, Surgi-Centers, Outpatient Clinics
Organization & Storage	55M	1X	Ambulatory Care Centers, Hospitals, Imaging Centers, Surgi-Centers, Outpatient Clinics
Orthopedic (Splints & Braces)	105M	1X	Orthopedic Offices, Orthotists, Hospitals
Skin Care	85K	1X	Hospitals, Nursing Homes, Schools, SLP
Speech	125M	1X	Hospitals, Nursing Homes, Surgi-Centers
Table Pads, Positioners & Straps	125M	1X	Hospitals, Imaging Centers, Surgi-Centers
Wheelchair & Accessories	120M	1X	Nursing Homes, Rehab Centers, Hospitals
Wholesale ADL	88M	1X	NH, LTC, Assisted Living



## PDF/Fax Promotions

Weekly and monthly PDF and Fax programs reach up to 20,000 purchasers. Our Product Managers will work with you to accurately promote your product.



## Tabloids

**Publication Description:** Tabloids highlight the newest and best products AliMed® has to offer. Each tabloid is approximately 32 pages and is sent to targeted audiences.

TABLOID TITLE	PRINTED*	PER YR.	FACILITY BASE
Surgical Solutions	90M	3X	Ambulatory Care Centers, Hospitals, Surgi-Centers
Patient Care & Safety	80M	3X	Hospitals, Clinics, Nursing Homes, Assisted Living
Imaging Solutions	90M	3X	Hospitals, Imaging Centers



## The AliMed® Website

### www.AliMed.com

AliMed's website has been fully operational since 1997 and e-commerce-enabled since 1999. We now have 70,000 products online—searchable by keyword, category, symptom, product number, manufacturer, and/or SKU number. The site averages over 90,000 visitors and 597,685 page views per month.

Vendor visibility comes from banner ads. We offer a variety of placement and payment options that can be customized to meet your needs. See specifications sheet for ordering information.



## Brochures, Mailers & Package Inserts

AliMed® wants to maximize the exposure of your products. We have many brochures, mailers, and mail stuffer opportunities available to our vendors. Contact our Advertising Coordinator for details and pricing.



## Bellybands & Catalog Blow-In Cards

AliMed offers a simple and low cost solution to get your products to a targeted audience quickly. Contact our Advertising Coordinator for details.



## Trade Shows

AliMed® exhibits at more than 30 trade shows a year—from annual conventions to regional shows. To have your product featured at a trade show by AliMed, provide a product sample and display materials (including flyers, poster, brochures). Add a \$450 exhibiting fee and we'll do the rest.\*\*

To receive an updated list of shows attended by AliMed, please contact the Advertising Coordinator.

\* AliMed® reserves the right to vary printing quantities.

\*\* Note: The product must be approved by the appropriate Product Manager before being accepted for insertion in any of our programs.

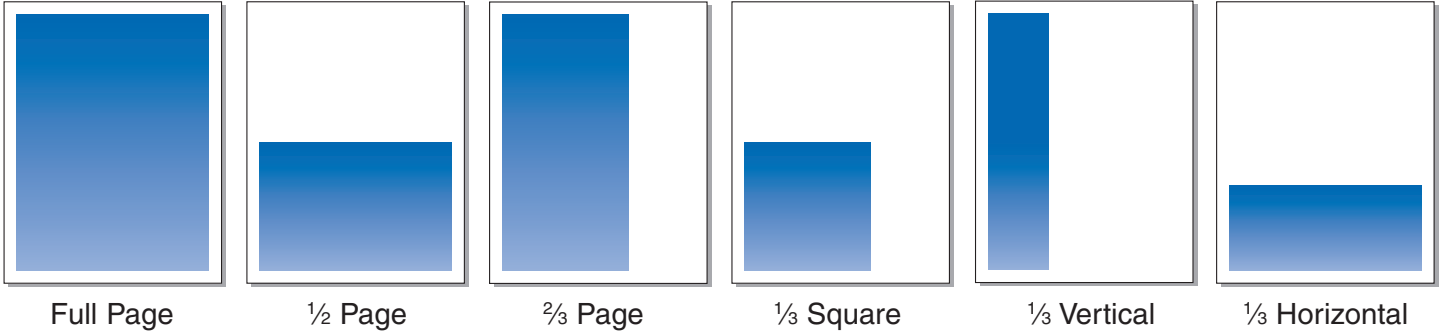


# AliMed®

Dedham, MA 02026 • Order Toll Free 800-225-2610 • 781-329-2900 • Fax 800-437-2966 • www.AliMed.com  
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# Rates & mechanical requirements



