

2025 MEDIA GUIDE

Covering the **technical advancements** in the design, development, and contract manufacturing of **medical devices** and equipment

**+ MASS
DEVICE**

Medical Design
& OUTSOURCING

DEVICE TALKS

MEDICAL TUBING
+ EXTRUSION

WTWH
Media LLC



LIFE SCIENCE NETWORK

WTWH Media's Life Science Network covers the technical advancements fueling innovation in medical device design, development and contract manufacturing, – as well as the companies making these advances possible.

This **2025 Media Guide** contains information on best in class ROI solutions including:

- Audience Marketing
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- Lead Generation
- Content Development
- Marketing Services

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Editorial

2025 Planning Guide
Women in Medtech
Leadership in Medtech
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Contact Us ➤

LIFE SCIENCE NETWORK AUDIENCE

WEBSITE

400,000
PAGE VIEWS

The Life Sciences Network averages more than 300,000 monthly users and over 400,000 pageviews.

Sites include:

- medicaldesignandoutsourcing.com
- medicaltubingandextrusion.com
- massdevice.com
- medtech100.com
- devicetalks.com
- medicaldesignsourcing.com

SOCIAL

127,800+
FOLLOWERS

Over 127,800+ Social followers across all platforms. The Life Sciences network has a highly-engaged social media audience. Plus, our editors have 47,411+ LinkedIn followers combined.



COMBINED E-NEWSLETTER REACH

36,000 Subscribers

The combined digital circulation reaches over 36,000 online subscribers with mobile optimized content.

PUBLICATION

24,500
MEDICAL ENGINEERING
PROFESSIONALS

Medical Design & Outsourcing reaches 24,500 medical engineering professionals via print and digital.

Surrounding medical professionals with information on their terms

LIFE SCIENCES NETWORK

medicaldesignandoutsourcing.com
massdevice.com
devicetalks.com
medicaltubingandextrusion.com
medtech100.com
medicaldesignsourcing.com

AUDIENCE REACH

Medical Design & Outsourcing Published 7X per Year

- 24,500 print + digital edition subscribers

Combined e-Newsletter Reach

- 36,000 digital subscribers

Monthly Website Traffic

- 400,000+ monthly pageviews
- 300,000+ monthly users

Social Media Audience in Industry –

Total Social Reach: 127,800+

- Facebook
- Twitter
- LinkedIn
- YouTube



Delivering ROI for Marketers

How do we do this? We build integrated media packages across platforms.

Online Display

Run of site ads display across the entire network.

DISPLAY AD CREATIVE SIZES

First value designates pixel width @ 72 DPI:

- 300x600
- 728x90
- 300x250

\$70/CPM – Min 10K impressions per month.

- 970x250 – **\$90/CPM**

PRESTITIAL ADS

640x480 and 300x225 @ 72 DPI

Contact your representative for more details.

WALLPAPER ADS – RESPONSIVE DESIGN

Simultaneously displays ad creative on the right and left hand sides of the site. Creative can be different for the left and right and can have specific urls for each side.

Optional: In addition to the 300x1000, provide a 130x1000 for smaller desktop displays and a 320x50 image for mobile displays.

WALLPAPER SPECS: 300X1000, 130X1000 and 320x50

File type: .gif, .jpg, .bmp, .png, videos (.mp4, VAST, YouTube), and HTML tags. File size: 4MB max for combined size of all assets.

Contact your representative for more details.



300x600



728x90



300x250



970x250



300x1000
Wallpaper Ad



640x480
Prestitial Ad - Desktop



300x225
Prestitial Ad - Mobile

DISPLAY AD & PRESTITIAL AD REQUIREMENTS

- File Type: jpg, gif or HTML5
- File size: max 1MB
- Animation: 3X Loop Limit
- Audio: Sound off by default
- Rich Media Accepted

TARGETING

Programs can be specifically targeted against relevant categories, geo, timing and exclusion across the Life Science Network.

High-Impact Display – Flex

The Allstream® **Flex** provides the ability to engage viewers with video and imagery in dynamically embedded experiences throughout page content with the ability to display edge-to-edge on the screen in the focal point of the viewer.

ASSET SPECIFICATION

DESKTOP & MOBILE

- Asset Video: Video Dimension: 16:9 Aspect Ratio (ex: 1920 x 1080px) OR 4:1 Aspect Ratio (ex: 1920 x 480px)
- Asset Image (optional): Same Dimension as video provided (ex: 1920 x 1080px or 1920 x 480px)

\$150/CPM

FILE TYPES

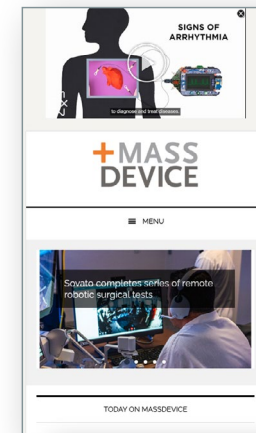
IMAGES

- Media Types: Image URL, GIF, JPG, BMP, PNG
- File Size: Allstream® hosted file size recommended under 100KB*

VIDEOS

- Media Types
 - Video URL, YouTube ID, VAST, MP4
- File Size
 - Allstream® hosted file size recommended under 4MB*.
- Resolution
 - 720p or 1080p
- Frame Rate
 - 24-30 fps
- Bitrate
 - Mobile Web: 800Kbps to 5000 Kbps
 - Desktop: 800 Kbps to 10000 Kbps

*Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance.



Desktop & Mobile examples

4:1 Aspect Ratio Video OR 16:9 Aspect Ratio Video

**Once the video ends, it is possible to display an image in its place*

High-Impact Display – Prelude

The Allstream® **Prelude** dynamically displays adaptive imagery, video, or combination of multimedia at the top of the page for increased viewer engagement.

ASSET SPECIFICATION

DESKTOP & MOBILE (IMAGE ONLY)

- Asset Image: Image Dimension: 4:1 Aspect Ratio; 1920x480px (Recommended Size)

DESKTOP & MOBILE (IMAGE AND VIDEO)

- Asset Image: Image Dimension: 1067x480px
- Asset Video: Video Dimension: 16:9 Aspect Ratio

\$150/CPM

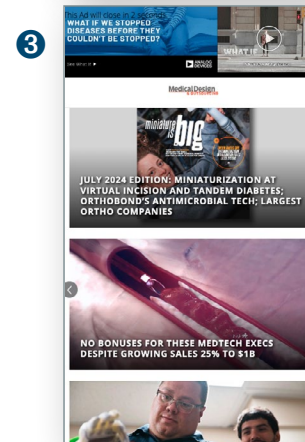
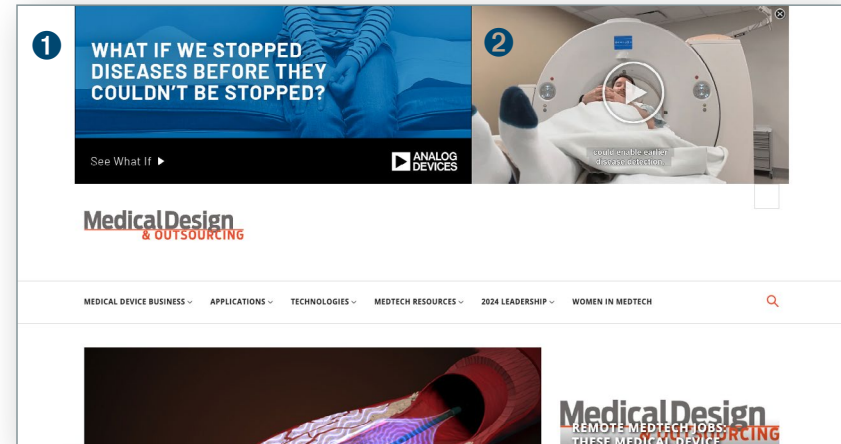
FILE TYPES

IMAGES

- Media Types
 - Image URL, GIF, JPG, BMP, PNG
- File Size
 - Allstream® hosted file size recommended under 100KB. Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance.

VIDEOS

- Media Types
 - Video URL, YouTube ID, VAST, MP4
- File Size
 - Allstream® hosted file size recommended under 2 MB. Combined size of all Allstream® hosted files (image + video) must be less than 4MB for Chrome Heavy Ad Intervention (HAI) compliance. Video URLs may be supported without HAI restriction up to 40MB with autotranscoding to render on certain browsers and older devices that do not support auto play via Allstream® frame player.
- Video Length
 - Variable (Recommended up to 15 seconds maximum if no user interaction and up to 30 seconds with user interaction)



Desktop & Mobile examples (IMAGE + VIDEO Version)

1. Desktop: 1067x480px image(s)
2. Desktop: 16:9 Aspect Ratio Video
3. Mobile: Entire ad is responsive and displays the same way for the mobile view.

First-Party Audience Targeting

Content Affinity Targeting

We use our first-party data platform to identify and engage targeted audiences with relevant ad experiences based on our site users content consumption habits.

