

MEDICAL

DESIGN & DEVELOPMENT

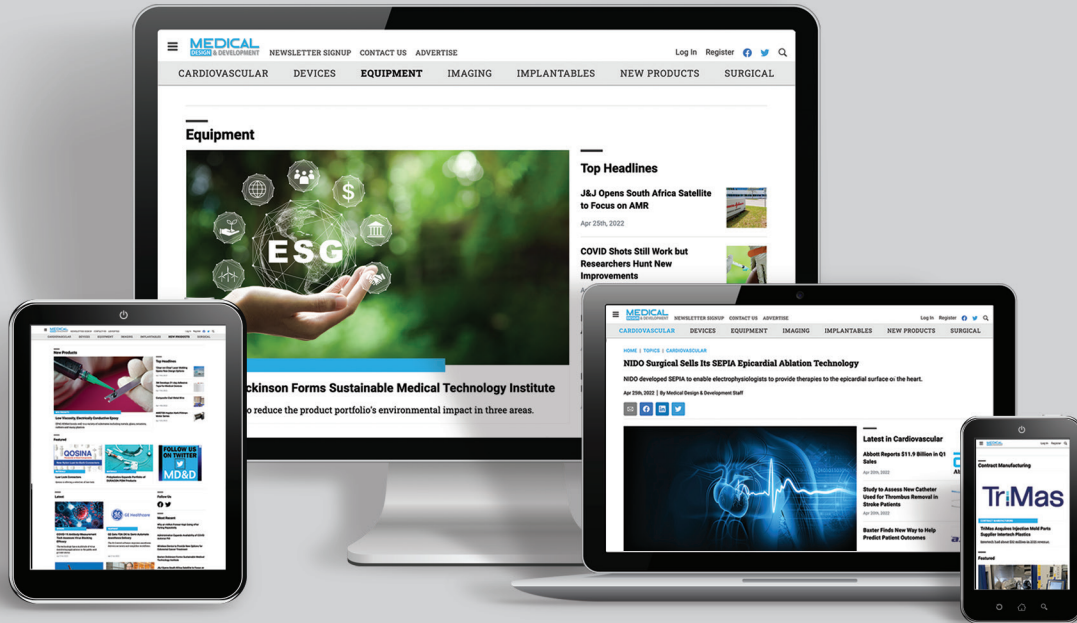
**Products, Design,
Development,
Solutions, News
and Contract
Manufacturing of
Devices and Equipment
for the Medical Design
Professional**

 (608) 628-8718
 advertising@cen-media.com
 www.medicaldesigndevelopment.com



LynchMedia
LLC

UNIT 202
PRODUCTIONS



WE COVER THE DESIGN, DEVELOPMENT AND MANUFACTURE OF MEDICAL DEVICES AND EQUIPMENT.

- ✓ Content Creation, (Whitepapers, eBooks, Infographics)
- ✓ Content Syndication
- ✓ Custom Lead Gen Newsletter HTML eBlast
- ✓ Custom Research
- ✓ Daily Lead Gen Newsletter
- ✓ Lead Generation (MQL or CPC)
- ✓ Native Advertising
- ✓ Sponsorships
- ✓ Video (Whiteboard, 360, Sales Brochure, Unboxing)
- ✓ Video Ads
- ✓ Video Podcasts (New Webinar Format)
- ✓ Website Display

Our dedicated team will help execute your marketing strategy. MDD's custom approach will help marketers create brand awareness, drive leads and position their companies as thought leaders.

FOR MORE INFO

www.medicaldesigndevelopment.com

The New Option for Medical Design Professionals

The screenshot shows the homepage of Medical Design & Development (MDD). At the top, there is a navigation bar with the MDD logo, links for 'NEWSLETTER SIGNUP', 'CONTACT US', and 'ADVERTISE', and user options for 'Log In', 'Register', and social media icons. Below this is a secondary navigation bar with categories: 'CARDIOVASCULAR', 'DEVICES', 'EQUIPMENT', 'IMAGING', 'IMPLANTABLES', 'NEW PRODUCTS', and 'SURGICAL'. A prominent banner at the top center reads 'LIKE US ON FACEBOOK' with the MDD logo. The main content area features a large image of colorful, glowing spheres. Below this image, a 'HOME' tab is visible, followed by a featured article titled 'UK Patient had COVID-19 for 505 Days Straight' with a sub-headline 'Persistent COVID-19 is rare and different from long COVID.' To the right, a 'Popular Video' section lists three video thumbnails with titles: 'Suspicious' Potato Grenade; Driverless Taxi Pulled Over; Kmart Nears Extinction | Today in...', 'This Slime Robot Could Grab That Thing You Swallowed', and 'Injuries at Amazon Up 15% After Pledge to Become Earth's Safest'. Below these are two more video thumbnails with titles: 'Failed Fastener's Catastrophic Damage; GM Workers Sleep on Floors; EV Company Pays \$40 P...' and another partially visible one.