## Catalogs

		Reference	Specialty
Full Page	7.4"W x 9.1"H	\$3,890	\$3,480
2/3 Page	4.8"W x 9.1"H	3,550	3,150
1/2 Page	7.4"W x 4.45"H	2,890	2,460
1/3 Square	3.7"W x 3.7"H	1,920	1,750
1/3 Vertical	2.35"W x 9.1"H	1,920	1,750
1/3 Horizontal	7.4"W x 3.0"H	1,920	1,750

## Tabloids

Full Page	9.825"W x 12.25"H	\$3,260
2/3 Page	6.5"W x 12.25"H	2,965
1/2 Page	9.825"W x 6.1"H	2,325
1/3 Square	6.1"W x 6.1"H	1,625
1/3 Vertical	3.15"W x 12.25"H	1,625
1/3 Horizontal	9.825"W x 4.0"H	1,625

## Trade Shows

Provide AliMed® with product samples and display materials and we'll do the rest. Display posters are not included. AliMed will make a display poster if requested. All art material must be provided. Poster trim size is 21" x 28" and allows for full bleed. Supplied art must be a QuarkXPress® file (Mac® format ONLY) and all photos, artwork, and fonts (Postscript ONLY) must be included. Photos should be at 300 DPI resolution. A color laser copy of the poster should be included.

\$450/show

## Website

Please see [www.AliMed.com](http://www.AliMed.com) specifications sheet for detailed information.

## PDF/Fax Promotions

Pinpoint a product or a group of products using our promotional PDF/Fax programs. Our coordinators will work with you to put together a PDF/Fax information/ordering sheet that will grab the buyer's attention and put your product front and center.

\$2,375

## Brochures & Mailers

AliMed® wants to maximize the exposure of your products. We have many brochures, mailers, and mail stuffer opportunities available to our vendors. Contact our Advertising Coordinator for the details.

\$2,900

## Bellybands & Catalog Blow-In Card Promotions

A simple, low-cost solution that puts your product front-and-center. Bellybands are a 5"H paper strip that is wrapped around any specialty catalog you select, offering maximum exposure of your products to the targeted audience. Blow-in cards can be included in a specific catalog to pinpoint a certain market. You supply the bellyband/card or we can print your digital material and include with the catalog mailing.

Prices vary with quantity and catalog/card size

## Package Insert Promotions

With our automated shipping system, we can set up a package insert program to best suit the product and market you want to focus on. For only a small investment, this is a great opportunity for fast results and upselling on related products. We mail 1,500 packages per day to facilities including hospitals, nursing homes, PT offices, rehabilitation centers, podiatrists, schools, and more. You supply the package insert and we'll handle the rest.

\$950/mo

NOTE: Additional charges apply if AliMed supplies the artwork.





# How does AliMed® rate?

Compare our advertising rates to those of other popular publications.  
*Circulation numbers and rates of other publications compiled June, 2007.*