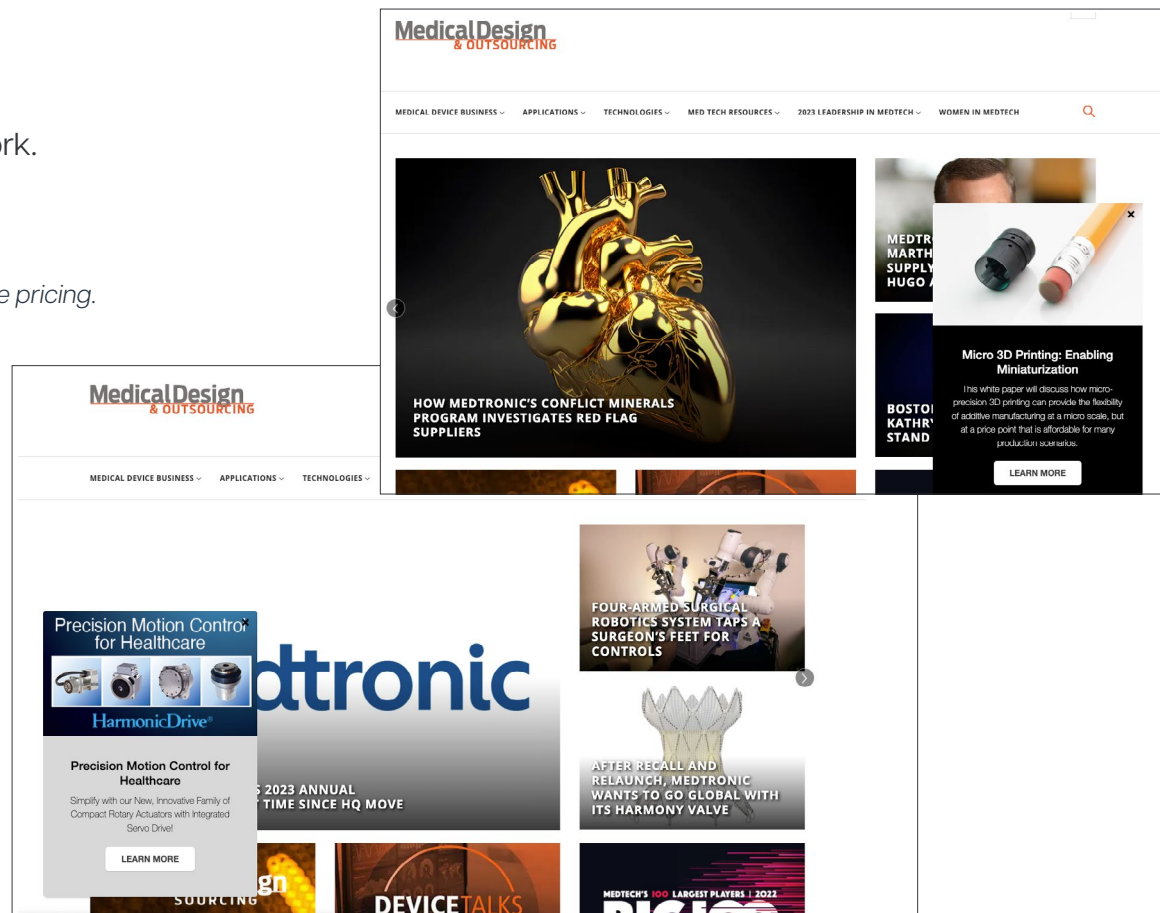
CONTENT AFFINITY TARGETING

- Target by content affinities across the WTW network.
- Personalized offers with your message serve to site users based on their content affinity.

Contact your sales representative for more information and package pricing.

Online Ad Specifications:

- Headline (no more than 8 words)
- One sentence description (no more than 25 words)
- 386x225 image
- Click-through URL

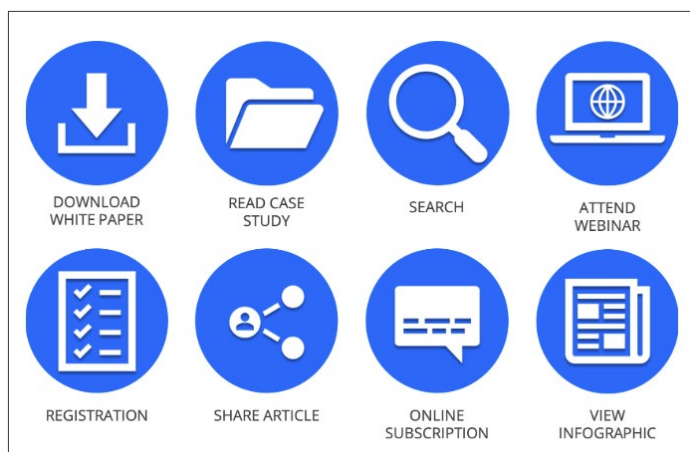


Audience Extension

Intent-Based Marketing | Account-Based Marketing

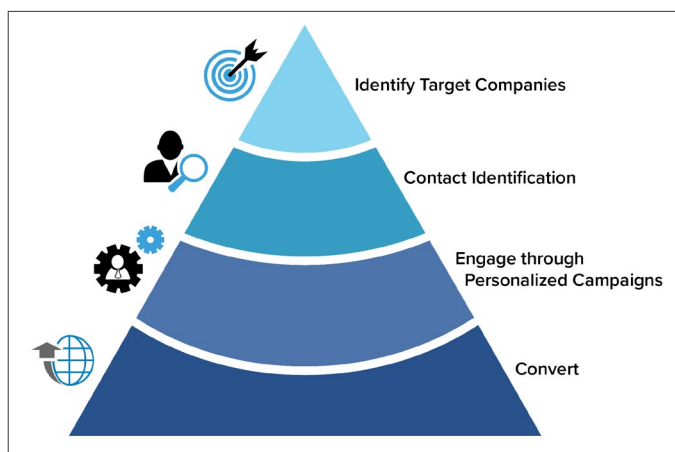
Our AI data management tool analyzes content consumption of users at hundreds of thousands of B2B companies and identifies when users in those organizations are indicating active demand for products or services you offer. Leveraging your target account list, our data management platform identifies anonymous users available for targeting at those companies you are trying to reach.

Ads are displayed across the internet on brand safe sites.



INTENT-BASED MARKETING

- Target users outside our network across the internet by intent topic via display ads.
- Narrow down reach by industry, title, geography or company size.



ACCOUNT-BASED MARKETING

- We target your prospects based on your target account list.
- Target ABM users outside of our network across the internet with display ads.

Specifications:

- 728x90, 300x250, 300x600, 160x600, 320x50, 300x50 & 970x250 (jpg, gif, standard HTML5)
- Max Initial File Load Image: 40KB / Max Initial File Load HTML5: 100KB
- Max Animation: 30 seconds or less (loops included); 15 seconds recommended; max 3 loops
- Clicktags Accepted
- Click-through URL

Remarketing / Retargeting Campaigns

Reinforce Branding | Increase Engagement | Improve Conversions

Retargeting (also known as behavioral remarketing) is a form of digital marketing that focuses on targeting users who have previously visited our website with banner ads on display networks across the web.

Increase the reach of your display campaigns by leveraging the Life Science Network to retarget key segment audiences.

WTWH Life Science Network offers the ability to manage retargeting campaigns for our customers across a variety of platforms including any Life Science network website.

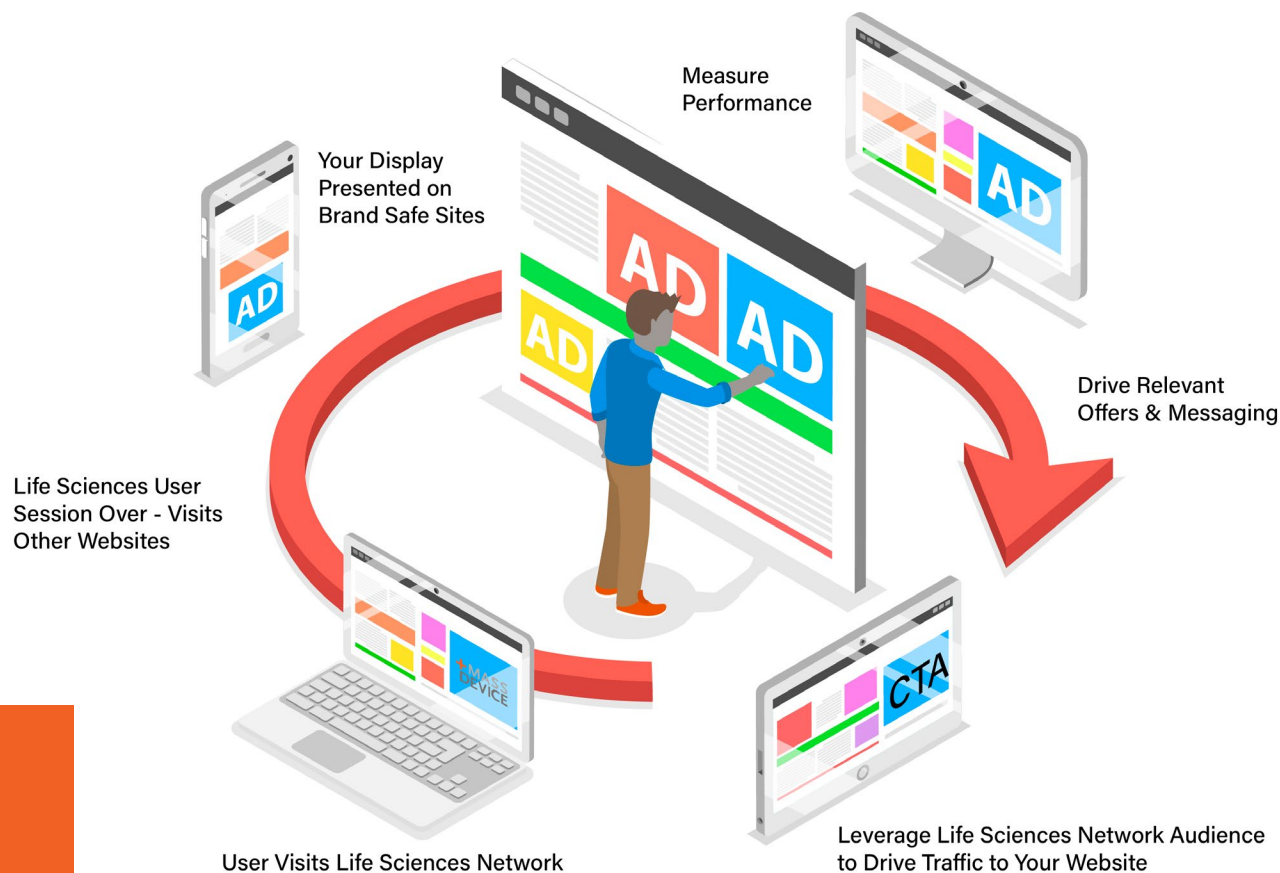
Pricing based on CPM volume and custom ROI programs

RETARGETING REQUIREMENTS:

- File size: less than 150KB
- Animation: less than 30 seconds
- File Type: JPG, PNG and GIF (up to 30 seconds, 15-20 fps, no looping)
- CPM Pricing varies by program

CREATIVE SIZES:

- 300x600, 728x90, 300x250, 970x250, 320x50, 160x600
- Resolution: 72 dpi



Editorial e-Newsletter Sponsorship

Combined with lead append data for maximum results.

