

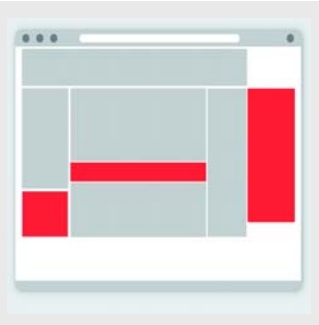


## Advertising options

Reach your target audience with individual approaches and corresponding formats.

### Classic

Use the popular banner formats and target your customers directly in an editorial environment.



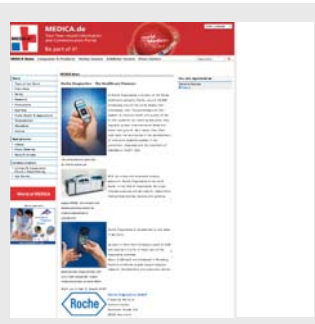
### Specials

Present yourself with specials, promotions, individual pages or as a sponsor.



### Advertorials

Attention-grabbing video articles offer the opportunity to deliver extensive messages.



### Video

Extensive design options on an individual page. Inserted advertising messages reach your target group directly without scattering losses.



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## MEDICA.de - Your year-round Online Magazine

MEDICA.de is the most popular and actively used source of information for trade experts of the medical technology industry and globally the most important platform for every company in medical technology.

It addresses trade fair visitors and especially experts, decision makers and health care professionals. MEDICA.de impresses with its daily updated news that is written by industry journalists and physicians and thus commanding full credibility with its users, making it consistently able to expand its range. The Portal maintains a consistent audience with higher than average session lengths on site.

The bilingually geared MEDICA-Portal is an ideal marketing tool for you and your public relations agenda. You are able to reach your customer base not only at MEDICA, but also directly and all year around.

For exhibitors at MEDICA, the Online Portal offers prominently placed presentation areas for eye-catching advertising, which has proven to gain high acceptance rates with MEDICA.de users.

### www.MEDICA.de - a success that is measurable:

- Online since September 2001
- Weekly newsletter with more than 30,000 subscribers
- Editorial department made up of doctors, scientists and journalists
- Daily updates of contents
- Down to detail search functions

## Your Year-round Information and Communication Portal

The screenshot displays the MEDICA.de website interface. At the top, there is a red header with the MEDICA.de logo and the text "Your Year-round Information and Communication Portal". Below the header, there is a navigation menu with links such as "MEDICA Home", "Companies & Products", "Visitor Service", "Exhibitor Service", and "Press Service". The main content area is divided into several sections: "Exhibitors & Products 2010", "Search Input" with a search bar and filters, "Online Showrooms" with links to company profiles and product descriptions, and "Special Features" including a MyOrganizer and an online database for handheld and cellular phones. There are also several advertisements, including one for PHILIPS and another for Miele Professional. The footer contains copyright information and social media links.

Advertisement	Location	Runtime	Dimension	Price/CPM*		Specs
				(Minimum order: 25 CPM / 25,000 PageImpressions)		
Skyscraper	MEDICA Home Companies & Products Visitor-Service Exhibitor-Service	The campaign duration is variable and dependent on ad impressions and placement assignment.	160x600px	EUR	45,00	JPEG; GIF or Flash possible
			160x600px	EUR	45,00	
			160x600px	EUR	45,00	
			160x600px	EUR	45,00	
Fullsize-Banner	MEDICA Home Companies & Products	The campaign duration is variable and dependent on ad impressions and placement assignment.	500x60px	EUR	17,00	JPEG; GIF or Flash possible
			500x60px	EUR	17,00	
Rectangle	MEDICA Home Companies & Products Visitor-Service Exhibitor-Service	The campaign duration is variable and dependent on ad impressions and placement assignment.	200x160px	EUR	15,00	JPEG; GIF or Flash possible
			200x160px	EUR	15,00	
			200x160px	EUR	15,00	
			200x160px	EUR	15,00	
Rectangle "Photogallery"	MEDICA Photogalleries	1 Month	500x375px	EUR	600,00	JPG; GIF (No animation)
Keyword-Banner	MEDICA News Sections	1 Month	160x300px	EUR	120,00	JPEG; GIF or Flash possible
		3 Months	160x300px	EUR	340,00	
		6 Months	160x300px	EUR	650,00	
		12 Months	160x300px	EUR	1.200,00	
Newsletter Banner	Fullsize-Banner Skyscraper	1 Issue	620x50px	EUR	550,00	JPG; GIF (No animation)
		1 Issue	120x500px	EUR	1.250,00	
Newsletter Text-Ads	Newsletter	1 Issue	100x100px + Text	EUR	550,00	JPG; GIF (No animation)
<b>Advertorial:</b>			-			
Basic Package	Topic of the Month	1 Month		EUR	2.000,00	
Newsletter-Package	+	1 Month		EUR	2.300,00	
Premium Package	Newsletter	1 Month		EUR	3.000,00	
Twitter-Ads	MEDICA Twitter-Feed		-	on request		
Sponsoring Sweepstakes	MEDICA News Sections	1 Month	-	EUR	300,00	
Spot-the-difference-Sponsoring	MEDICA News Sections	1 Month	-	EUR	400,00	
Video Production				starting from EUR 648,00		

