



# Why Advertise with AliMed...

**AliMed partners with companies** to help grow their businesses and drive customer engagement via a range of cost-effective print advertising opportunities. With a vast portfolio and distribution of thousands of different products to healthcare facilities and businesses worldwide, advertisers can reach a broad and loyal customer base, prospects, and diverse market segments to maximize exposure across the medical products industry. Our experienced marketing team will partner with you to find the best advertising solutions to meet your goals.

## Print Opportunities

For advertisers seeking to reach a wide audience, our **sourcebooks** are our most comprehensive resources, featuring AliMed's complete Rehabilitation/Orthopedics/Skilled Nursing and Operating Room/Medical Imaging product lines. For a targeted reach, we distribute a selection of smaller, more specialized product **catalogs** to serve the needs of a particular audience. Index ads are also available within both the sourcebooks and catalogs.

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# 460,000

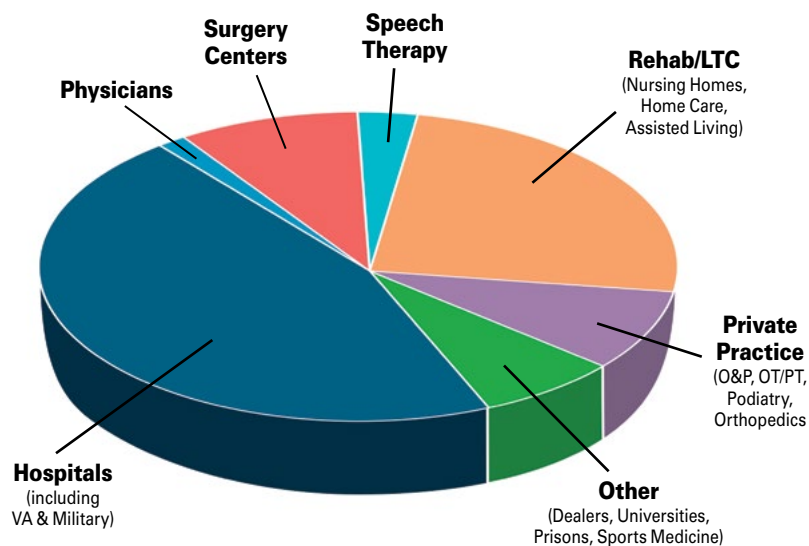
Total publication circulation per year

# 3¢ vs. 24¢

Cost per impression—  
AliMed's Operating Room & Medical Imaging Sourcebook vs. Outpatient Surgery Magazine



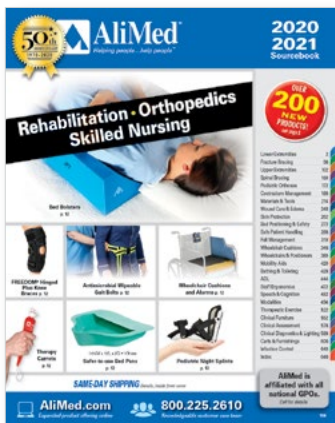
## AliMed's Market Reach



## Reinforce Your Brand Recognition

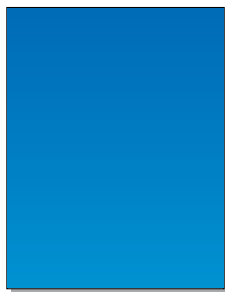
2021 Sourcebook	Target Audience	Circulation	Page Count	2020-2021 Delivery Dates	Ad Commitment Deadline
Operating Room and Medical Imaging	Hospitals, Surgery Centers, Imaging Centers	140K	416	1/2021, 6/2021, 9/2021	6/1/2020
2022 Sourcebook	Target Audience	Circulation	Page Count	2022 Delivery Dates	Ad Commitment Deadline
Rehabilitation, Orthopedics, and Skilled Nursing	Hospitals, Nursing Homes, PT & OT Professionals, Assisted Living	135K	720	12/2021, 5/2022, 8/2022	6/1/2021
Catalogs	Target Audience	Circulation	Page Count	2020-2021 Delivery Dates	Ad Commitment Deadline
Long Term Care	LTC Facilities, Rehab Centers	31K	208	5/2020	1/9/2020
Splints and Braces	Orthopedic Offices, Orthotists, Hospitals	63K	240	6/2020, 10/2020, 2/2021	1/10/2020
Speech Therapy	Hospitals, Nursing Homes, Speech Therapists	45K	72	8/2020	4/10/2020
Foot and Ankle	Podiatry Offices, Hospitals	51K	120	9/2020, 1/2021, 5/2021	5/22/2020

Note: Circulation numbers and delivery dates are subject to change.