Medical Design & Development (MDD) is a new brand serving medical design engineering professionals. The team at Lynch Media has vast experience within the design engineering market, which made the launch a logical fit.

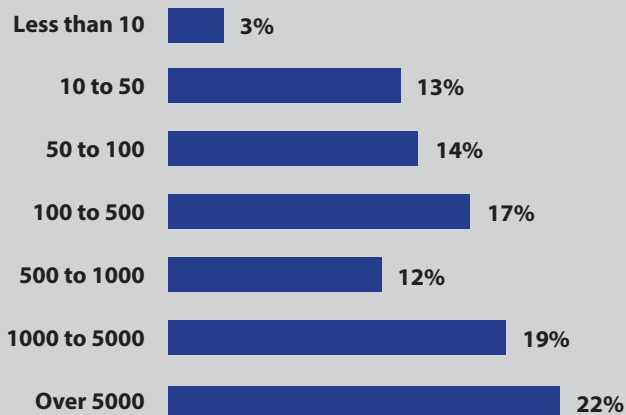
MDD offers innovative content marketing and custom publishing programs, as well as traditional sponsorship opportunities alongside targeted digital and video content.

MDD's daily newsletter reaches 16,000+ subscribers. Each newsletter is a blend of news, analysis, video and new product information.

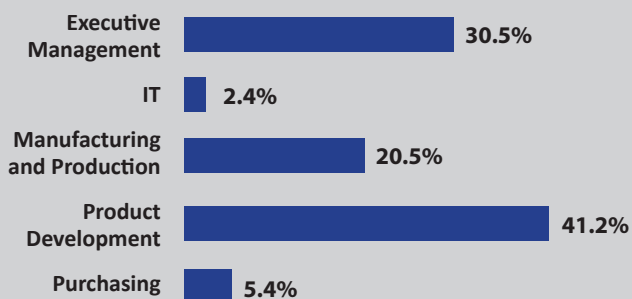
Every day, the publication will highlight the latest technologies and trends in medical product development and provide details on the market conditions and regulatory issues that impact how new medical products go to market.

DAVID GELTMAN, Senior Sales Director
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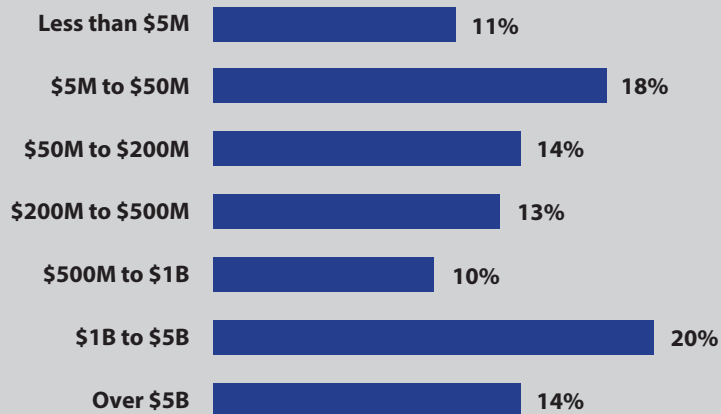
MDD BY EMPLOYEE NUMBER



MDD BY TITLE



MDD BY ANNUAL SALES



Who We Are

We serve medical design engineering professionals and cover technical advances in the design, development and contract manufacturing of medical devices and equipment.

Web Specs & Rates

- A Leaderboards:** \$65 CPM
2 Positions:
A1: Top
A2: Bottom, moves as user scrolls
Desktop: 970x90
Tablet: 728x90
Mobile: 300x50
- B Boombox:** \$65 CPM – 320x250
- C Tower:** \$65 CPM – 300x600
- D Billboard:** \$65 CPM – 970x250
- E Reveal Ad:** \$125 CPM – Requires two independent creatives:
E1: background image 2500x1450
E2: transparent PNG 300x250 (messaging/call-to-action should go here)

AD SPECS

- Maximum file size: 90 KB
- Rich Media: looping animation and Flash included
- Flash, include .fla file (for lead tracking), .swf, and alternate .gif or .jpg
- gif, .jpg, .swf, or redirect tags (.gif can be animated)
- Include linking URL for ad units

The screenshot shows a medical website layout with several ad placement zones. At the top, there is a navigation bar with categories: CARDIOVASCULAR, DEVICES, EQUIPMENT, IMAGING, IMPLANTABLES, NEW PRODUCTS, and SURGICAL. The main content area includes a featured article about a UK patient with COVID-19, an Abbott news item, and a 'Latest' section with two articles about COVID shots and tumor salt levels. A 'Popular Video' section is also present. The layout is overlaid with various ad zones: E1 (background image), E2 (transparent PNG), A1 (top banner), A2 (bottom banner), B (boombox), C (tower), and D (billboard).