\* Prices refer to one language version: German or English. All prices do not include the 19% applicable statutory value-added tax. With the publication of this price list, older media data is no longer valid. The prices in each case were charged at cost-per-thousand impressions (CPM) and do not include applicable statutory value-added tax, defined as the price for 1,000 displays of your banner in the MEDICA-tradefair.com product offer. CPM vary by number of bookings and type of advertisement. Therefore the campaign duration is variable. The cost by adserver OpenX at MEDICA.de is the basis for all data and billing. You will receive a closing report at the end of your campaign via e-mail.

## Topic Agenda for MEDICA 2011

### Editorial Sections:

■ Research ■ Innovations ■ Business ■ Public Health & Associations ■ International Markets

Calendar

Issue Date	Topic of the Month
January	Medical science and history
February	Autoimmune diseases
March	Emergency and critical care
April	Pediatric Disease
May	Dermatology
June	Gender Medicine
July	Diseases of Civilization
August	An international comparison of health
September	Hospital hygiene
October	Telemedicine
November	MEDICA 2011
December	Stress

Subject to alterations.

For more information on specials and special editions contact your Sales Representative.

## Range Growth of MEDICA.de

Continual increase of number of visitor since launch of MEDICA.de

Statistics

Year	Page Impressions	Visits	Unique Visitors
2002	6.060.647	586.993	-
2003	7.335.347	834.609	-
2004	7.876.861	935.086	-
2005	9.419.367	1.147.778	-
2006	10.075.582	1.088.631	-
2007	11.463.549	1.068.311	604.664
2008	11.021.222	1.050.197	595.156
2009	11.275.753	1.268.870	707.539
2010	11.363.903	1.356.825	906.597

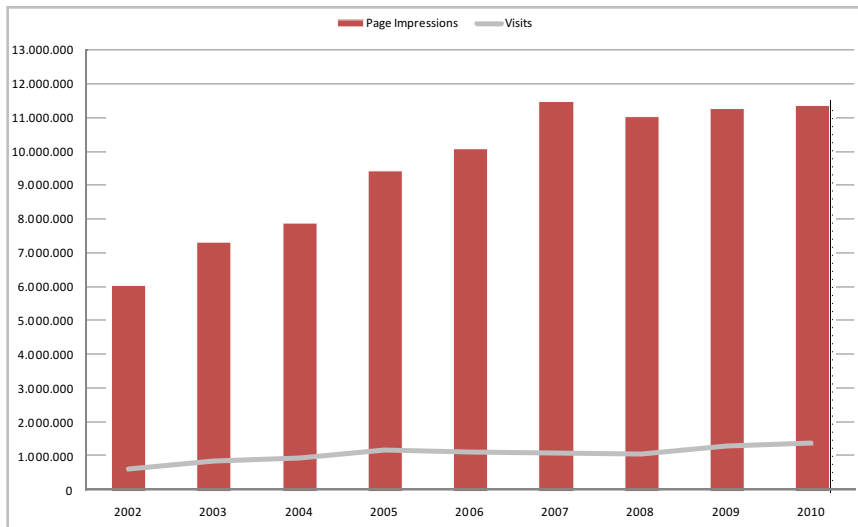
### User data:

152.039 registered portal users

### from that:

1.057 registered journalists

30.608 registered newslettersubscribers



## Page Impressions upon the different channels\*

Advertising without scattering losses – Understanding your target audience.