Our Life Sciences Network uses the latest in marketing automation, lead and profile management software to ensure all e-news delivery is optimized and targeted only at permission-based users and optimized by device. Tracking details, performance and detailed reporting are provided for all placements.

SPECIFICATIONS

Each issue includes:

- 728x90 Static Banner + URL
- 300x250 Static Banner + URL
- 4 Text-based ads w/images includes:
 - Title: 5-10 words
 - Image: 450x255 (72DPI) STATIC .jpg or .gif (Do not embed images into a word file, please send native .jpg or .gif file. No animated GIFs)
 - Copy: 35-40 words
 - Call to Action (3 to 5 Words) + URL

EXCLUSIVE SPONSORSHIP – Reserving **all** 4 placements.

Include a .jpg or .gif company logo 250 pixels wide + URL in addition to the placements.

MEDICAL DESIGN & OUTSOURCING

Frequency: 2X Week

Reach: 21,000

- 728x90 Ad - \$1,150
- 300x250 Ad - \$750
- Single Text Ad - \$1,350
- Exclusive Sponsorship - \$3,650

MASSDEVICE

Frequency: Daily +5 / Sat +7

Reach: 15,000

- 728x90 Ad - \$1,250
- 300x250 Ad - \$750
- Single Text Ad - \$1,350
- Exclusive Sponsorship - \$5,500

MEDICAL TUBING + EXTRUSION

Frequency: 2X monthly

Reach: 21,000

- 728x90 Ad - \$1,000
- 300x250 Ad - \$725
- Single Text Ad - \$1,350
- Exclusive Sponsorship - \$3,650

SURGICAL ROBOTICS (FROM MASSDEVICE)

Frequency: 1X monthly

Reach: 15,000

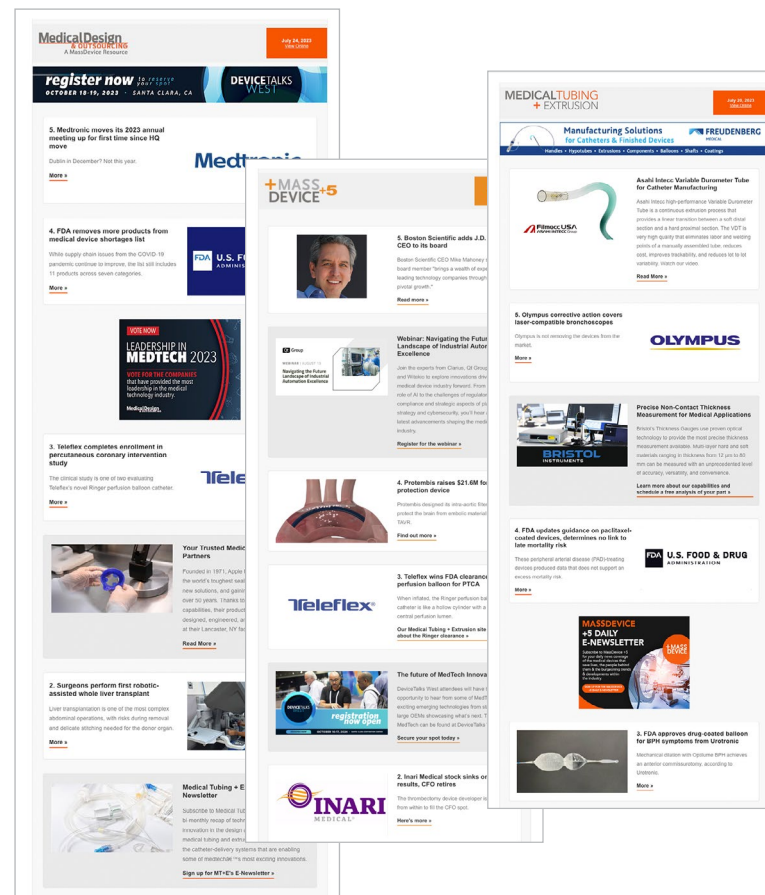
- 728x90 Ad - \$1,250
- 300x250 Ad - \$750
- Single Text Ad - \$1,350
- Exclusive Sponsorship - \$5,500

MDO'S NITINOL PULSE

Frequency: 1X monthly

Reach: 21,000

- 728x90 Ad - \$1,150
- 300x250 Ad - \$750
- Single Text Ad - \$1,350
- Exclusive Sponsorship - \$3,650



BIOMED BOSTON SHOWCASE

Frequency: 1X / Late September Reach: 21,000

- 728x90 Ad - \$1,150
- 300x250 Ad - \$750
- Single Text Ad - \$1,350
- Exclusive Sponsorship - \$3,650

IME WEST SHOWCASE

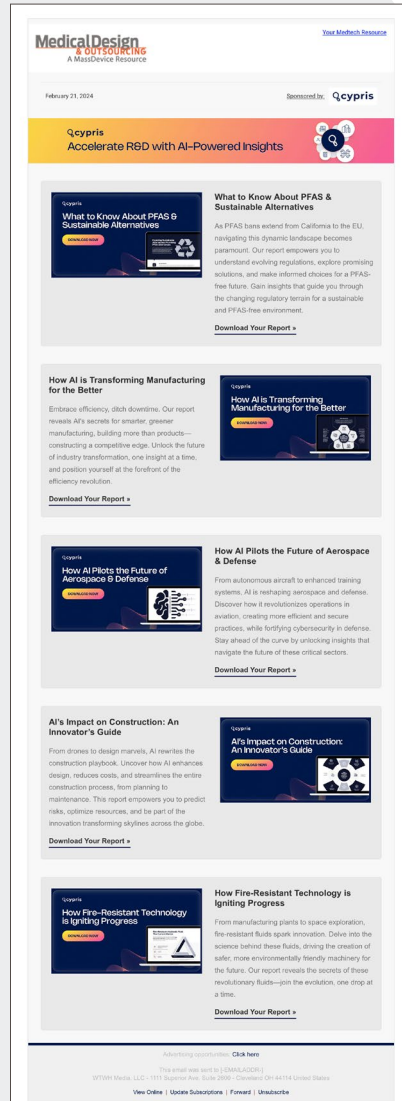
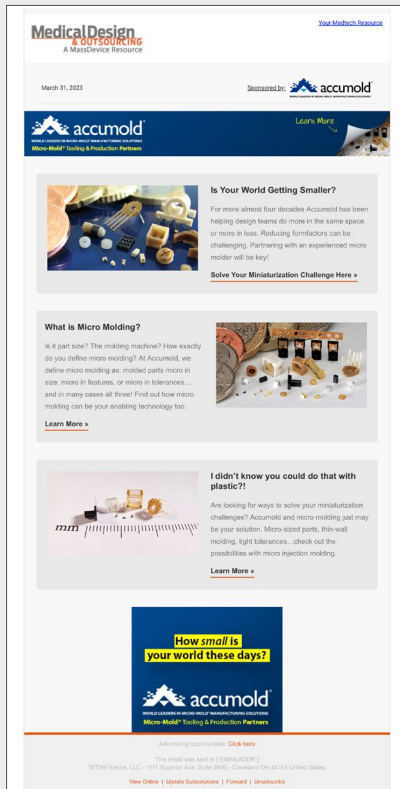
February 4 - 6, 2025

Reach: 21,000

- 728x90 Ad - \$1,150
- 300x250 Ad - \$750
- Single Text Ad - \$1,350
- Exclusive Sponsorship - \$3,650

CoBranded e-Newsletters

Sponsorship includes **all ad placements** + **logo** recognition



WTWH uses standard e-newsletter template and includes client provided content.

SPECIFICATIONS:

- Preferred subject line (recommend 70-80 characters including spaces)
- Client logo + URL
- 728x90 + URL (Optional - This is displayed at the top of the newsletter)
- 300x250 ad + URL (optional)
- Up to 6 text ads which would include:
 - 450x255 static image
 - Headline (5-10 words)
 - Copy (35-40 words)
 - CTA text (3-5 Words)
 - URL
- 1 featured Video (optional) which includes:
 - 450x255 static image
 - Headline (5-10 words)
 - Copy (30-35 words)
 - CTA text (3-5 Words)
 - URL
- **\$450/CPM**

Partner Promotion

Your HTML, **our audience.**

SPONSOR HTML

WTWH offers customer provided HTML sends to reach targeted segments of our opt-in 3rd party e-newsletter audience.

Custom e-delivery lists are available on a limited basis for delivering custom-branded messaging to targeted opt-in audiences.

- CPM \$380
- Setup \$500: Includes initial list pull - count only, suppression (up to 1M emails), tests, content checking and reporting
- Suppression \$125 / 2-10 M, \$250 / 10-40M
- Splits \$250 each

IMPORTANT! WTWH uses custom software and 3rd party services to check the content of the HTML creative for red-flags that might prohibit delivery. Due to a matrix of conditions from mail servers, firewalls, mail clients, operating systems and preference settings unique to each user, Life Science acknowledges and cannot control differences in how the creative will render across device. If HTML coding time is requested, additional fees are incurred. Please contact your business development representative for more information.



SPONSOR PROVIDED HTML SPECS:

- Preferred subject line (recommend 70-80 characters including spaces)
- Completed HTML file:
 - The html file should be a max width of 650 pixels
 - Use absolute URLs for your images (i.e. “http://www.yourdomain.com/image1.jpg” - do not use “../image1.jpg”)
 - Avoid using “div” & “float”, as some email clients will not render that code. Instead use tables to control layout
 - Styling should be done inline with the tags and not in the header area.
- Text version of eblast (optional)
- Seed list (email addresses of anyone that should receive a copy of the live deployment)
- Suppression file – optional but recommended (.csv or .xlsx file of email addresses of those that do not wish to receive communications from the advertiser)
- Max image file size limit: 500 KB. If HTML consists of multiple images, individual images should be no larger than 500 KB.

- Outlook uses an engine that has a 1728 pixel limit for the height of images displayed in an email.
- WTWH Media recommends not using image-only emails as your HTML eblast, as these tend to load slowly or will not load at all.

Partner Promotion

Our template, **your message.**

SINGLE OFFER TEMPLATE


Provide WTWH with your message and we will create an email using our branded template.

Custom e-delivery lists are available on a limited basis for delivering custom-branded messaging to targeted opt-in audiences.


