



Online Advertising – Rate Card

Target 4,000 active members of the Biomedical Engineering Society online at our newly launched website: www.bmes.org and our monthly e-Newsletter – *Biomedical Engineering News*.

Website Stats:

Monthly Page Views: 13,979

Unique Visitors/month: 11,157

(Google site Analytics, Feb 2010)

Monthly Member E-newsletter: Recipients: 4,000+

Why Advertise with BMES?

BMES represents 4,000+ members of the biomedical engineering profession, including university researchers, corporate and medical professionals, and emerging career professionals. Advertising will reach university department chairs and managers who purchase millions of dollars in lab equipment yearly, as well as the next generation of developers and users of medical devices, scientific products and services.

BMES members are the leaders and future leaders in biomedical engineering and bioengineering. Members are actively engaged in biomedical engineering research, development, and education.

RATES (per month)

Banner	Size	Monthly	3 mos	6 mos	12 mos
HOME PAGE					
Tile banner	153 x 153 pixels				
INTERIOR PAGES (all)		\$ 500	\$ 450	\$ 400	\$ 350
Interior Tile	166 x 166 pixels				

Banner ads will rotate on both the home page and interior pages of the BMES Website.

All Rates are NET. Member Discount: -25% BMES Annual Meeting Exhibitors discount: -25%

MONTHLY E-NEWSLETTER -- *Biomedical Engineering News*

Tile banner (each)	141x 141 pixels	\$ 400	\$ 360	\$ 320	\$ 280
Tile banner (each)	141x 282 pixels	\$ 600	\$ 540	\$ 480	\$ 420

JOB POSTINGS ON BMES.ORG

List your job opening immediately. Posts include unlimited resume searching. To post your listing, visit <http://jobboard.bmes.org>

30 days: \$ 295

60 days: \$ 416

Additional discounts are available for increased frequency of job postings. For technical questions, click on the customer services/FAQ at <http://jobboard.bmes.org/post.cfm> or call 1-888-491-8833 x1763. For general job questions, please contact Regina Borkoski at 301-459-1999 x104.

Reservation Contract & Billing Information Billing Information

Web banners – Choose your month(s)

- | | | | |
|------------------------------|-------------------------------|-------------------------------|------------------------------|
| <input type="checkbox"/> Jan | <input type="checkbox"/> Apr | <input type="checkbox"/> July | <input type="checkbox"/> Oct |
| <input type="checkbox"/> Feb | <input type="checkbox"/> May | <input type="checkbox"/> Aug | <input type="checkbox"/> Nov |
| <input type="checkbox"/> Mar | <input type="checkbox"/> June | <input type="checkbox"/> Sept | <input type="checkbox"/> Dec |

Monthly E-newsletter – Choose your month(s)

- | | | | |
|------------------------------|-------------------------------|-------------------------------|------------------------------|
| <input type="checkbox"/> Jan | <input type="checkbox"/> Apr | <input type="checkbox"/> July | <input type="checkbox"/> Oct |
| <input type="checkbox"/> Feb | <input type="checkbox"/> May | <input type="checkbox"/> Aug | <input type="checkbox"/> Nov |
| <input type="checkbox"/> Mar | <input type="checkbox"/> June | <input type="checkbox"/> Sept | <input type="checkbox"/> Dec |

URL to link: _____

<p>WEB</p> <p>Rate: _____ x # mos. _____ = \$ _____</p> <p>(minus discount, if applicable) - _____</p> <p>Subtotal (web) = \$ _____</p> <p>E-NEWSLETTER</p> <p>Rate: _____ x # mos. _____ = \$ _____</p> <p>Total Amount Due: \$ _____</p>
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Billing

Billing Contact: _____ Title: _____

Organization: _____ Member? Y N

Mailing Address: _____

City: _____ State: _____ Zip: _____

Tel: _____ Fax: _____

Email: _____

- Check Enclosed Visa/MC/AMEX Invoice me (terms 30 days)

Signature: _____ Date: _____

Please submit this form, along with your payment to:

BMES Attn: Valerie Kolmaister
8201 Corporate Drive, Suite 1125 | Landover, MD 20785-2224
Phone 301-459-1999 | Toll free 877-871-BMES (2637) | Fax 301-459-2444

Ad Delivery

- **Deadline to submit artwork:** 1 week prior to start of each month.
- **Deadline to reserve space:** the 15th of the month prior, based upon availability.
- **Specifications:** For web ads, 166 x 166 pixels. Your tile ad will be adjusted as needed for website advertising. For e-newsletter: 141 x 141 pixels
- **Max file size 30K.** Acceptable formats: gif, jpg, or png. 72dpi. Animated gifs or flash ads will NOT be accepted.
- Ads may be submitted via email or on a PC formatted disc by posted deadline.