Statistics

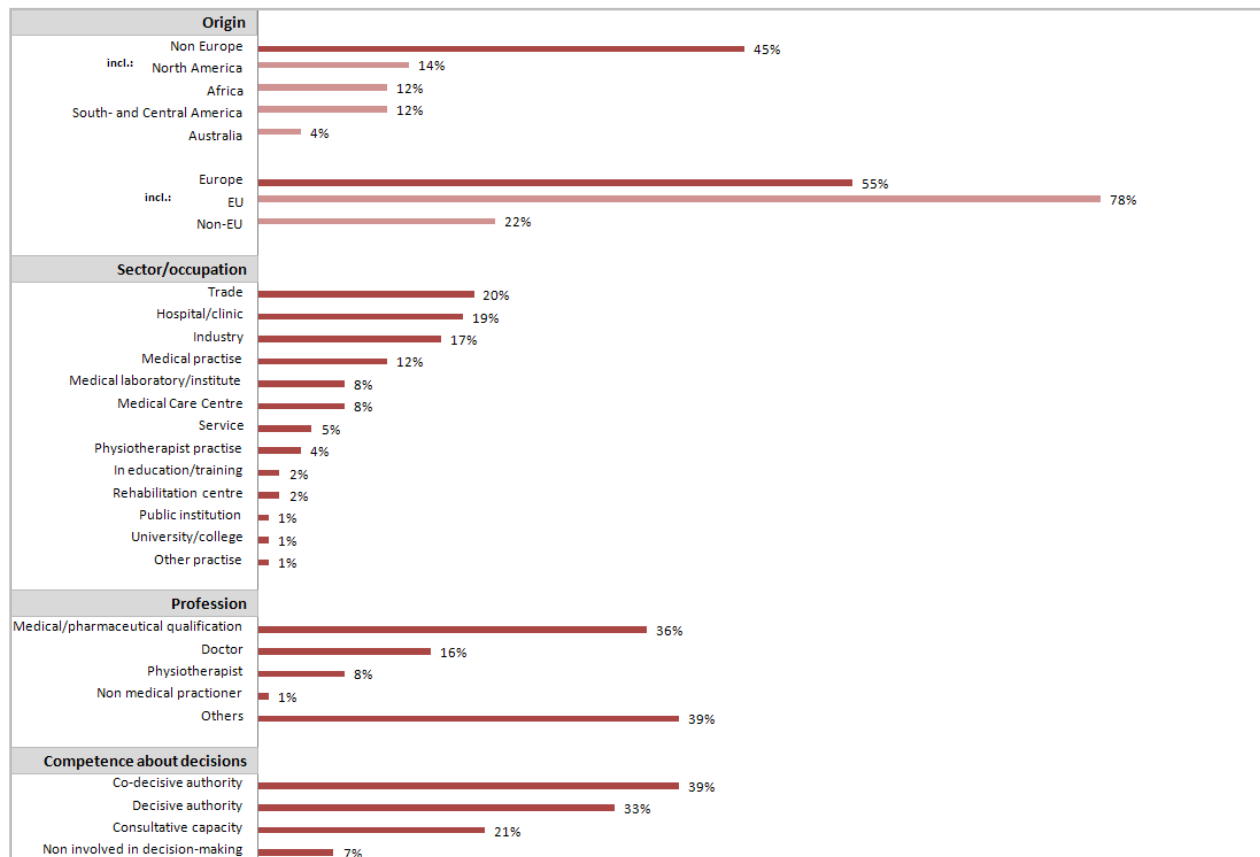
Sites	January	February	March	April	May	June	July	August	September	October	November	December	Total	
<b>Portal total</b>	409.249	357.209	364.418	324.180	364.104	458.909	506.414	809.389	1.109.024	2.014.021	4.158.861	488.125	11.363.903	
<b>Portal total German</b>	180.763	173.820	187.473	166.060	164.412	192.089	241.599	400.910	512.487	830.831	2.204.006	164.324	5.418.774	
<b>Portal total English</b>	224.600	179.712	174.188	156.597	197.672	265.691	260.861	394.663	588.026	1.171.357	1.895.689	319.708	5.828.764	
<b>Homepage (German Site)</b>	24.968	23.853	23.828	19.820	20.938	24.575	31.106	57.669	82.054	128.330	277.135	24.524	738.800	
<b>Homepage (English Site)</b>	12.339	12.116	12.009	10.043	11.007	14.264	17.350	11.007	50.450	78.901	114.654	14.939	359.079	
<b>Channel "Home" German</b>	55.461	52.154	53.136	47.309	46.088	53.712	62.354	98.396	131.622	205.939	495.751	62.139	1.364.061	
<b>Channel "Home" English</b>	27.475	26.157	25.719	22.828	23.872	28.410	33.833	23.872	85.232	135.209	219.094	35.222	686.923	
<b>Homepage "Exhibitor-Service" German</b>	3.278	4.800	3.108	2.361	2.680	3.502	4.480	10.120	11.228	17.266	26.622	1.926	91.371	
<b>Homepage "Exhibitor-Service" English</b>	3.984	5.133	3.435	2.270	2.816	3.784	2.875	11.620	11.737	15.208	15.747	2.372	80.981	
<b>Channel "Exhibitor-Service" German</b>	11.141	16.051	9.669	7.165	8.018	10.612	11.800	24.903	23.949	33.399	45.848	4.341	206.896	
<b>Channel "Exhibitor-Service" English</b>	7.004	10.255	5.735	3.759	4.751	6.263	10.848	29.497	25.737	29.034	28.661	6.145	167.689	