- CPM \$380
- Setup \$500: Includes initial list pull - count only, suppression (up to 1M emails), tests, content checking and reporting
- Suppression \$125 / 2-10 M, \$250 / 10-40M
- Splits \$250 each

SINGLE OFFER SPECS

- Preferred subject line (recommend 70-80 characters including spaces)
- Main Image: 650x300 static jpg or gif
- Company logo: minimum 150 pixels wide; static jpg or gif
- Headline: 5-10 words
- Descriptive Copy: 30-80 words
- Call-to-action (3-5 words)
- URL or PDF file of resource
- Max image file size limit: 500 KB



Nitinol Material Available Now



CONFLUENT

Confluent is proud to provide customers with the most reliable supply chain delivering the broadest level of Medical Nitinol services in mill products, hollows, tubes, wires, and components.

CONFLUENT

Confluent can provide Nitinol material within industry-leading lead times:

- 14 weeks for Nitinol Tubing
- 20 weeks for Nitinol Wire.

WTWH Media LLC

This email was sent to [EMAILADDR]
Address: 1111 Superior Avenue, 26th Floor, Cleveland, OH 44114

[View Online](#) | [Privacy Policy](#) | [Preference Center](#) | [Unsubscribe](#) | [Forward](#)

[Learn More](#)

Single Offer + Lead Generation

Our single offer template with your message plus we create a lead form landing page with the following standard fields: Email, F/L Name, Company, Postal Code & Country



WHAT IS BIOCOMPATIBILITY OF MEDICAL DEVICES



Biocompatibility testing is crucial in the development and manufacturing of medical devices to assess any potential risks and ensure their safety. It is a critical process that ensures the safety and efficacy of medical devices. It involves a comprehensive evaluation of the potential risks and hazards associated with medical devices, including their materials and design, and their interaction with the human body in regards to toxic, physiological, immunogenic or mutagenic effects. The use of biocompatibility testing is mandatory in most countries and is a key element in the regulatory approval process for medical devices. By ensuring that medical devices are safe and biocompatible, biocompatibility testing plays a vital role in improving safety and advancing the field of medicine.

TUV SUD

[Download Now](#)

WHAT IS BIOCOMPATIBILITY OF MEDICAL DEVICES

June 14, 2023 By Nicole Johnson

Biocompatibility testing is crucial in the development and manufacturing of medical devices to assess any potential risks and ensure their safety. It is a critical process that ensures the safety and efficacy of medical devices. It involves a comprehensive evaluation of the potential risks and hazards associated with medical devices, including their materials and design, and their interaction with the human body in regards to toxic, physiological, immunogenic or mutagenic effects. The use of biocompatibility testing is mandatory in most countries and is a key element in the regulatory approval process for medical devices. By ensuring that medical devices are safe and biocompatible, biocompatibility testing plays a vital role in improving safety and advancing the field of medicine.

SOME KEY POINTS:

- The ISO 10993 standard series that is globally recognized for biocompatibility testing of medical devices.
- Regulatory bodies around the world, such as the FDA and the CE MDR, have established guidelines and standards for the safety and efficacy of medical devices.
- Biological Evaluation Plan - ISO 10993-1
- Chemical Characterization - ISO 10993-12
- Toxicological Risk Assessment - ISO 10993-17
- Sterility Testing - ISO 11737 series
- All other tests needed

Ensuring the biocompatibility of medical devices is a complex and multifaceted challenge. By proactively addressing potential risks, conducting rigorous testing, and adhering to established guidelines, medical device manufacturers can minimize the risk of adverse biological reactions and optimize device performance. Implementing the strategies outlined in this brochure can help manufacturers overcome biocompatibility challenges and contribute to the development of safe, effective, and reliable medical devices that improve patient safety and quality of life.

TUV SUD

Email *

First *

Last *

Company *

Job Title *

SPECIFICATIONS FOR A SINGLE OFFER WITH LEAD GENERATION: Same as single offer specs *plus* URL or PDF file of resource. Price based on CPM / Lead Requirements.

Supplied Content

Your supplied content within the confines of our editorial websites.

SPONSORED CONTENT

- One content article provided by sponsor (900 words or less, title, image and URL)
- Content appears on the brand website home page and is labeled as “Sponsored Content”
- Featured 2x in brand e-newsletter
- 2 tweets per week for the month on brand social media
- 2 posts on brand LinkedIn page for the month
- Content is archived after one month

Cost: \$4,500/month

SPECIFICATIONS:

- Featured article image for slider and thumbnail at 770x500
- Hero Image for the top of the article – up to 740px across; can be the same as the Featured image
- For the Content:
 - Headline
 - Sub-headline (Optional)
 - Body Copy – 900 words or less; include URLs
 - Supporting images (Optional) – up to 500px wide
 - Author information – Name & Title


We will use the above to build out the landing page for your review.

Once that is approved, we then promote that page via our newsletters and social media.

Perspectives from the front lines: Designing automation strategies for medical device manufacturers

May 9, 2023 By Sponsored Content

[f](#) [t](#) [in](#) [+](#)



Invivo Automation has decades of experience, delivering automation solutions into medical manufacturing environments.


By Jeff Chu, Director, Factory of the Future Services and Charlie Shorridge, Sales Engineering

Lessons learned and best practices from hundreds of engaged manufacturing customers

The prevalence of the word “automation” in Fortune 500 earnings calls has increased six-fold. Businesses in all industries are being challenged to do more with less, and they’re generally looking for revenue per employee among the Fortune 500 have increased every year for the last 10 years.

That said, the imperative to automate often gets stuck when hopping through an organizational chart down to the factory floor. From “pilot purgatory” of McKinsey fame to glacial enterprise deployment strategies that work and those that fail.

SPONSORED CONTENT [SEE MORE >](#)




YOUR TRUSTED MEDICAL INDUSTRY PARTNERS

By John Tranquilli, Materials Manager founded in 1991, Apple Rubber has been tackling the world's toughest sealing challenges, innovating new...



UNLEASHING PRECISION THROUGH MINIATURIZATION: POLYDEC'S EXPERTISE IN MEDICAL DEVICE COMPONENTS


By David Koudil, Polydec International Inc. Introduction Step into the captivating world of micro machining, where precision meets miniaturization and...



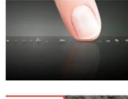
METAL INJECTION MOLDING: A SUSTAINABLE, SCALABLE SOLUTION FOR MEDICAL DEVICE MANUFACTURING

By Advanced Powder Products Medical device manufacturing is making a comeback with the return of non-essential and elective procedures, 2023...


Sponsored Content




July 1, 2023 By Sponsored Content
Your Trusted Medical Industry Partners




June 30, 2023 By Sponsored Content
Unleashing Precision through Miniaturization: Polydec's Expertise in Medical Device Components




June 12, 2023 By Sponsored Content
Metal Injection molding offers a sustainable, scalable solution for medical device manufacturing




June 9, 2023 By Sponsored Content
A new dimension of manufacturing



June 1, 2023 By Sponsored Content
Going Beyond In The Medical Devices Industry: Advanced Materials With USP Class VI Certification



May 9, 2023 By Sponsored Content
Perspectives from the front lines: Designing automation strategies for medical device manufacturers



May 1, 2023 By Sponsored Content
Building our future: holistic approaches to sustainability and glove manufacturing practices

Content Syndication

Audience Marketing | Lead Generation

AUDIENCE MARKETING

Fully Managed Content Syndication

- Promote content to specific targets
- Global contact record database available for selection
- Assistance in designing campaigns
- Leads delivered in time frame needed

Lead Generation Campaigns

All lead types are qualified but some types are highly qualified based on level of engagement by the prospects.

MQL Gated

Marketing qualified lead

2-Touch Performance MQL

A lead has consumed two pieces of content

BANT Performance

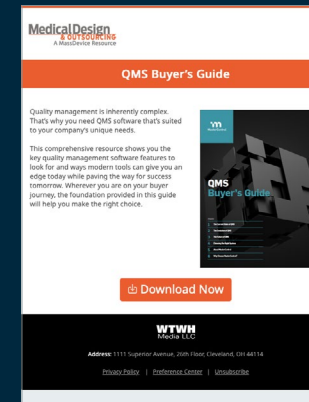
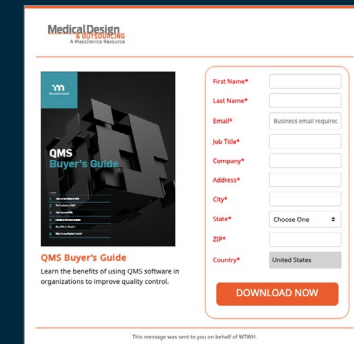
A lead that has consumed 1 piece of content and answered additional qualifying questions related to budget, authority, need and timeline identifying the lead as a higher value prospect

Content Assets

- Choose the **type of content** you would like to promote
- Leverage **assets** that are relevant to the audience and educational

White Paper | Case Study | Infographic | On-Demand Video

Example of Content Asset Promo / Lead Collection

Dynamic content provides the personalization necessary to drive more engagement

Webinars

Engage a captive audience and generate leads.

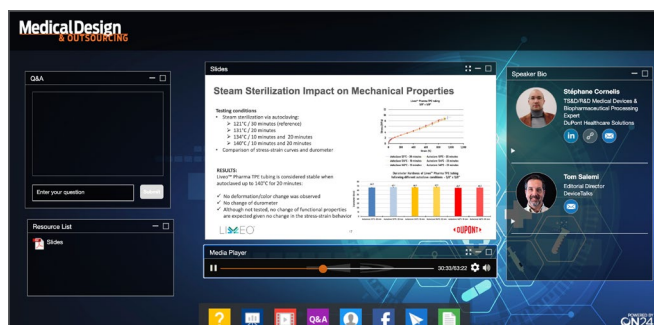
WTWH webinar series offers companies the opportunity to work with editors on preparing and delivering both editorial and custom content in a live, interactive format or on-demand.

EDITORIAL WEBINARS

WTWH has developed a 2025 webinar schedule and invites medical professionals to share their experiences and expertise in understanding new technology or address product related issues and challenges. WTWH editors will select a limited number of medical professionals to participate in each webinar.