Publication	Circulation	Full Page Rate* 1x	Cost per Impression
<b>AliMed's PT Direct Catalog</b>	100,000	\$3,480	<b>\$ .03</b>
<b>vs.</b> <i>PT Magazine</i>	64,788	\$4,300	\$ .07
<b>AliMed's Patient &amp; Staff Safety Catalog</b>	90,000	\$3,480	<b>\$ .04</b>
<b>vs.</b> <i>Nursing Homes</i>	50,214	\$5,403	\$ .11
<i>Home Health Products</i>	44,100	\$4,470	\$ .10
<b>AliMed's Diagnostic Imaging Catalog</b>	195,000	\$3,890	<b>\$ .02</b>
<b>vs.</b> <i>Diagnostic Imaging</i>	30,100	\$7,290	\$ .24
<b>AliMed's Operating Room Catalog</b>	195,000	\$3,890	<b>\$ .02</b>
<b>vs.</b> <i>Surgical Products Magazine</i>	60,000	\$11,725	\$ .20
<b>AliMed's Ergonomics Catalog</b>	185,000	\$3,890	<b>\$ .02</b>
<b>vs.</b> <i>Industrial Safety &amp; Hygiene News</i>	70,000	\$7,696	\$ .11
<b>AliMed's Patient Care &amp; Rehabilitation Catalog</b>	160,000	\$3,890	<b>\$ .02</b>
<b>vs.</b> <i>Nursing Homes</i>	50,214	\$5,403	\$ .11

*\*Comparison of full page, four-color.*





## 2008-09 AliMed.com Advertising Options and Rates

More than 70,000  
products available

Searchable by:

- ◆ Keyword
- ◆ Symptom
- ◆ Product Number
- ◆ Manufacturer
- ◆ SKU

### Why you should advertise on AliMed.com:

- To reinforce brand familiarity and recognition
- To create a one-to-one marketing strategy
- To access a loyal base of AliMed.com users
- To drive traffic to your products
- To attract new business

### AliMed.com site statistics:

- 597,685+ average page views per month
- 90,000+ unique visits per month
- Average visit over 8 minutes

### 2008-09 Internet Advertising Rates:



### Monthly:

**Marketplace Homepage Banner Ad (Rotating): 90,000 visits per month**

1x	3x	6x	12x
\$1,000	\$850	\$700	\$550

**Category Banner Ad (Fixed):**

1x	3x	6x	12x
\$700	\$600	\$500	\$350

### Banner sizes:

- Marketplace Homepage Banner: 180 x 150 pixels
- Category Banner: 468 x 60 pixels
- Featured Product Listing: Picture and up to 70 words and logo at 468 x 60 pixels

### Contact:

Helen Chiu, Advertising Marketing Manager  
hchiu@AliMed.com • Tel (781) 329-2900 x177 • Fax (781) 326-9218

**Note:** Marketplace Homepage Banner and Category Banner Ads are linkable to products within the AliMed.com site. Enhanced Product Listing is not linkable. Click-through rates available upon request.



# Ad requirements checklist

## THIS FORM MUST ACCOMPANY YOUR AD

*Note: Do not send this form with the insertion contract; please send it with your actual ad.*

Please verify your ad specifications by checking all of the following:

- Four-Color QuarkXPress® file of ad is provided on CD (Mac® format ONLY)
- All photos (TIF or EPS), graphics (EPS), and fonts are provided on CD or DVD (Mac format ONLY)
- All photos are 300 DPI resolution
- Color laser hard copy of ad is provided
- OR, upload to AliMed's ftp site:
  - FTP Site Address: ftp.cs.alimed.com
  - User Name: alimedguest1
  - Password: alimedftpContact Helen Chiu once uploaded.
- Trim size is 8<sup>3</sup>/<sub>8</sub>" x 10<sup>7</sup>/<sub>8</sub>" for Catalogs; 10<sup>3</sup>/<sub>8</sub>" x 13<sup>11</sup>/<sub>16</sub>" for Tabloids
- Live copy area is within 7" x 10" for Catalogs and 9<sup>4</sup>/<sub>5</sub>" x 12<sup>1</sup>/<sub>4</sub>" for Tabloids and not less than 1/2" from crops on both gutter and trim side
- Bleed allowances are no less than 1/4" outside of crops
- Digital format only, no film
- Manufacturer's phone number, fax number, or email address DOES NOT appear on this ad—any phone number, fax number, or email address on this ad refers potential customers to AliMed®
- Our Creative Services department can create your ad; check here to receive additional information and pricing

I verify the enclosed ad conforms to the above specifications. I understand that any deviation from the above specifications will result in correction at the advertiser's expense:

Name (Please Print) \_\_\_\_\_ Phone Number \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

PLEASE SEND THIS COMPLETED FORM AND YOUR DIGITAL FILES TO:

**AliMed® inc.**

Attn: Helen Chiu

297 High St.,

Dedham, MA 02026

Phone: 800-225-2610 x177 Fax: 800-437-2966

hchiu@alimed.com





# AliMed® inc. Publication Production Advertising Order Form

Payment Preference: Direct Billing (Invoice mailed after publication drops) Merchandise Credit \_\_\_\_\_ (Amount will be deducted on AliMed's next payment)

PLEASE NOTE: Ad space will be billed after the publication drop date. A copy of the publication is mailed with the invoicing to the person noted below.

