

MX

MX: Issues Update Circulation—10,000

News trends, expert insights, policy issues—and sponsoring companies' Web site links—are emailed straight to the desks of the medtech industry's top business decision makers via **MX: Issues Update**, MX's monthly e-newsletter.

Leader Board

Banner Ad

Verticle Banner Ad

DELIVERY: Please send ad materials via email to lori.luechtefeld@cancom.com.

2008 Schedule

Issue	Materials Due	Delivery
January	1/16/08	1/21/08
February	2/14/08	2/19/08
March	3/13/08	3/18/08
April	4/17/08	4/22/08
May	5/15/08	5/20/08
June	6/12/08	6/17/08
July	7/17/08	7/22/08
August	8/14/08	8/19/08
September	9/18/08	9/23/08
October	10/16/08	10/21/08
November	11/20/08	11/25/08
December	12/11/08	12/16/08

Two weeks after each broadcast, a report of click-throughs will be pulled-FREE of charge.

Rates

Ad Space	Rate
Leader Board	\$ 2,500.00
Banner Ad	\$ 2,000.00
Vertical Banner Ad	\$ 1,500.00

(See diagram at left for samples)

Specifications

Leader Board	468 x 60 pixels
Banner Ad	468 x 60 pixels
Vertical Banner Ad	120 x 240 pixels

Format: .gif or .jpg; no flash; no animation; up to 200 pixels wide; less than 20kb.

Sponsorship opportunities are limited, so please call your Account Executive today:

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