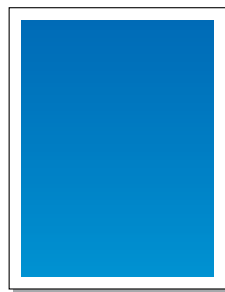


Now available

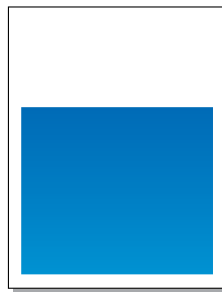
Discounts for multiple ad placements, see Order Forms for details.



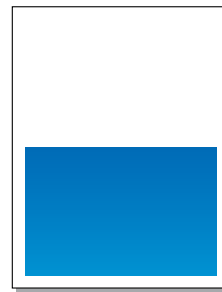
**A.** Full Page w/bleed



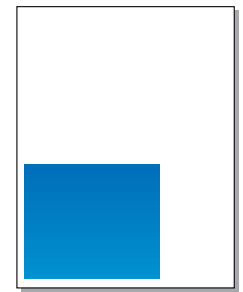
**B.** Full Page



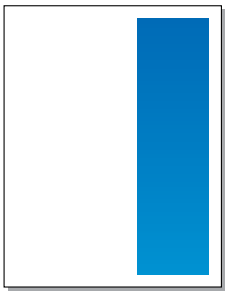
**C.** 2/3 Page



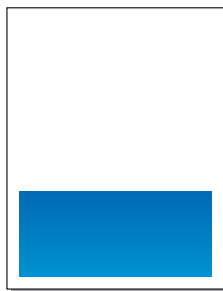
**D.** 1/2 Page



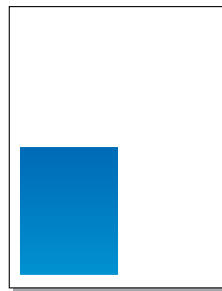
**E.** 1/3 Page Square



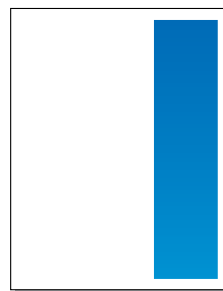
**F.** 1/3 Page Vertical



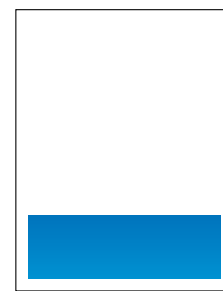
**G.** 1/3 Page Horizontal



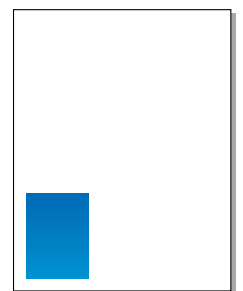
**H.** 1/4 Page Square



**I.** 1/4 Page Vertical



**J.** 1/4 Page Horizontal



**K.** Single Column

Publications	Size	Sourcebook Price	Catalog Price
<b>A.</b> Full Page w/bleed*	8.75"W x 11"H	\$3,968	\$3,039
<b>B.</b> Full Page	7.4"W x 9.7"H	\$3,968	\$3,039
<b>C.</b> 2/3 Page	4.8"W x 9.1"H	\$3,621	\$2,729
<b>D.</b> 1/2 Page	7.4"W x 4.5"H	\$2,948	\$2,193
<b>E.</b> 1/3 Page Square	4.9"W x 4.5"H	\$1,958	\$1,683
<b>F.</b> 1/3 Page Vertical	2.35"W x 9.1"H	\$1,958	\$1,683
<b>G.</b> 1/3 Page Horizontal	7.4"W x 3"H	\$1,958	\$1,683

Index	Size	Sourcebook Price	Catalog Price
<b>A.</b> Full Page w/bleed*	8.75"W x 11"H	\$2,980	\$1,995
<b>B.</b> Full Page	7.4"W x 9.7"H	\$2,980	\$1,995
<b>D.</b> 1/2 Page	7.4"W x 4.5"H	\$2,150	\$1,495
<b>E.</b> 1/3 Page Square	4.9"W x 4.9"H	\$1,900	\$1,245
<b>F.</b> 1/3 Page Vertical	2.361"W x 9.78"H	\$1,900	\$1,245
<b>G.</b> 1/3 Page Horizontal	7.417"W x 3.26"H	\$1,900	\$1,245
<b>H.</b> 1/4 Page Square	3.5"W x 4.9"H	\$1,650	\$995
<b>I.</b> 1/4 Page Vertical	1.75"W x 9.7"H	\$1,650	\$995
<b>J.</b> 1/4 Page Horizontal	7.4"W x 2.5"H	\$1,650	\$995
<b>K.</b> Single Column	2.35"W x 3"H	\$995	\$495

\*For ads that bleed: Trim size is 8 3/8"W x 10 1/2"H for Catalogs and Sourcebooks; bleed allowances are no less than 1/8" outside of crops.