<b>Homepage "Visitor-Service" German</b>	1.801	1.834	2.442	1.886	2.161	2.601	3.468	6.453	12.070	25.185	104.779	1.589	166.269	
<b>Homepage "Visitor-Service" English</b>	1.510	1.612	1.899	1.942	2.726	3.678	2.745	7.090	12.506	24.622	47.843	1.447	109.620	
<b>Channel "Visitor-Service" German</b>	4.343	4.570	5.858	5.291	6.112	7.669	9.699	16.012	33.084	73.290	345.568	3.235	514.731	
<b>Channel "Visitor-Service" English</b>	2.398	2.465	2.979	3.031	4.096	5.457	8.599	18.147	33.470	68.754	145.931	3.083	298.410	
<b>Homepage "Companies &amp; Products" German</b>	8.076	6.903	7.455	5.991	6.509	6.881	9.290	16.275	22.418	38.221	105.414	5.863	239.296	
<b>Homepage "Companies &amp; Products" English</b>	7.829	5.924	6.735	6.270	6.802	7.834	8.124	17.414	24.510	46.645	79.181	196.008	413.276	
<b>Channel "Companies &amp; Products" German</b>			There is no evaluation possible for this period.						258.962	342.218	568.771	1.295.959	149.280	2.615.190
<b>Channel "Companies &amp; Products" English</b>								210.075	330.598	707.450	1.142.417	196.008	2.586.548	
<b>News German</b>	25.069	23.860	25.021	24.092	21.536	24.639	23.663	30.083	33.672	48.989	90.326	27.934	398.884	
<b>News English</b>	10.804	10.406	9.837	9.294	8.831	9.281	9.527	12.159	17.092	24.690	42.059	12.225	176.205	
<b>Sweepstake German</b>			1.403	1.660	1.514	928	928	864	1.374	2.133	4.978	389	16.171	
<b>Sweepstake English</b>			358	389	409	393	405	317	663	648	627	162	4371	

\* Descriptive statistics concerning the Year 2010. The 2011 results may vary from those above.

