

# rep 2014 MEDIA GUIDE

There are thousands of products distribution reps can sell. Repertoire can help put the focus on yours

**HR** HEALTHCARE REFORM NAVIGATION SERIES

repertoire **dail-e**news

**rep**connect

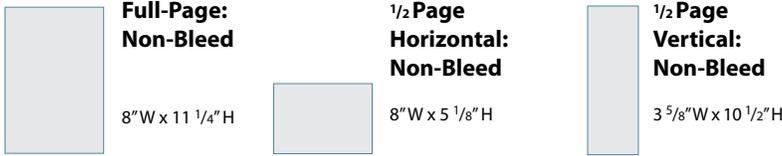


**EOL** Education OnLine  
Creating Order Makers

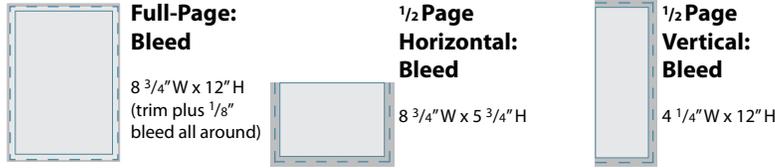
**DISTRIBUTOR  
INSIGHTS**

THE  
BLACK BOOK

## 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 Adobe Indesign CS5. 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 uploaded to our server. To obtain server address and passwords, please contact your sales person or our art director, Brent Cashman at bcashman@mdsi.org
- Mail ad materials to: MDSI, 1735 N. Brown Rd., Suite 140, Lawrenceville, GA 30043 Attn: Meg Dobesh

## DISPLAY ADVERTISING RATES:

Size	1x	3x	6x	9x	12x
Full page	\$7,430	\$7,255	\$7,091	\$6,920	\$6,585
Half page	\$5,380	\$5,205	\$5,085	\$4,865	\$4,695

## ADDITIONAL ADVERTISING OPPORTUNITIES:

- **RepConnect App:** \$4,500
- **Bellybands:** \$7,500 (price may vary)
- **Full page customized insert:** \$7,000 (price may vary)
- **2-Page Spread Advertisement:** \$9,900 (price may vary)
- **Classified Ad:** \$500
- **5x7 customized inserts:** \$6,500 (price may vary)
- **Black Book:** 1 page \$4,500, 2 pages \$6,900
- **Special section and content:** Call for pricing and opportunity

## 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 GPOs, IDNs 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+ weeks \$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 30 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.

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For more information call:

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**REPertoire 2014 TOPICS**

- **Alignment:** Physicians have aligned with hospital and health systems at an unprecedented rate in recent years. How has this impacted distributors, as well as the healthcare industry in general?
- **New terminology:** With healthcare reform, there is a new set of terminology – ACA, ACOs, PCMH, VPB, Triple Aim Focus. Distributor reps need not just memorize them, but understand their meaning in order to be successful going forward.
- **Best practices in sales:** What are best practices of top distributor reps? *Repertoire* examines.
- **What keeps physicians up at night:** Reimbursement changes, new deliveries of care, an increase in patient load – and how you can provide value to your customers during this critical time.
- **The Black Book:** *Repertoire's* Black Book includes resources and information on Section 179, Physician Office Setup Guides, the most-used CPT codes, an update on the Device Tax, Tech Talks on Disease States, and Products.

**DEPARTMENTS**

- **LONG-TERM-CARE.** Each month a new topic affecting long-term-care customers and their sales reps.
- **REP CORNER.** Stories about reps you'd never hear anywhere else.
- **THE LAB GUY,** with Tim Dumas. POL developments.
- **PRACTICE POINTS,** by Judy Capko. Issues facing the physician and office manager.
- **HEALTHY REPS.** Is it true that a healthy body makes a healthy mind ... and career?
- **WINDSHIELD TIME.** News about reps' home away from home.
- **QUICK BYTES.** A focus on personal technology.

Issue	Ad Due Date	Mail Date	Tech Talks	Disease States
January	12/10	1/2	Scales	Obesity
February	1/10	2/3	Blood pressure	Heart disease
March	2/10	3/3	iFOBT	Colorectal cancer
April	3/10	4/1	STD testing	Cervical cancer
May	4/10	5/1	Vision, ear, throat	Hepatitis
June	5/12	6/2	Gloves	Skin cancer
July	6/10	7/1	Strep	Influenza
August	7/10	8/1	Needle safety	MRSA
September	8/11	9/2	Cabinetry	Mono
October	9/10	10/1	Ultrasound	Breast cancer
November	10/10	10/31	COPD	Diabetes
December	11/10	12/1	Lab	Osteoporosis

**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

**RepConnect**

Your information – in their hands.



RepConnect equips Distribution Reps with an efficient solution for storing and sharing product brochures, white papers and rep lists. Reps can share your information and documents with their clients in just a few clicks.

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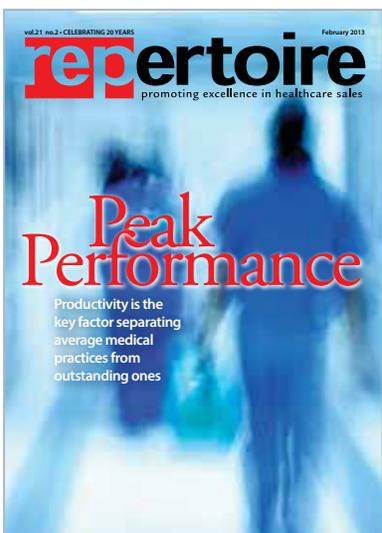
*Repertoire* is the only publication that serves the healthcare distribution channel. It focuses on three closely related segments: physician office, hospital/surgery center and long-term care. The constituents in the healthcare distribution channel rely on *Repertoire* for market analysis, emerging 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.

## 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 and PSS)
- Henry Schein Medical Group (including GIV)
- Medline
- Fisher Healthcare
- NDC
- IMCO
- Independents



“*Repertoire* has become an easy way to keep our people up to date on the latest changes in the industry. Sales reps and leaders use the magazine as a way to learn information about our industry and the vendor community. Before *Repertoire*, there was no one providing this valuable information to the field, and they have made it easy for our folks to access.”

– Eddie Dienes, President Primary Care, South McKesson Med Surg

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