Newsletter Specs & Rates

AD SPECS

- Maximum file size: 1KB
- File type: .gif, .jpg
- Include linking URL for ad units

- A Leaderboard: \$2,495** (per week)
Desktop: 600x100
- B TOC Text and Image: \$2,495** (per week)
50 Character Headline
250 Characters of Text
150x125 pixel image and link
- C Inline Text and Image: \$1,995** (per week)
50 Character Headline
250 Characters of Text
150x125 pixel image and link

EMAIL BLASTS

\$350 Per Thousand

- One Standard email deployment
- Performance metrics provided: opens, open rate, CTOR, link tracking and demos

\$450 Per Thousand

- One standard deployment
- Second deployment to all opens to help engage your best audience
- Performance metrics provided: opens, open rate, CTOR, link tracking and demos

SPECS

- HTML, all images and source links.
- 500,000+ Manufacturing Names

Contact your sales representative for more information.


Today in Medical Design & Development | To view this email as a web page, click here.

A


Today In
MEDICAL
DESIGN & DEVELOPMENT

March 16, 2022
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FEATURED STORY




Organs from Genetically Engineered Pigs May Shorten Transplant Wait List
Transplanting animal organs into human beings has potential.




Medical Manufacturer Forced to Pay Employees Back Wages
The company had planned to "conquer" the U.S. market.

B




Stratasys Donates Cutting-Edge 3D Printers to Heart Lab
The lab will utilize 3D printing technology for student and physician education as well as medical device research.

B




Former Biotech Exec Swindled Hospitals Seeking Face Masks
He spent the money on credit cards, two Maseratis and a Range Rover.

C




Man Who Received 1st Pig Heart Transplant Dies
His family hopes the last-ditch experiment will advance efforts to end the organ shortage.

C




J&J, Distributors Finalize \$26B Landmark Opioid Settlement
The vast majority of the money is required to be used to deal with the epidemic.

C



CGI Automated Manufacturing Acquires Haven Manufacturing
Sheet metal and machined parts maker CGI gains a supplier of machined parts for the medical devices, equipment and related applications.

C



Enclosures and Tuning Knobs for Medical Devices
OKW now offers 42 different enclosure models and six ranges of tuning knobs.

C

MDD/Unit202 Video Productions

Unit 202 Video Productions, a division of Industrial Media, LLC. provides professional video services specializing in the U.S. manufacturing sector.

All videos can be combined with a marketing campaign including daily newsletters, display ads, video showcases, targeted eblasts and social media. Campaigns can be used to generate brand awareness, generate leads and digitize your entire library of product releases.

PRODUCT VIDEOS

- **360 Videos** – filmed in a light box turntable, 360 videos gives the user a full 360 degree view allowing you to tell your product story in a unique way.
- **Product Videos** are an incredibly powerful medium that makes it easier to connect with customers and products. B2B video marketing has emerged as an incredibly effective tactic as 92% of B2B prospects consume online video.
- **Product Release Video** (20-30 seconds)
 - **Product Video** (1 to 1.5 mins)
 - **Social Media** (up to 20 seconds)
- **Sales Brochure Videos** can bring your sales brochure to life and create a more engaging experience with your target customer
- **Unboxing Videos** have become a powerful marketing tool and a great way to engage your target audience by telling your product story. Ideal for promoting new products with cool features.

EDUCATIONAL VIDEOS

- **5 Mins with Medical Design & Development** is a new short format video shot as an interview to engage your target audience.
- **Video Podcasts** are a new webinar format that uses video to engage with your target audience. Video Podcasts are interactive, easy to consume and offer more shelf life than a traditional webinar.
- **Whiteboard Videos** can be an incredibly effective tool. They are an exciting and innovative way to advertise and market your services or products.

MADE IN AMERICA / CORPORATE VIDEOS

- **Made in America** series highlights manufacturers who remain committed to U.S.-based manufacturing. Each episode includes exclusive interviews with company executives, as well as a guided tour of the manufacturing facility with MDD editorial staff. Videos are recorded on site.

360 Product Video



Sales Brochure Video

Unboxing Video



Whiteboard Video

Sales

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