## Target Audience - At a glance

Socio-economic characteristics of the MEDICA.de-User

Targeting



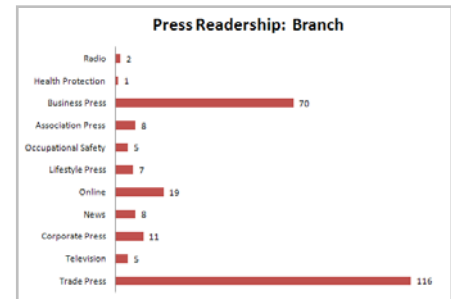
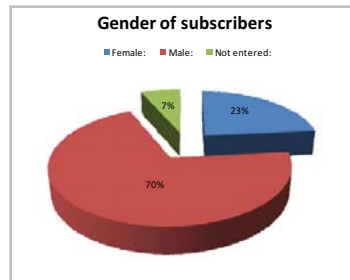
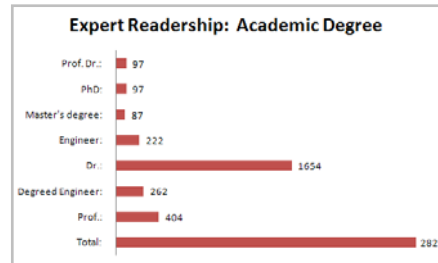
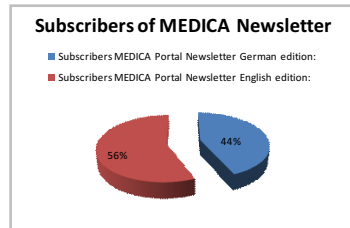
## MEDICA-Newsletter Audience Profile

Weekly Newsletter with more than 42.000 international Subscribers.

Audience  
Info

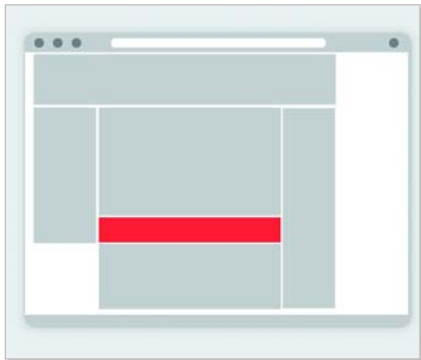
Year	Subscribers	German edition	English edition	Male	Female
2010	30,608	13,468	17,140	12,474	5,211

### Socio-economic characteristics of the MEDICA readership (English issue):

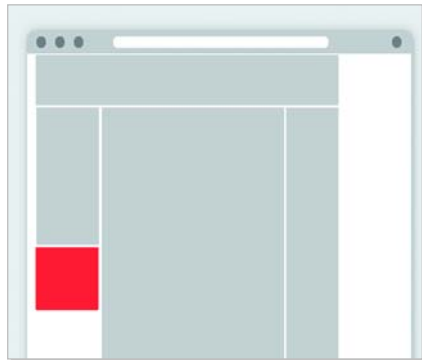




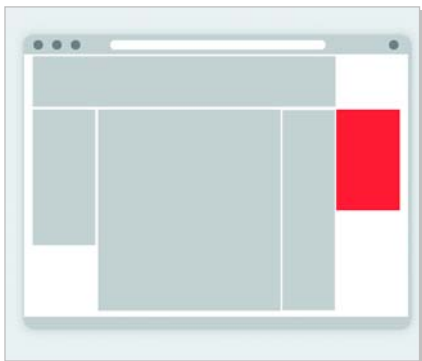
Skyscraper in different Channels:  
Dimension: 160px width x 600px height  
CPM: EUR 45,-



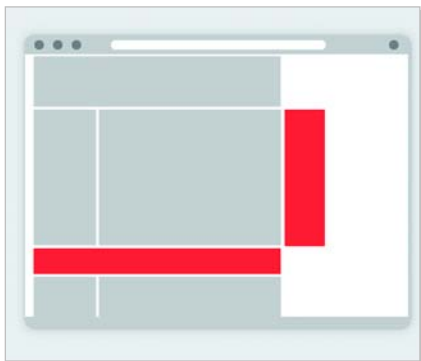
Fullsize-Banner in different Channels:  
Dimension: 500px width x 60px height  
CPM: EUR 17,-