REFERENCE CATALOGS:	Publication Drop	Commitment Date	Art Due	Full Page					# Of Ads	Price Per	Ext. Price	
				2/3 Page	1/2 Page	1/3 Vertical	1/3 Square	1/3 Horizontal				
Patient Care & Rehabilitation—Product Section	January 2010	3/30/09	9/2/09	Number of Pages:								
Operating Room/Diagnostic Imaging/SurgiCenter Sourcebook—Product Section	February 2010	4/20/09	9/2/09									
Ergonomics, Issue 1	April 09	10/28/08	2/6/09									
Ergonomics, Issue 2	October 09	5/23/09	8/7/09									

SPECIALTY CATALOGS:	Publication Drop	Commitment Date	Art Due	Full Page					# Of Ads	Price Per	Ext. Price	
				2/3 Page	1/2 Page	1/3 Vertical	1/3 Square	1/3 Horizontal				
Matting	February 09	9/30/08	12/19/08									
Arista Veterinary	March 09	10/08/08	1/16/09									
Wheelchair	March 09	10/08/08	1/16/09									
Arista Clinical Sourcebook	April 09	12/12/08	2/13/09									
Storage Solutions	April 09	10/07/08	2/6/09									
Patient & Staff Safety, Issue 1	April 09	10/14/08	2/13/09									
Speech	May 09	1/23/09	3/20/09									
Splints & Braces/Orthopedics	May 09	11/17/08	3/13/09									
MRI	June 09	12/15/08	4/3/09									
Infection Control, Issue 2	July 09	3/3/09	5/15/09									
PT Equipment	July 09	3/13/09	5/8/09									
Easier Living	August 09	2/24/09	6/19/09									
Skin Care	August 09	2/17/09	6/12/09									
Podiatry	September 09	3/16/09	7/10/09									
Radiation Protection	September 09	3/23/09	7/17/09									
Adult Speech	October 09	6/26/09	8/28/09									
Table Pads, Straps, & Positioners	October 09	4/20/09	8/7/09									
Patient & Staff Safety, Issue 2	November 09	5/18/09	9/11/09									

TABLOIDS:	Publication Drop	Commitment Date	Art Due	Full Page					# Of Ads	Price Per	Ext. Price	
				2/3 Page	1/2 Page	1/3 Vertical	1/3 Square	1/3 Horizontal				
Imaging Solutions	April 09	1/5/09	3/6/09									
	August 09	4/3/09	6/5/09									
	January 2010	8/19/09	11/6/09									
Patient Care & Safety	February 09	10/7/08	12/5/08									
	August 09	4/3/09	6/5/09									
Rehab Solutions	March 09	10/8/08	1/2/09									
	July 09	3/6/09	5/1/09									
Surgical Solutions	March 09	10/21/08	1/2/09									
	July 09	3/6/09	5/1/09									
	November 09	7/6/09	9/4/09									
Wholesale ADL	March 09	10/20/08	1/2/09									
	September 09	5/1/09	7/6/09									

TRADE SHOW:	# of Shows	Price Per	Ext. Price
Product(s):			

PDF/FAX PROMOTION:	# of Promos	Price Per	Ext. Price
Product(s):			

MAILER/INSERT/BROCHURE:	# of Mailers	Price Per	Ext. Price
Product(s):			

INTERNET ADVERTISING:	(see attached sheet for pricing)	# of Banners	Price Per	Ext. Price
Product(s):				

Product(s) featured are subject to the discretion of the AliMed Product Manager

**Current Pricing Schedule:**

Price Per Ad	Reference Catalog Price	Specialty Catalog Price	Tabloid Price
Full Page	\$3,890.00	\$3,480.00	\$3,260.00
2/3 Page	3,550.00	3,150.00	2,925.00
1/2 Page	2,890.00	2,460.00	2,325.00
1/3 page	1,920.00	1,750.00	1,625.00
Fax Promotions			2,375.00
Trade Shows			450.00
Inserts			950.00/mo.

