



repertoire
promoting excellence in healthcare sales

2011 MEDIA GUIDE

There are thousands of products
distribution reps can sell.

Repertoire can help put the
focus on yours



Repertoire is the only publication that serves the healthcare distribution channel. It focuses on three closely related segments: physician office, hospital/surgery center and long-term care. The constituents in the healthcare distribution channel rely on *Repertoire* for market analysis, emerging trends, and new products and services. Recognized as the industry leader in providing information, communication and education, *Repertoire* is staffed by long-time industry veterans and is considered required reading by the distribution community.

Repertoire covers and reports all of the industry's important trade shows and distributor national sales meetings. In 2011, we can help expand your presence at the following shows: Cardinal Health, Henry Schein, HIDA, HIDA Executive Conference, IMCO, McKesson, NDC, Owens & Minor and PSS. MDSI, the parent company of *Repertoire*, also has a presence at HIG-PA, FAHS, IDN Summit & Expo, AHRMM, and many of the GPO meetings.

What Your Customers Say About *Repertoire*

"During these economic times my customers are relying on me to keep them up to date on new products and industry changes. The number one tool I use to keep myself current is *Repertoire* magazine. Whether it's knowing who the manufacturers are that support distribution or the articles on current events, this is the number one resource in any distribution rep's bag!"

— **Todd Matthews, PSS World Medical**

"I personally read *Repertoire* cover to cover, every month. I often refer to articles for meetings, discussions and presentations, and love the access to older issues on the web. I'll also send specific articles to the management team. All in all, a great resource!"

— **Steve Seide, Cardinal Health**

"As a manufacturer who relies heavily on the distribution channel to promote and sell our products, *Repertoire* is a key component of our advertising. *Repertoire* is the perfect vehicle to spread our message to every distributor rep on a monthly basis."

— **Brooke Himot, Marketing Manager
Sempermed USA . Inc.**

Advertising in *Repertoire* is a Superior Investment! One that will help you move market share!

- You can reach 6,500 reps and 9,000 in distribution every month
- It builds a relationship with the people who sell your products
- It opens the doors with distributor management for your salespeople
- It shows your company's commitment to the distribution channel
- It aligns your company with market leaders
- It strengthens your company's brand
- It creates trust with your distributor partners
- It helps you capture mind share, and therefore market share
- It delivers your message to their front door

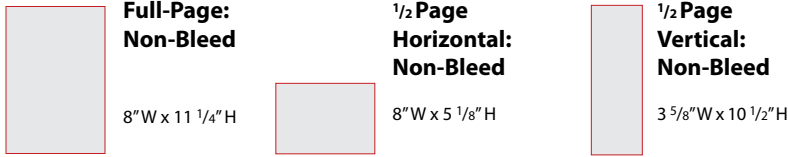
Circulation: 11,762 total

- Cardinal Health
- Owens & Minor
- McKesson (Including Moore Medical)
- PSS (Including Gulf South)
- Henry Schein Medical Group (including GIV)
- Medline
- Fisher Healthcare
- NDC
- IMCO
- Independents

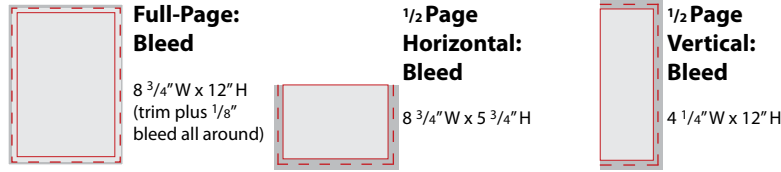
For more information call:

West Coast: Monica Lynch • 770.263.5266 • mlynch@mdsi.org
East Coast: Jessica McKeever • 770.263.5268 • jmckeever@mdsi.org

DISPLAY ADVERTISING SPECIFICATIONS: Trim Size: 8.5"W x 11.75"H



Non-bleeds: The non-bleed sizes below allow for a 1/2-inch float space between ad and trim, as indicated in illustrations.



Bleeds: Ads which bleed must extend no less than 1/8-inch beyond trim. 1/8-inch of bleed is calculated into the sizes listed below. The white dotted lines indicate a 1/2-inch float space between live edge and trim.

SUBMITTING ADS:

- CMYK is the only accepted mode for color advertisements. 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 in Macintosh platform using Quark Xpress. Ads produced on PCs must be submitted as a pdf or with all fonts in outline form.
- 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.
- Include ALL screen and printer fonts with your layout. (Include those used by embedded graphics in illustration programs, unless converted to outlines.)
- To ensure proper film-output, a color proof must be supplied with your advertisement.
- Please put the advertiser's name in the title of your file.
- Ads may also be delivered via File Transfer Protocol (ftp). To obtain server address and passwords, please contact Art Director Brent Cashman at bcashman@mdsi.org
- Mail ad materials to: MDSI, 1735 N. Brown Rd., Suite 140, Lawrenceville, GA 30043 Attn: Jessica McKeever.