- **February:** Nitinol
- **April:** Sustainability
- **August:** Minimally Invasive MedTech
- **September:** BIG 100

Rate: \$5,450

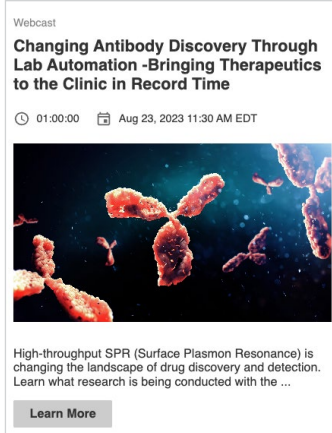


All webinars are recorded and emailed to all registrants, then placed online behind registration for on-demand viewing. Sponsors receive reporting URL for full attendee contact information, live and on-demand metrics and survey results, if applicable.

CUSTOM WEBINARS

Sponsor chooses their own topic and presents educational material related to that topic. WTWH will assign an editor who will moderate the event and a technical coordinator who will coordinate promotions and produce the live event.

Custom Webinars are based on a \$70 cost-per-registrant basis.



Registration Page



Social Promotion

Recommendations:

- Position yourself as a thought leader by presenting on educational topics in your industry
- Attract great leads by describing what your attendees will gain from participating
- Includes graphics, images and downloadable assets
- Use poll and survey questions to increase engagement and take the pulse of your audience
- Present using webcam to create a captivating presentation
- Utilize HTML5 technology to ensure your attendees will have the best viewing experience

WEBINAR TO CONTENT

E-BOOK / BRIEF / WHITE PAPER

Take advantage of this opportunity & have unlimited reach to your audience.

Contact your sales representative for more information and package pricing.



**STRATEGY.
AMPLIFICATION.
PERFORMANCE.**

WTWH Media's Content Studio leverages its B2B media expertise and unique first-party data to co-create thoughtful, engaging reported content with industry partners that helps position them as thought leaders within their niches while identifying the best mix of products and syndication strategies to amplify these messages and ensure partners achieve their most important business goals.

Branded content campaign creation:

Branded Voice

Fold outs, Supplements,
Featurettes, Special Sections

Branded Industry Thought Leadership

White Papers, Ebooks,
Case Studies

Branded Engagement

Blog Posts, Social Media
Posts, Press Releases

Branded Videos

Explainer Videos,
Product Demonstrations,
Corporate videos

Voice matters when seeking to drive engagement and measurable results from engaged audiences.

Content Development

Print Content | End-to-end project management content creation, design & layout



VENDOR DIRECTED Q&A

- WTW works with you to create a graphically-oriented and highly-visual 1 page
- Up to 500 words, showcasing an application or technology
- Vendor Directed Q&A program: \$4,500



VENDOR DIRECTED COLUMN

- Single Page
- 500 Words
- Content created by Custom Studio
- Vendor Director Column program: \$6,250



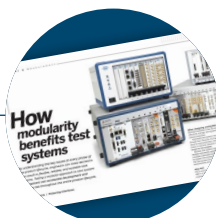
TWO-PAGE FEATURETTE

- Two page of content (1,000 Words)
- Created by Custom Studio, with add-on facing display ad
- Four-Page Featurette program: \$8,500



FOUR-PAGE FEATURETTE

- Two page of content (1,000 Words)
- Created by Custom Studio, with add-on facing display ad
- Four-Page Featurette program: \$9,400



FEATURE ARTICLE

- 1,000 word branded content in article format
- Feature Article program: \$11,000



EIGHT-PAGE CUSTOM SUPPLEMENT

- A supplement stitched into the magazine combining content created by Content Studio and display ads
- 2,000–2,200 words
- Eight-Page Custom Supplement program: \$19,000

Content Development

Digital Content | End-to-end project management content creation, via pdf design and/or landing page



ARTICLE LICENSE

- License to use and reprint referenced article from an WTHW publication
- One-time license permits Customer to host the entire article on Customer website with full credit to the author and publisher
- WTHW will also provide a printable PDF version.
- Article License program: \$1,000



VOICES

- A sponsored content Q&A published to help get your company thought leaders to share their knowledge and subject matter expertise.
- Category takeover on website with a full concentration on the Voices brand
- High resolution PDF copy for distribution
- Voices program: \$3,250



VIEWS

- An original article of 600-750 words based on one interview with your internal source or customer to spotlight and highlight your product or service
- Category takeover on website with a full concentration on the Voices brand
- High resolution PDF copy for distribution
- Views program: \$3,250



CASE STUDY

- Application story featuring your product or solution
- 600-800 words
- Case study program: \$5,500



E-BOOK

- Graphically-oriented and highly-visual e-book
- Designed as a custom pdf of 2-4 pages for lead generation and/or brand recognition
- Up to 1,000 words of content supplied by customer
- e-Book program: \$5,500



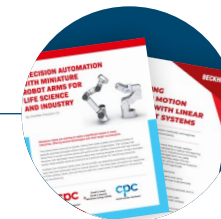
EVENT BRIEF

- WTHW creates a follow up to a virtual or live event panel
- This is for event sponsor only based on event panel including 3-5 pages, 1200-1700 words
- Includes design & graphics and speaker bios.
- Event Brief program: \$6,500



LIVE EVENT SESSION BRIEF (FLAT RATE)

- 2-page co-branded session brief based on recorded live event session
- Designed in pdf format & hosted via landing page for 30 days
- 1 send to our white papers & research report lists
- Live Event Session Brief program: \$7,500



WHITE PAPER

- Interview with your subject matter expert
- 1,200-1,500 words
- Customer-supplied imagery that can be used for lead generation and/or brand recognition
- White Paper program: \$7,500

Content Development

Digital Content | End-to-end project management content creation, via pdf design and/or landing page



BLOG/GHOST WRITING

- Blog/Ghost Writing 600 - 800 words
- Article created by Content Studio
- Blog/Ghost Writing: \$1,600



SPONSORED/FEATURED ARTICLES

- Sponsored/Featured Article 600 - 800 words
- Article created by Content Studio
- Sponsored/Featured Article Program: \$1,600



WEB EXCLUSIVE

- Content of up to 500 words created by the Custom Studio
- Add-on banner ad takeover
- e-Mail campaign promotion
- Web Exclusive program: \$3,000



THE BIG STORY

- Content of up to 1,000–1,200 words created by the Custom Studio
- Add-on banner ad takeover
- e-Mail campaign promotion
- The Big Story program: \$9,500



WEBINAR BRIEF (FLAT RATE)

- 2-page co-branded webinar brief of 600 words based on recorded webinar
- The brief will be designed in pdf format, hosted via landing page for 30 days.
- Webinar Brief program: \$6,500



WEBINAR BRIEF

- 2-page co-branded webinar brief based on recorded webinar
- The brief will be designed in pdf format, hosted via landing page for 30 days
- 1 send to our white papers & research report lists
- Webinar Brief program: \$8,500



SPONSORED PREMIUM REPORT

- Minimum 16 page editorial report plus 8 pages of content
- Created by Custom Studio and includes add-on email campaign promotion
- Sponsored Premium Report program: \$19,000

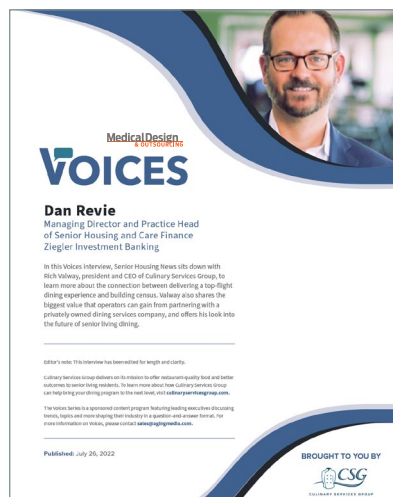
VOICES

Your Message, Your Voice. Is your company looking for a way to get a consistent message out about thought leadership? We provide a simple and effective way for executives to deliver unique insights and position themselves as industry thought leaders.

Our VOICES product is a sponsored content opportunity to have a Q&A published to help get your company's thought leaders to share their knowledge and subject matter expertise.

The offering consists of the following:

- 6-question Q&A (prepared in advance) on a particular topic or area subject to editorial review and approval
- Recorded interview with executive and WTHW editor
- Client has the ability to review edited transcript
- Posted on a WTHW Media website upon review and approval by both client and WTHW
- Included as one article (text ad) in newsletter
- Labeled as sponsored at start of article
- High resolution PDF copy for distribution
- Marked as sponsored in the closing text at the bottom of the article
- Company to provide interviewee headshot (sized to 600 x 600 pixels and 300 dpi) to include in the Q&A article
- Company has the ability to link back to corporate website at the bottom
- Complete editorial control rests with WTHW and must fit WTHW standard and style formats
- Premium category takeover on website with a full concentration on the Voices brand



VIEWS



WTHW VIEWS program provides a simple, cost-effective solution to promote your company's news, views, case studies, testimonials and announcements to our readers through a customized article written and published by WTHW.



WTHW will write an original article of 600–750 words based on one interview with your internal source or customer to spotlight and highlight your product or service for our audience.



Our high-touch, customized approach will result in a digital article that combines your message and our voice.

The offering consists of the following:

- One phone interview between WTHW representative and either a sponsor company representative or a sponsor customer contact
- Creation of original article content to be reviewed by sponsor and approved by WTHW as meeting WTHW editorial standards
- Included as one article (text ad) in newsletter
- Premium takeover that excludes third party advertising
- Labeled as sponsored at start of article
- Company to provide one image or logo for inclusion in the article, subject to WTHW specifications & approval
- High-resolution PDF of the article available to sponsor for distribution
- Company has the ability to link back to corporate website at the bottom of PDF
- Reporting available upon request

DEVICETALKS

DeviceTalks Tuesdays / DeviceTalks Podcast Network

DeviceTalks never end. Three times a year, medtech leaders will convene during our in-person events in Boston, Minnesota and California to hear from the leaders in our industry. Attendees will enjoy keynote conversations, insightful panel discussions and meet our many partners on our exhibit floor.

In between those can't-miss meetings we'll keep the conversations going through our *DeviceTalks* Tuesdays Connected Conferences and our *DeviceTalks* Podcast Network. DeviceTalks Podcast Network shows highlighting leading OEMs and critical clinical spaces.

All of our *DeviceTalks* programs deliver a balance of conversation for professionals creating and delivering new medical technology to patients.