**Multiple Promo Placement Discount\***

3–5 Ads/Programs 5%

6–9 Ads/Programs 10%

10+ Ads/Programs 20%

\*Applies to total ad placements on this order only.

TOTAL: \_\_\_\_\_

Multi Ad/Promo Discount: \_\_\_\_\_

ORDER TOTAL: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

Name of Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Questions should be directed to Helen Chiu at hchiu@alimed.com or (800) 225-2610 x177. Please fax completed order form to toll-free fax number: (800) 437-2966.



**Warranties:** EXCEPT FOR THE LIMITED WARRANTY THAT THE PRINTING PRODUCT PURSUANT TO THIS CONTRACT SHALL BE COMMERCIALY ACCEPTABLE, THERE ARE NO IMPLIED WARRANTIES OF MERCHANTABILITY OR IMPLIED WARRANTIES OF FITNESS WHICH ATTACH TO THIS CONTRACT OR PERFORMANCE HEREUNDER. ALIMED® SHALL NOT BE HELD LIABLE FOR INDIRECT OR CONSEQUENTIAL LOSS OF PROFITS OR OTHER SPECIAL, INDIRECT, OR CONSEQUENTIAL DAMAGES.

**Copyright:** Vendor hereby indemnifies and saves AliMed harmless in all respects whatsoever for any claims, causes of actions, suits, or the like arising from, or in connection with, the printing of AliMed's publications. Such indemnification shall include, but is not limited to, any and all attorney's fees incurred by AliMed in defending itself and any and all judgements, fines, court costs, and settlement costs.

Printer reserves the right to refuse to print or reproduce any material supplied by Vendor if AliMed is of the opinion that reproduction of such materials would subject AliMed to a claim of copyright infringement. AliMed shall not be liable for the payment of any damages incurred by Vendor in the event of any such refusal to print.

**Taxes:** Federal excise taxes and any state, county, municipal, or other government taxes which are applied to this order shall be charged as an addition to the price quoted to Vendor. Vendor agrees to pay any such charges promptly upon demand.

**Miscellaneous Provisions:** Material supplied to AliMed by Vendor shall remain the property of the customer. However, AliMed may retain possession thereof without any liability until all bills due and payable to the Vendor under agreement have been paid.

Artwork, type, plates, negatives, positives, and other items, when supplied by Vendor, shall remain the sole and exclusive property of AliMed unless otherwise agreed in writing.

**Terms:** All invoices are due and payable as stated on the invoice. Invoices not paid according to these terms shall bear interest at the rate of 1% per month.

AliMed shall not be responsible for delay or failure to perform caused by strikes; failure of supply of paper or other materials; government rules, orders, laws, or regulations; destruction of the printing plants; floods; fire; delays of carriers; acts of God; or similar occurrences beyond the reasonable control of AliMed.

This agreement constitutes the entire agreement of the parties with respect to the subject matter hereof, and the provisions herein shall supersede any and all prior agreements or understandings between the parties, without respect to subject matter. This agreement may not be amended or modified except by writing signed by both parties hereto and approved by an officer of AliMed.

This contract shall be construed according to and governed by the laws of the Commonwealth of Massachusetts.

In the event of any controversy or dispute between the parties, including without limitation Publisher's failure to pay any sums due in a timely manner, the parties hereto agree to confer exclusive jurisdiction over the parties and venue unto the Circuit Court of Norfolk County, Massachusetts. Each party hereto appoints the Secretary of the Commonwealth of Massachusetts as his duly authorized agent for receipt and acceptance of service of process. If AliMed is required to file suit due to Vendor failure to make any payments when due, then, in addition to any other remedy allowed by law, AliMed shall be entitled to recover reasonable attorney's fees and costs.