Rectangle in different Channels:  
Dimension: 200px width x 160px height  
CPM: EUR 15,-



Keyword-Banner in the News Sections:  
Dimension: 160px width x 300px height  
Price: from EUR 120,-



Newsletter Banner:  
Dimension: Skyscraper or Fullsize-Banner  
starting from EUR 550,- / 1 Issue

**Advertorials**  
**Sweepstake**  
**Sponsored Tweets**  
...  
**and many more**

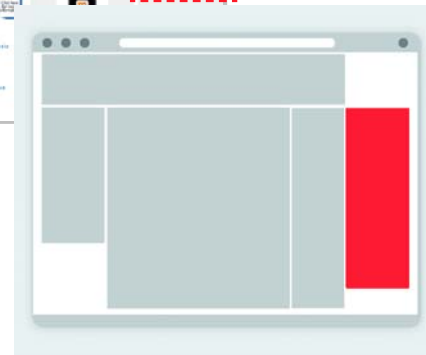
## Skyscraper

Do you want to reach high up? Then the Skyscraper is for you. With its attention catching tall format you can communicate with your target group at literally the highest level.

The Skyscraper is an over-sized advertisement positioned adjacent and to the right of the main content. With its location this form of advertisement is optimally positioned and instantly recognized by the user as an integral part of the page.

Order at MEDICA “Home”, and in the Channels “Companies & Products” and “Visitor-Service” or “Exhibitor-Service”.

CPM\*: EUR 45,- (German or English)



Dimensions: 160 x 600 pixels  
File format: JPG/GIF/SWF/HTML  
File size: Max. 50 KB (JPG/GIF)  
Max. 50 KB (Flash)  
(When using flash please integrate URL)

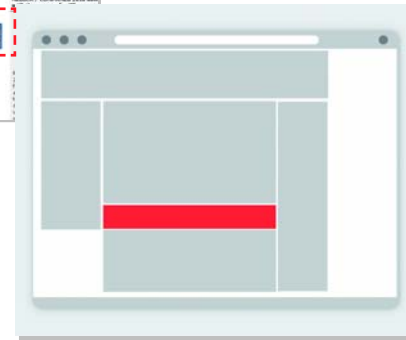
\* The prices in each case is a cost-per-mille-price-model (CPM) and does not include applicable statutory value-added tax, defined as the price for 1,000 displays of your banner in the MEDICA.de product offer. CPM vary by number of bookings and type of advertisement. Therefore the campaign duration is variable.

## Fullsize-Banner

This banner provides the optimal location to catch the attention of the visitor. At MEDICA “Home” or in the “Companies & Products”-database you can position your advertising banner very prominently in the middle of the premium news content.

Your message attains high attention and captures the interest of your target group. The banner has generous dimensions which can be perfectly used to present your advertising message.

CPM\*: EUR 17,- (German or English)



Dimensions: 500 x 60 pixels  
File format: JPG/GIF/SWF/HTML  
File size: Max. 50 KB (JPG/GIF)  
Max. 50 KB (Flash)  
(When using flash please integrate URL)

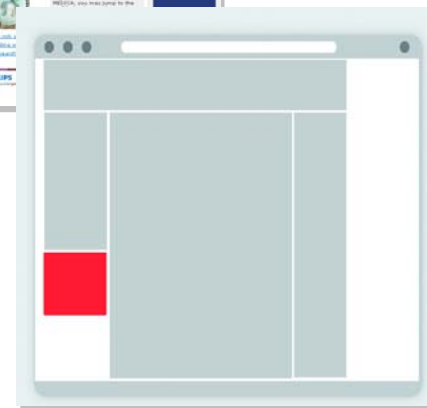
\* The prices in each case is a cost-per-mille-price-model (CPM) and does not include applicable statutory value-added tax, defined as the price for 1,000 displays of your banner in the MEDICA.de product offer. CPM vary by number of bookings and type of advertisement. Therefore the campaign duration is variable.

## Rectangle / Banner below the Navigation bar

Place your advertisement prominent and with a high range. The rectangle-banner is published below the left navigation bar and available at MEDICA “Home”, and in the Channels “Companies & Products” and “Visitor-Service” or “Exhibitor-Service”.