DEVICETALKS TRACKS

The discussions will center around the five pillars of our *DeviceTalks* events, giving attendees deep insights from leaders in the following areas.

- Innovation & Finance – *Who should attend?* Entrepreneurs, investors, patent experts, start-up executives, R&D executives
- Prototype & Product Development – *Who should attend?* Engineers, product developers, design professionals
- Manufacturing & Sourcing – *Who should attend?* OEM executives, CMOs, material suppliers
- Regulatory, Reimbursement & Market – *Who should attend?* CRO representatives, clinical executives, payer representatives, regulatory and reimbursement experts
- New Tools and Technology – *Who should attend?* Specialists in tech, digital health, additive manufacturing and other disruptive tech



DEVICETALKS CONFERENCES

In 2025, *DeviceTalks* conferences will draw on the deep medtech expertise of three critical hubs – Boston, Minnesota and California. Each in-person event will offer dedicated time to each individual track, enabling like-minded presenters and attendees to network more easily.

Attendees will enjoy:

- Keynote addresses with industry leaders
- Targeted panel discussions
- Extensive networking time
- An agenda built to conserve time and maximize results

Sponsors will have access to:

- Speaking opportunities
- Space on exhibit floor
- Visibility opportunities on conference materials
- On-site studio to record video messaging

www.devicetalks.com

DEVICETALKS

DeviceTalks Tuesdays / DeviceTalks Podcast Network

DEVICETALKS TUESDAYS

DeviceTalks Tuesdays brings the insights and energy of our in-person events to your desktop or mobile phone throughout the year. Each episode of DeviceTalks Tuesdays features an expert or experts in medical device design, materials, manufacturing or other specialty, sharing insights on how to build better medical devices.

Hosts Tom Salemi or Kayleen Brown will guide the conversations and ask questions, including those posed by audience members.

Available to Sponsors

- 60 minutes of conversation on audio/video channels
- An opportunity to share a powerpoint presentation and other resources
- Marketing materials to promote episodes
- Detailed attendee information
- Full recording of session
- Episode will be available on-demand and hosted by *DeviceTalks*
- Option of turning discussion into white paper
- Rate \$8,500

DEVICETALKS TUESDAYS MULTI-DAY EVENTS

- **January:** Medtech Trends 2025
- **April:** Surgical Robotics
- **July:** Interventional Health
- **September:** Connected Health
- **November:** Materials & Manufacturing

Sponsorship –
DTT Multi-Day Series Sponsor: \$5,450

DEVICETALKS TUESDAYS ROUNDTABLES:

- **February:** OEM Roundtable
- **March:** OEM Roundtable
- **May:** OEM Roundtable
- **June:** OEM Roundtable
- **September:** OEM Roundtable
- **October:** Women in MedTech
- **November:** OEM Roundtable

Sponsorship Levels –
Roundtable Series Sponsor: \$5,450
Exclusive Presentation: \$7,500

DEVICETALKS PODCAST NETWORK

Nearly 1,000,000 people have listened to our DeviceTalks Podcast network since its launch in 2020, giving medical device suppliers the ability to target their messaging.

Our DeviceTalks Podcasts include DeviceTalks Weekly - our weekly wrap of the medical device industry - as well as shows targeted at specific OEMs and critical clinical markets.

Podcasts can be found on every podcast player including YouTube and Apple podcasts.

Our DeviceTalks team will work closely with sponsors to create focused messaging that highlights their expertise, approach and leadership. Messages will be included in the podcast AND sponsors will receive clips to share on their own social media channels.

Ask how our podcasts can amplify your message or talk to us about creating your own branded podcast.

www.device talks.com

DEVICETALKS
TUESDAYS



ISSUE DATE	AD CLOSE	FEATURE COVERAGE	SHOW COVERAGE	DEPARTMENTS	PRODUCT WORLD (could include...)
JANUARY	DEC 10, 2024	LEADERSHIP IN MEDTECH Who are the Influencers and why?	IME West	Connectivity DeviceTalks	3D Printing Actuators Adhesives Lasers Linear Guides & Rail Medical Equipment
MARCH	JAN 21, 2025	MINIMALLY INVASIVE MEDTECH Tubing, miniaturization, nitinol, and electronics	DeviceTalks Boston Preview	Drug Delivery IP Issues Manufacturing	Batteries Cables Motion Control Mobile Health
MAY	MARCH 25, 2025	DRUG DELIVERY & DIABETES Insulin delivery, glucose monitoring, diabetes management, and much more		Machining Molding	Cardiovascular Catheters CNC Machines Orthopedics Power Supplies Pumps
JULY	MAY 26, 2025	SURGICAL ROBOTICS Technologies fueling innovation in one of medtech's most dynamic sectors		Nitinol Orthopedics Regulatory World (regulations, software, validation, testing, etc.) Robotics	Coatings Connectors Devices Seals Software Stepper Motors Surgical Tools
SEPTEMBER	JULY 29, 2025	THE BIG 100 An in-depth look at the top 100 medical device companies	MEDevice Boston	Tubing	Enclosures Extruders Thermoplastic Elastomers
OCTOBER	AUG 26, 2025	WOMEN IN MEDTECH Highlighting women founders, CEOs, presidents, VPs and more		Artificial Intelligence	Fluidics Tubing & Extruders
NOVEMBER	SEPT 30, 2025	MEDICAL DEVICE EQUIPMENT HANDBOOK The how-to and what-is guide for medtech	MD&M Minneapolis Product Showcase	Sustainability	Gearboxes Vacuums Valves Imaging Implantables In-Vitro Devices



Medical Design & Outsourcing covers technical advances fueling innovation in the design, development and contract manufacturing of medical devices. Our print publication and online network reach hundreds of thousands of medtech design engineers, managers and executives.

MDO's website has an average of 100,000+ users per month, and the magazine's print and digital version has over 24,500 subscribers.

DEVICETALKS

Sharing insights from movers and shakers in the medical device industry with one-on-one interviews, live events and recorded Podcasts.



Future events in 2025:
BOSTON • CALIFORNIA

The combined medical device and equipment online network reaches more than **300,000** active users per month with an opt-in email list of over **36,000** medical device professionals.

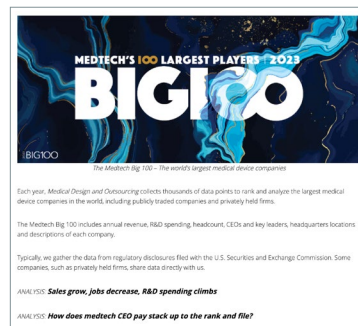
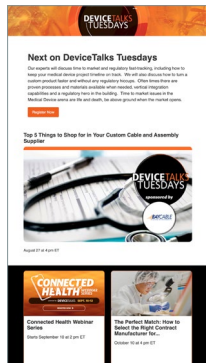
+MASS DEVICE

Delivering business news, insight and trends for medical device professionals.

ADVERTISING RATES:

Full page	\$3,430
1/2 island.....	\$1,935
1/2 page (V or H).....	\$1,765
1/3 page.....	\$1,575
1/4 page	\$1,640

	January	February	March	April	May	June	July	August	September	October	November	December
Content Studio		Design Spotlight (Views): Tubing & Extrusion		Design Spotlight (Views): Motion Control		Design Spotlight (Views): Contract Manufacturing		Design Spotlight (Views): Design Software		Design Spotlight (Views): Regulatory		
Website Exclusive Sponsorships	Surgical Robotics Category Sponsor + Affinity	Surgical Robotics Category Sponsor + Affinity	Surgical Robotics Category Sponsor + Affinity	Surgical Robotics Category Sponsor + Affinity	Surgical Robotics Category Sponsor + Affinity	Surgical Robotics Category Sponsor + Affinity	Surgical Robotics Category Sponsor + Affinity	Surgical Robotics Category Sponsor + Affinity	Surgical Robotics Category Sponsor + Affinity	Surgical Robotics Category Sponsor + Affinity	Surgical Robotics Category Sponsor + Affinity	Surgical Robotics Category Sponsor + Affinity
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	Cardiovascular Category Sponsor + Affinity	Cardiovascular Category Sponsor + Affinity	Cardiovascular Category Sponsor + Affinity	Cardiovascular Category Sponsor + Affinity	Cardiovascular Category Sponsor + Affinity	Cardiovascular Category Sponsor + Affinity	Cardiovascular Category Sponsor + Affinity	Cardiovascular Category Sponsor + Affinity	Cardiovascular Category Sponsor + Affinity	Cardiovascular Category Sponsor + Affinity	Cardiovascular Category Sponsor + Affinity	Cardiovascular Category Sponsor + Affinity
Special Reports		Surgical Robotics		Orthopedic Device Companiess	Nitinol				BIG 100			
DeviceTalks Tuesdays												
Multi-Day	MedTech Trends 2025			Surgical Robotics			Interventional Health		Connected Health		Materials & Manufacturing	
Roundtables		OEM Roundtable	OEM Roundtable		OEM Roundtable	OEM Roundtable			OEM Roundtable	Women In MedTech Roundtable	OEM Roundtable	OEM Roundtable
MDO Webinar Series								Min-Vasive Medtech Webinar Series				
MDO Editorial Webinar		Nitinol		Sustainability					Big 100 MedTech Players			



Highlighting Women in Medtech



• Women in MedTech •

In October, *Medical Design & Outsourcing* will acknowledge some of the women executives providing medtech industry leadership. Our editorial team will highlight female executives who are running some of the industry's biggest companies and startups.

Your company can spotlight a deserving female executive, too! As part of the Platinum and Gold packages, companies can feature one female leader from their organization, showing their dedication to corporate inclusivity and diversity while recognizing great leadership on their own team.



PLATINUM PACKAGE

Investment: \$4,250

- Full-page ad
- Full-page profile of a woman engineer in your company that you would like to be featured

GOLD PACKAGE

Investment: \$2,750

- Half-page ad
- Full-page profile of a woman engineer in your company that you would like to be featured



PROFILE INCLUDES:

- Company C/C logo
- Profile description (up to 200 words)
- Achievements/awards

Leadership in Medtech

Recognizing our leaders in Medical Technology.

Participate throughout 2025 in Leadership in Medtech, a community-based online promotion to support and gain industry recognition for individuals, medtech teams and your company.