DISPLAY ADVERTISING RATES:

Size	1x	3x	6x	9x	12x
Full page	\$7,215	\$7,045	\$6,885	\$6,720	\$6,585
Half page	\$5,225	\$5,055	\$4,890	\$4,725	\$4,560

ADDITIONAL ADVERTISING OPPORTUNITIES:

- **2011 Resource Guide:** Single page \$6,721; Two pages \$7,500; Three page Sponsorships \$8,900
- **Business Reply Card:** \$1,000 x 12 = \$12,000.00
- **Bellybands:** \$7,500 (price may vary)
- **Full page customized insert:** \$7,000 (price may vary)
- **Classified Ad:** \$500
- **5x7 customized inserts:** \$6,000 (price may vary)
- **Post HIDA insert:** Half page \$2,500, Full page \$5,000

DAIL-E NEWS ONLINE ADVERTISING OPPORTUNITIES: Banner Size - 120 x 240 pixels

The Dail-E News is real time news for those involved in the business of healthcare. As the industry's first and only e-mail news service, it's e-mailed on a daily basis to over 18,000 decision makers in GPO's, IDN's and the manufacturing and distribution segments of the healthcare industry.

- 1-2 weeks \$2,000 per week
- 3-5 weeks \$1,800 per week
- 6+ week's \$1,600 per week

TERMS AND CONDITIONS:

1. Publisher reserves the right to position sales messages in each issue according to design space.
2. All messages are subject to the publisher's approval. Publisher reserves the right to reject messages or advertisements not in keeping with publication's standards.
3. The publisher assumes no liability for errors or omissions in reader service numbers.
4. Publisher will not be bound by any conditions, printed or otherwise, appearing on any order form, insertion order or contract when they conflict with the terms and conditions herein or any amendment hereto.
5. Requests for specific position are not guaranteed unless premium position is paid.
6. Prices are subject to change.
7. Color proof must be supplied with advertising materials. Failure to do so will result in \$75 charge to generate matchprint.
8. The publisher's liability for any error will not exceed the charge for the advertising in question.
9. Payment terms are net 15 days. Overdue accounts may be charged a 1.5 percent per month finance charge or the maximum legal rate of interest allowed by law for all past-due invoices.
10. Recognized advertising agencies providing complete preferred print materials are allowed a commission on gross billing space, color and position, only if the account is paid within 30 days.
11. Verbal agreements are not recognized.
12. No cancellations will be accepted after the Ad Due Date.

Repertoire Staff

PUBLISHER Brian Taylor btaylor@mdsi.org	SENIOR EDITOR Laura Thill lthill@mdsi.org	ART DIRECTOR Brent Cashman bcashman@mdsi.org	ADVERTISING SALES Monica Lynch mlynch@mdsi.org	CORPORATE VICE PRESIDENT R. Scott Adams sadams@mdsi.org
EDITOR Mark Thill mthill@mdsi.org	MANAGING EDITOR Graham Garrison ggarrison@mdsi.org	CIRCULATION Laura Gantert lgantert@mdsi.org	Jessica McKeever jmckeever@mdsi.org	

CORPORATE OFFICE: 1735 N. Brown Rd., Suite 140, Lawrenceville, GA 30043 • Phone: 1-800-536-5312 • Fax: 770-236-8023

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Special Features

First Quarter: Healthcare reform and its impact on the industry

Second Quarter: Physician practice trends (Hospital acquisitions, primary care shortage, the rise of geriatric care, etc.)

Third Quarter: Best practices for sales reps

Fourth Quarter: Hot topics (GPOs in physician offices, pedigree, private label, etc.)

Long-Term Care Features

First Quarter: Billing and reimbursement

Second Quarter: Nutrition

Third Quarter: Reps' role in their customers' service offerings

Fourth Quarter: Product Focus

Departments

Each issue of *Repertoire* will include regular departments, such as Distributor Profile, IDN Opportunities, Windshield Time, Quick Bytes, Sales and Sales Management columns. Issues of *Repertoire* will also alternate between Practice Points by Judy Capko about physician offices, and lab-related content provided in a question-and-answer format from The Lab Guy, Tim Dumas. New for 2011 will be a Physician's Tip department, providing insight and understanding into healthcare reform or regulatory subjects that reps can provide their customers information as a valuable resource.

Healthcare reform: *Repertoire* will be your resource in 2011 on the healthcare legislation front, helping you understand the changing landscape and what it means for your customers.

Specialty Selling: On a quarterly basis, *Repertoire* will provide in-depth analysis of specialty selling topics such as pain management, sleep medicine, palliative healthcare and cancer treatment.

Issue	Ad Due Date	Mail Date	Product Focus	Bonus Distribution
January	12/10	1/3	Lighting	HIDA Manufacturers Seminar
February	1/10	2/1	Sterilizers	
March	2/10	3/1	Anticoagulants	HIDA Executive Conference
April	3/10	4/1	Bariatrics	IMCO
May	4/11	5/1	Protective Wear	NDC
June	5/10	6/1	Urinalysis	HIDA Summit, Henry Schein
July	6/10	7/1	iFOBT	
August	7/11	8/1	Injectables	Cardinal
September	8/10	9/1	Hand Washing	PSS
October	9/12	10/3	A1c	HIDA Trade Show
November	10/10	11/1	EMR	
December	11/10	12/1	Surface Disinfectants	
Resource Guide	9/3	10/4		

Editorial Survey

We engaged a well-respected third party, Readex Research, to do an extensive survey of *Repertoire*. The results were most encouraging. Here are the highlights:

70% of *Repertoire* readers take action as a result of reading ads in *Repertoire*

88% of readers take action as a result of reading an article/column in *Repertoire*

68% rated *Repertoire* as helping them in their jobs

78% rated *Repertoire* as providing timely industry content

55% save copies for future reference

74% spend a half an hour or more reading *Repertoire*

An average of 3,550 readers share their copy of *Repertoire* with others

Don't Miss *Repertoire's* 2011-2012 Resource Guide!

3-page Sponsorships \$8,400;
Single page \$6,721



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