It offers plenty of possibilities for your online-advertisement. It is suitable as an instrument for branding- or interactive advertisement campaigns.

**CPM\*:** EUR 15,- (German or English)



Dimensions: 200 x 160 pixels  
File format: JPG/GIF/SWF/HTML  
File size: Max. 50 KB (JPG/GIF)  
Max. 50 KB (Flash)  
(When using flash please integrate URL)

\* The prices in each case is a cost-per-mille-price-model (CPM) and does not include applicable statutory value-added tax, defined as the price for 1,000 displays of your banner in the MEDICA.de product offer. CPM vary by number of bookings and type of advertisement. Therefore the campaign duration is variable.

## Rectangle “Photogallery”

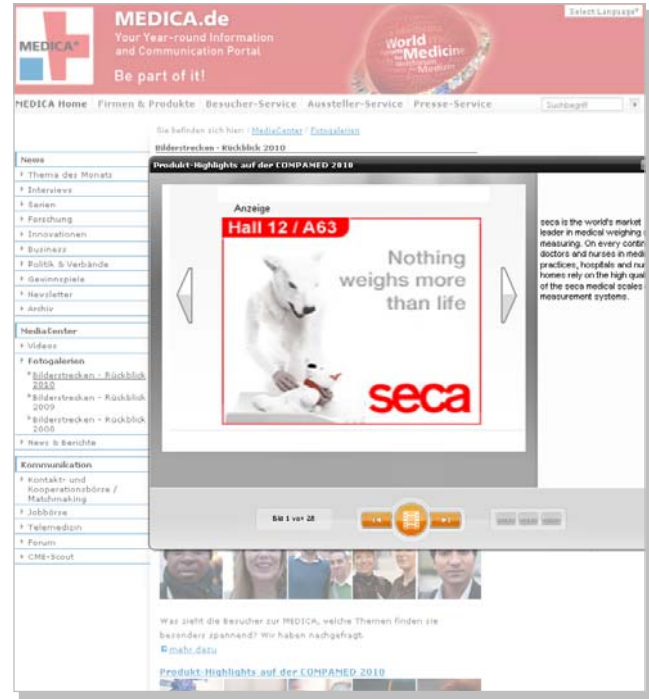
Present your brand in the right light!

A rectangle in the photo gallery puts your advertising message in the limelight. As a visual interruption in an editorial surrounding the rectangle immediately draws attention to your product and adds to raise the advertising effectiveness of your campaign. The rectangle is comparable to isolated ads in the print sector.

A photo gallery can be exclusively branded with a rectangle. The gallery can be chosen individually. The selection can be made via topic, target group or for single events. After the campaign expires your banner will be visible in the archive.

**Price:**

**1 Month:** EUR 600,00 (German & English)



Dimensions:

500 x 375 pixels

File format:

JPG/GIF/SWF/HTML

File size:

Max. 50 KB (JPG/GIF)

Max. 50 KB (Flash)

(When using flash please integrate URL)

## Keyword-Banner in the News Section

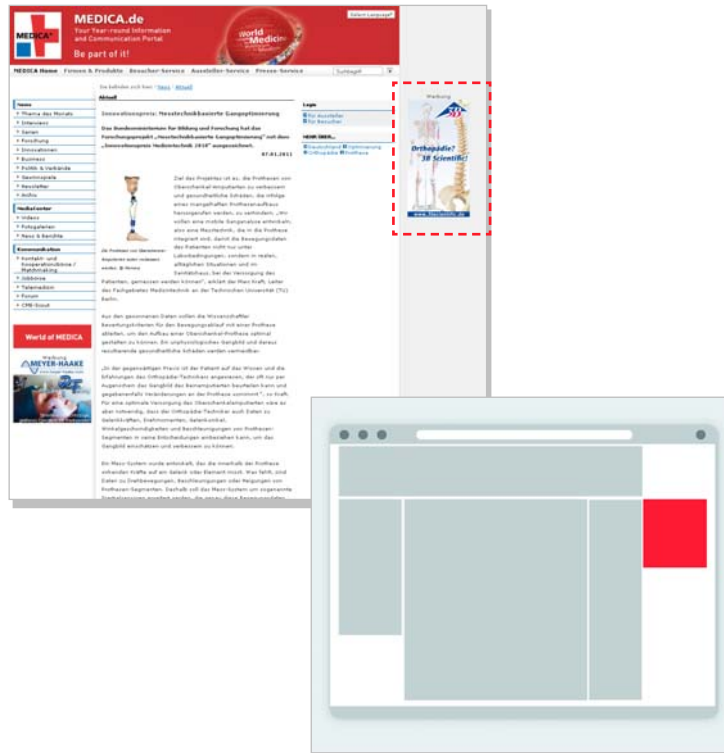
More success through nearness to your target group!  
Present your offer where the customer is looking for it. Book a banner placement with keyword connection and focus your company in a topic. The Keyword-Banner allows you to specify which keywords the banner should appear next to.