- **Email ads to:** communications@bmes.org

Terms

Ads should comply with IAB standards, are subject to availability, and BMES approval. (Visit http://www.iab.net/media/file/IAB_4As-tsandcs-FINAL.pdf)

A limited number of advertisers will rotate amongst available impressions. BMES does not guarantee specific impressions delivered per advertiser.

Advertisers for pharmaceutical products that are subject to FDA oversight must comply with FDA -Advertising regulations regarding advertising and promotion. Pop ups not permitted.

Discounts: All rates quoted are NET.

Invoice Terms 30 days. In the event of nonpayment, BMES reserves the right to hold advertiser/agency jointly liable for such monies due. Upon request from the Agency/Advertiser, BMES should provide proof of performance for the invoiced period.

Excluding payment obligations, neither the BMES or Advertiser will be liable for delay or default in the performance of its respective obligations under these Terms if such delay or default is caused by conditions beyond its reasonable control, including, but not limited to, fire, flood, accident, earthquakes, telecommunications line failures, electrical outages, network failures, acts of God, or labor disputes. If BMES suffers such a delay or default, the BMES will make reasonable efforts within five (5) business days to recommend a substitute transmission for the Ad or time period for the transmission. If no such substitute time period or make good is reasonably acceptable to Agency, BMES will allow Advertiser a pro rata.



Advancing Human Health and Well-Being™



April 27, 2010

Biomedical Engineering NEWS

- A Message from the President
- Headline 1
- Headline 2
- Headline 3
- Headline 4

President's Column

Career Preparation for Biomedical Engineering

A recent report about employment growth by the Bureau of Labor Statistics (<http://www.bls.gov/doq>) highlighted biomedical engineering as a growing field . . .

[Read more](#)

News

Headline 1

Abstract goes here . . .

[Read more >](#)

Headline 2

Abstract goes here . . .

[Read more >](#)

Headline 3

Abstract goes here . . .

[Read more >](#)

Headline 4

Abstract goes here . . .

[Read more >](#)

Ad size
141 x 141 pi

Ad size
141 x 282 pi

CALENDAR

April 30 - May 2, 2010

**26th Southern
Biomedical
Engineering
Conference**

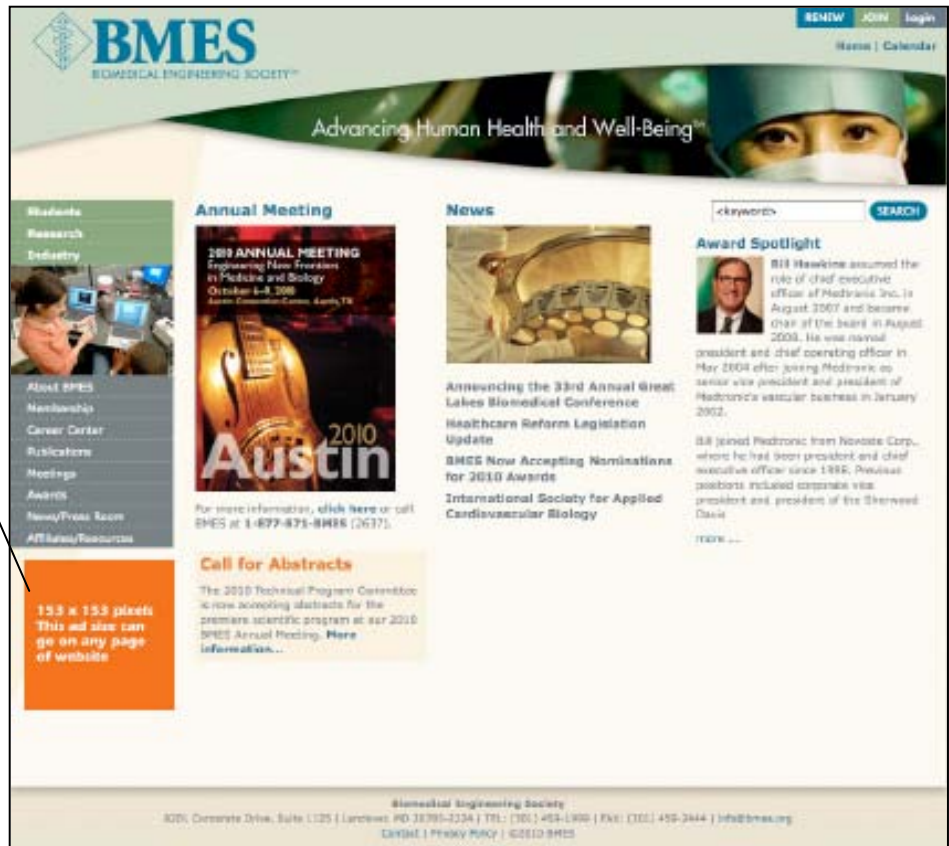
University of Maryland

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| [Menu](#)

Hits: 256 Latest:
04/25/2010 Record ID:
8943

BMES WEBSITE

Home page Tile
153 x 153 pixels



Interior Tiles
166 x 166 pixels