VOTED ON BY THE MEDICAL DESIGN COMMUNITY

Promoted throughout the year on Medical Design & Outsourcing social media channels, newsletters and websites

Nomination examples include medtech leadership for a person or inventor, medtech leadership by a specific department or overall company accomplishment.

Members of the medtech community will be required to register in order to cast votes for nominees. Participation rates are based on earned frequency and ongoing marketing programs with Medical Design & Outsourcing.

Contact your sales representative available categories and package pricing.

CATEGORIES:

Categories	Fastening
Advanced Materials	Fluid Power
Cables	Injection Molding
Contract Manufacturing	Machining
Couplings	Motion Control
Design Services	Product Development
Digital Manufacturing	Software
Electrical	Testing / Compliance



DIGITAL PROFILE MATERIALS CHECKLIST:

- Company Contact Info: mailing address & website URL
- Company Overview
- Headline (50 characters / 5-7 words)
- Boilerplate (750 characters / 125 words)
- Why you are a leader: 250 Words (1500 characters)
- Company Logo*: 370 pixels wide and height is flexible
- 3 Featured Images*: 320 pixels wide x 380 pixels high
- Social Media links (optional): Facebook, YouTube, LinkedIn, X (formerly Twitter)
- Featured Video (optional): must be YouTube URL
- Up to 2 Promotional Assets (optional) each includes:
 - Headline – 80 characters
 - Description – 300 characters
- PDF file – 50MB max file size
- Image* – 300 pixels wide; height is flexible

*All Images should be web ready resolution (72 DPI).
File formats are: .jpg, .png or .gif. Max file size 6MB each

Digital Editions Sponsorship

Exclusive packages for lead generation, optimal placement and maximum reach.

DIGITAL EDITION PROGRAM

Customize your digital full page located next to the cover page. Use an existing print ad or customize your own page to direct customers to your offers. Your logo will also be prominent on the digital issue landing page and will be linked to your company's website.

- Full page ad size: 9 x 10 7/8 in. 150 dpi PDF RGB
- Logo – minimum 200 wide
- URL to landing page

Exclusive featured offer in e-newsletter pushed to MDO Digital Edition subscribers.

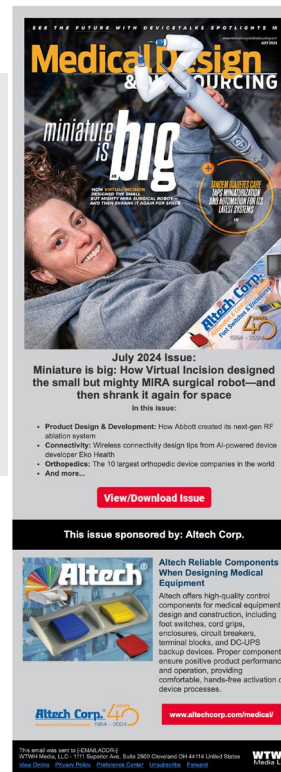
- Image – 250x200
- Logo – 200 wide
- Title - 5-10 words
- Copy- 30-40 words
- URL to landing page
- Call-to-action

Featured Digital Edition promotion across entire network.

FULL PAGE DIGITAL AD / TEXT PRODUCT SPOTLIGHT:
\$7,750



Medical Design & Outsourcing digital issues are optimized and supported across all platforms for desktop, tablets and mobile devices.



MassDevice Website Exclusive Sponsorships

Looking for targeted access to MassDevice's exclusive audience of medtech decision-makers?

MassDevice has popular pages highlighting top stories in specific categories, including surgical robotics, cardiovascular, diabetes treatment tech, and more. Connect with industry leaders today.

Monthly Rate: \$5,000

Surgical Robotics Category Sponsor + Affinity

massdevice.com/surgicalrobotics

MASST
DEVICE

YOUR AD HERE

LATEST NEWS

TECHNOLOGIES

BUSINESS & FINANCE

REGULATORY & COMPLIANCE

SPECIAL CONTENT

Surgical Robotics


Welcome to *MassDevice's* Surgical Robotics Hub, your resource for the latest news and insights on all things robotic surgery. Stay informed about the innovations and business news shaping the industry.

Narrow your focus with these categories:

Robot-Assisted

Here are top surgical robotics features from *MassDevice* and its sister publications and scroll down to read the latest cardiology device news from *MassDevice*:

- * Intuitive details da Vinci 5 launch plans with limited supply of next-gen surgical robotics systems
- * 10 surgical robotics companies you need to know
- * The secret behind Intuitive's surgical robotics success
- * Surgical robotics trends and how to accelerate adoption



Diabetes Category Sponsor + Affinity

massdevice.com/diabetes



YOUR AD HERE

LATEST NEWS	TECHNOLOGIES	BUSINESS & FINANCE	REGULATORY & COMPLIANCE	SPECIAL CONTENT
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Diabetes


Welcome to *MassDevice's* Diabetes Hub, your resource for the latest news in diabetes technology. Stay informed about the innovations and business news shaping the diabetes device industry.

Here are top diabetes features from *MassDevice* and its sister publications (and scroll down to read the latest diabetes device news from *MassDevice*):

- **The biggest stories from the American Diabetes Association (ADA) 2024 Scientific Sessions**
- **These diabetes devices are set to launch in 2024**
- **How Dexcom designed a new "life-changing" sensor for even more people with diabetes**
- **Embeca CEO sees GLP-1 opportunities as company progresses on insulin patch pump**

Cardiovascular Category Sponsor + Affinity

massdevice.com/cardiovascular




YOUR AD HERE

LATEST NEWS	TECHNOLOGIES	BUSINESS & FINANCE	REGULATORY & COMPLIANCE	SPECIAL CONTENT
-------------	--------------	--------------------	-------------------------	-----------------

Cardiovascular


Welcome to *MassDevice's* Cardiovascular Hub, your resource for the latest news in cardiac implants, structural heart, heart valves, stents and more. Stay informed about the innovations and business news shaping the cardiovascular device industry.

 Narrow your focus with these categories:

[Cardiac Implants](#) | [Structural Heart](#) | [Pulsed-Field Ablation](#)

Here are top cardiovascular features from *MassDevice* and its sister publications (and scroll down to read the latest cardiovascular device news from *MassDevice*):

- **The latest AI-powered cardiovascular devices you need to know**
- **LVADs save lives: So why aren't more available?**
- **How Medtronic uses nitinol to improve the structure and effectiveness of heart devices**



Medical Design Sourcing

Build brand awareness

MassDevice and Medical Design & Outsourcing offer custom enhanced supplier pages for companies participating in year-long package programs. Supplier pages are built on a flexible framework allowing for customization of content on a single page. Choose video options, add whitepapers, catalogs, custom URL's and your Leadership profile.

CONTENT INCLUDES:

- Category premium sponsorship opportunities
- Company logo & description
- Features articles / products / pr
- Datasheets & catalogs
- Featured video / multi-view player
- Social media connections
- Whitepapers
- Site links
- Additional resources

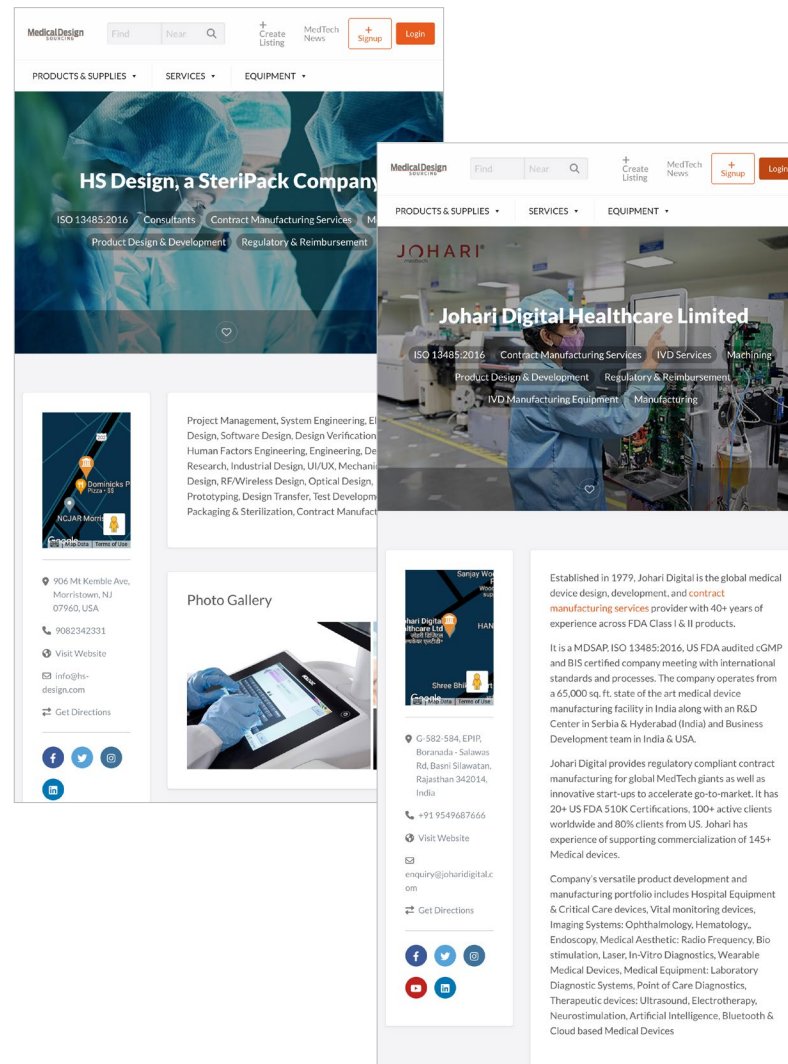
Please contact your sales representative on how to get your enhanced supplier page live today.