### Ad requirements:

- The company name/logo should appear within the artwork.
- Manufacturer's phone number, fax number, email, or web address must not appear on ad.
- For web address, please use AliMed.com (note: no "www." and "A" and "M" are capitalized).
- For phone number, please use 800.225.2610 (stylized with periods instead of dashes).
- AliMed can supply artwork for an additional charge. Note this request at time of purchase.

**ALL ADS MUST BE FOUR-COLOR, HI-RESOLUTION (300 dpi) PDF SUITABLE FOR PRINT.**

Please send finalized ad PDF to Ads@AliMed.com.

# Order Form: Sourcebooks

**Payment Preference: Direct Billing** \_\_\_\_\_ (Invoice mailed after publication delivers)

**PLEASE NOTE:** Ad space will be billed after the publication delivery date.  
A copy of the publication is mailed with the invoice to the person listed below.

**Merchandise Credit\*** \_\_\_\_\_ (Amount will be deducted on AliMed's next payment)

\*Price approval is required for merchandise credit payments.

	Delivery Date	Commitment Date	Art Due	Index Art Due	Number of Catalog Ads:						Number of Index Ads:						Single Column	Ext. Price		
					Full Page	½ Page	¼ Page	¼ p. Square	¼ p. Vertical	¼ p. Horizontal	Full Page	½ Page	¼ p. Square	¼ p. Vertical	¼ p. Horizontal					
<b>2021</b> Operating Room and Medical Imaging	1/2021	6/1/20	8/3/20	10/1/20																
<b>2022</b> Rehabilitation, Orthopedics, and Skilled Nursing	12/2021	6/1/21	8/3/21	10/1/21																

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

## Current Sourcebook Pricing Schedule: **SAME LOW PRICE GUARANTEED!**

Size	Selling Pages	Index Pages
Full Page	\$3,968.00	\$2,980.00
¾ Page	\$3,621.00	—
½ Page	\$2,948.00	\$2,150.00
¼ Page	\$1,958.00	\$1,900.00
Single Column	—	\$1,650.00
		\$995.00

### Multiple Ad Placement Discount\*\*

**3-5 Ads**      **SAVE 5%**  
**6-9 Ads**      **SAVE 10%**  
**10+ Ads**      **SAVE 20%**

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

Total: \_\_\_\_\_  
 Multi Ad Discount: \_\_\_\_\_  
 Order Total: \_\_\_\_\_  
 Design Fee\*\*\*: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_ PRINT NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

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

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

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

Questions should be directed to [Ads@AliMed.com](mailto:Ads@AliMed.com). Please scan and send completed order form via email to [Ads@AliMed.com](mailto:Ads@AliMed.com) or fax to: 781.493.6523. \*\*\*Applies only to AliMed-designed ads.

## Terms and Conditions

**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 judgments, 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 here to 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.

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

# Order Form: Catalogs

Payment Preference: **Direct Billing** \_\_\_\_\_ (Invoice mailed after publication delivers)

Merchandise Credit\* \_\_\_\_\_ (Amount will be deducted on AliMed's next payment)

**PLEASE NOTE:** Ad space will be billed after the publication delivery date.  
A copy of the publication is mailed with the invoice to the person listed below.

\*Price approval is required for merchandise credit payments.

	Delivery Date	Commitment Date	Art Due	Number of Catalog Ads:						Number of Index Ads:						Single Column	Ext. Price		
				Full Page	3/4 Page	1/2 Page	1/3 p. Square	1/3 p. Vertical	1/3 p. Horizontal	Full Page	1/2 Page	1/3 p. Square	1/3 p. Vertical	1/3 p. Horizontal	1/4 p. Square			1/4 p. Vertical	1/4 p. Horizontal
Long Term Care	5/2020	1/9/20	2/20/20																
Splints and Braces	6/2020	1/10/20	3/2/20																
Speech Therapy	8/2020	4/10/20	5/22/20																
Foot and Ankle	9/2020	5/22/20	7/2/20																

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

## Current Catalog Pricing Schedule: **SAME LOW PRICE GUARANTEED!**

Size	Selling Pages	Index Pages
Full Page	\$3,039.00	\$1,995.00
3/4 Page	\$2,729.00	—
1/2 Page	\$2,193.00	\$1,495.00
1/3 Page	\$1,683.00	\$1,245.00
1/4 Page	—	\$995.00
Single Column	—	\$495.00

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 Order Total: \_\_\_\_\_  
 Design Fee\*\*\*: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_ PRINT NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

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

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

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

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**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 judgments, 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.

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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 here to 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.

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