For the most updated specifications, please visit:
marketing.wtwhmedia.com/customizable-supplier-pages-on-all-networks

Medical Design

SOURCING

www.medicaldesignsourcing.com



WTWH MEDIA PRINT AD SPECIFICATIONS

AD SIZE	AD SHAPE	TRIM	BLEED
Full Page	Full Page	8-1/2" x 10-7/8" (8.5" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125")
1/2 Page	1/2 Vertical	3-5/8" x 10" (3.625" x 10")	N/A
	1/2 Horizontal	7-1/2" x 4-7/8" (7.5" x 4.875")	N/A
	1/2 Island	4-7/8" x 8-1/2" (4.875" x 8.5")	N/A
2/3 Page	2/3 Vertical	4-7/8" x 10" (4.875" x 10")	N/A
1/3 Page	1/3 Vertical	2-3/8" x 10" (2.375" x 10")	N/A
	1/3 Square	4-7/8" x 4-7/8" (4.875" x 4.875")	N/A
	1/3 Horizontal	7-1/2" x 3-1/8" (7.5" x 3.125")	N/A
1/4 Page	1/4 Square	3-5/8" x 4-5/8" (3.625" x 4.625")	N/A
ADS PLUS			
1/2 Page	1/2 Page Spread	17" x 5-3/8" (17" x 5.375")	17.25" x 5.625"
Full + 1/3	Full + 1/3 Vertical	8-1/2" x 10-7/8" (8.5" x 10.875") PLUS 2-3/4" x 10-7/8" (2.75" x 10.875")	8-3/4" x 11-1/8" (8.75" x 11.125") PLUS 3" x 11-1/8" (3" x 11.125")
2-Page Spread	2-Page Spread	8-1/2" x 10-7/8" (8.5" x 10.875") (two separate full pages)	8-3/4" x 11-1/8" (8.75" x 11.125")

Please submit ads via the WTWH Ad Portal at ads.wtwhmedia.com.

LIVE (SAFETY) AND BLEED

Keep all live items (not intended to trim) 1/4" inside trim edges. If an ad is designed to bleed to the edge, an 1/8" bleed is required outside of trim. Please make sure to output the pdf accordingly to include the bleed, as this is generally not the default setting.

MEDIA

File format: Ads must be PDF/X-1a files. Please save PDF as: PDF/X-1a:2001 with the compatibility set to Acrobat 4 (PDF 1.3).

Fonts: Embed all fonts

Color space: CMYK – Images and colors saved as CMYK, no RGB files and no spot colors or pantones within PDFs.

Resolution: 300 dpi

Artwork submitted is assumed that color, images, and copy are proofed and correct from client. Any necessary artwork or copy preparation may be billed to advertiser.

PROOF

Client also has the option to submit a SWOP 3 certified proof via mail, as well. By choosing not to supply a SWOP 3 certified proof, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible from the supplied digital file. If sending a SWOP certified proof, please contact your Customer Service Representative for details.

QUESTIONS

For ad production questions, please contact:

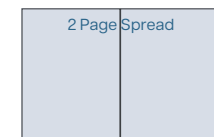
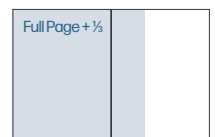
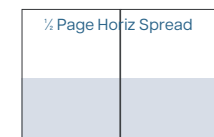
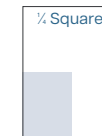
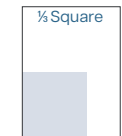
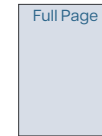
Tracy Powers, Customer Service Representative, (440) 452-3449
tpowers@wtwhmedia.com

Printing Process: Offset, computer-to-plate (CTP)

Binding Method: Perfect bound

SUPPLEMENT HALF-PAGE TIP SPECS:

1. High resolution logo (preferably ai or eps file)
2. 1 image (3x3, 300 dpi, preferably jpg, eps, tiff, or pdf)
3. 100-125 words of copy (May include title)
4. Contact info (Company Name, website and address and phone # if preferred)



Social Media Management

Reach Your Audience | Build Awareness | Increase Engagement

WTWH manages a wide variety of manufacturers' social accounts based on a proven track record of engagement, communication, reach and value. Our approach is very hands on to achieve the best results based on your needs to start or increase your digital marketing footprint.

OUR GOAL

Increase thought leadership presence via social channels

Create & post content

Grow following & increase engagement

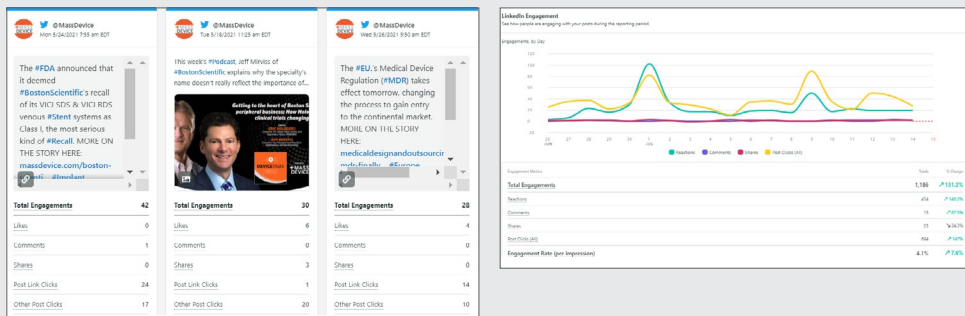
Increase social conversion to your website

WTWH OFFERS

- Dedicated Account Manager to oversee and implement your social strategy
- Management & set-up of all major social platforms
- Content creation of all posts
- Monitoring all interactions of your brand across platforms
- Monthly reporting
- Review & strategy sessions

Packages range from \$900-\$1,900 depending on number of platforms managed and frequency of posting schedule.

Please contact your sales representative for more information.



Monthly reporting is a standard part of all social media packages to assist in the optimization of brand, product and/or lead-generation goals for your company. Our team of experts works with you to fine-tune messaging, promotion and campaigns critical to your success.

SOCIAL MEDIA AD TARGETING

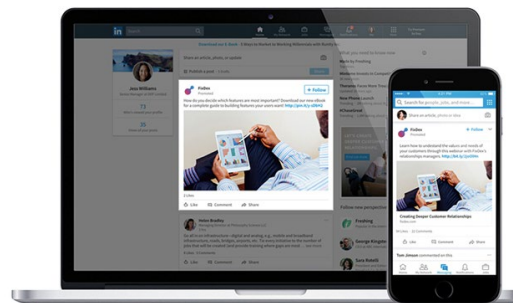
In addition to social media platform management, Life Science manages paid ad targeting on all social media platforms, including Facebook and LinkedIn. All platforms offer varying ways to target a specific audience by demographics, industry, title and company. With admin access to your social platform of choice, Life Science will work with you to build an audience on that social platform, meeting your requirements and target a message directly to that audience.

- **LinkedIn**
Target your ideal customer by geography, industry, job title, company size, member groups, email contact list or even company name. LinkedIn will match those with member user data and create an audience that can be used to target ads. LinkedIn is also a great platform for lead generation.
- **Facebook**
Target ads by geography, job title, field of study and device usage.

Investment:

Cost to reach audiences varies based on budget and audience targets. Most platforms will offer the ability to pay cost-per-click or cost-per-impression to reach the targeted audience. Life Science's social media marketing team will work with you to estimate the investment to reach your audience. Cost of campaign goes directly to the social media platform. Management fee to Life Science is 30% of the total campaign budget.

Please contact your sales representative for more details and pricing.



PPC Management: Google Ads

Drive Traffic & Conversions | Immediate & Measurable Results

When **PPC is done right**, it can be a **valuable part** of your inbound **marketing strategy**.

It is an ongoing effort that takes skill, strategy and time. WTWB is a long-term partner who will work with you to develop an effective PPC strategy, manage that strategy, and measure it.

ANALYSIS, STRATEGY & SET-UP

- Review of current PPC program (if applicable)
- Competitive assessment
- Identify goals & expectations
- Comprehensive keyword research
- Building & implementation of negative keyword list
- Ad text creation
- Landing page analysis & consultation
- Budgeting & bidding set-up

ONGOING ACCOUNT MANAGEMENT

- Campaign expansion
- Continuous ad testing & optimization
- Ongoing strategic bid & budget management
- Keyword expansion
- Ongoing negative keyword implementation
- Ongoing competitive assessment

MEASURABLE ROI & REPORTING

- Weekly optimization updates
- Weekly detailed performance report
- Attribution analysis (Google Analytics read-only access required)
- Conversion tracking analysis
- Monthly reporting
- Monthly program review & strategy call with dedicated account manager

INVESTMENT

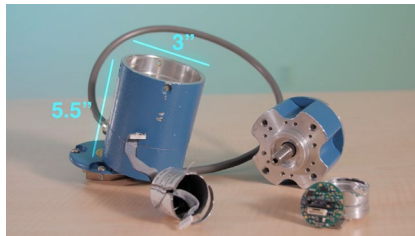
- Minimum campaign monthly campaign budget -- \$2,000 paid to Google / Annual campaign management with cancellation option
- Monthly management fee of 30% of campaign monthly spend
- Additional \$1,700 one-time set-up fee for new account creation



Video Production Services

Full-Service HD Video Production

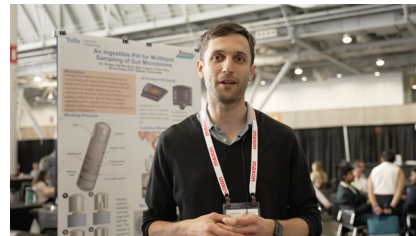
WTWH media offers end-to-end HD video production services, including script development, filming, editing, post-production and delivery. Our team is dedicated to bringing your brand to life through captivating visuals and compelling storytelling. Throughout the process, we collaborate closely with your team to ensure our videos align with your brand identity and marketing objectives.



PRODUCT VIDEO

This dynamic and engaging video type showcases the unique features and benefits of your product while driving brand awareness. We expertly capture the essence of your product utilizing dynamic camera angles, smooth transitions, and captivating visuals to showcase its functionality in action.

Pricing based on SOW



CLIENT TESTIMONIAL VIDEO

These videos are a powerful tool to build trust, credibility and social proof of your brand. We will showcase individuals who have experienced firsthand the value and benefits of your product, service, or brand. Through compelling storytelling, we carefully craft a narrative that highlights the journey and success of your customer.

Pricing based on SOW



CORPORATE OVERVIEW VIDEO

Videos that effectively communicate your brand's story, mission, and key messages to your target audience. We work with you to identify the most important aspects of your company story that you want to convey to your audience. Whether it's showcasing your state-of-the-art facilities, or highlighting your innovative products and services, these videos bring your company to life on screen.

Pricing based on SOW

www.youtube.com/@massdevice7231

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