Your company banner, linked directly to your webpage, will appear in the right side next to articles and interviews with all relevant catchwords (5 keywords included).

The five keywords (i.e. "Ultrasound") are arbitrary. For a full list of available catchwords, please see the order forms.

### Price for five keywords:

<b>1 Month:</b>	EUR 120,00 (German & English)
<b>3 Months:</b>	EUR 340,00 (German & English)
<b>6 Months:</b>	EUR 650,00 (German & English)
<b>12 Months:</b>	EUR 1.200,00 (German & English)



Dimensions: 160 x 300 pixels  
File format: JPG/GIF/SWF/HTML  
File size: Max. 50 KB (JPG/GIF)  
Max. 50 KB (Flash)  
(When using flash please integrate URL)

## Newsletter Ads and Email Marketing

Advertisement arriving on your doorstep!

The readers of our newsletter are willing to take up information since the current news about medical technology from our journalists are from the user itself required information.

That way your message weekly arrives with the newsletter on the screens of more than 30,000 subscribers. During 2011 MEDICA the frequency of the newsletter will be daily.

### Newsletter Text-Ad:

Text + Picture (100 x 100 pixels); Link  
(max. 50 characters headline + max 300 characters text)

**Runtime:** 1 issue

**Price:** EUR 550,00 (German or English)

### Newsletter Fullsize-Banner:

Dimension: 620 x 50 pixels; Link

**Runtime:** 1 issue

**Price:** EUR 550,00 (German or English)

### Newsletter Skyscraper-Banner:

Dimension: 120 x 500 pixels; Link

**Runtime:** 1 issue

**Price:** EUR 1.250,00 (German or English)

The image shows a screenshot of a newsletter from MEDICA.de. At the top, there is a red header with the MEDICA.de logo and the text "Your Year-round Information and Communication Portal" and "Be part of it!". Below the header, there is a navigation bar with "MEDICA.de Newsletter", "Newsletter Service", and "RSS Feed". The main content area starts with "Dear Readers." followed by an article about obesity and mice. Below the article, there is a "Topic of the Month" section with links to "Interviews" and "Sweepstakes". A red dashed box highlights a banner for "CARESCAPE V100 und Mobile Vitais Plus solution". Below this, there is a "Research" section with a sub-heading "Nutrition: Fats And Carbohydrates Shorten Life Expectancy" and a link to "Source: MEDICA.de". Another red dashed box highlights a banner for "Sportlich im Wohnzimmer mit elektronischem Fitnesstrainer". On the right side of the newsletter, there is a vertical advertisement for "onyx" with the text "Your Reliable Medical Solution Partner" and an image of a woman and a child.

Should you have trouble viewing this message, please [click here](#).

**MEDICA.de**  
Your Year-round Information and Communication Portal  
Be part of it!

MEDICA.de Newsletter Newsletter Service RSS Feed

Dear Readers,

Humans should sometimes take a cue from mice - or at least adopt their eating habits, since it is well-known that mice always pick the best food morsels. But not just that: They are predominantly vegetarians, meaning they prefer vegetables over insects or similar meaty ingredients. Healthy eating habits like that would be highly desirable in many parts of the Western population.

After all, obesity is one of the most serious health issues of today, according to a new study by the Organization for Economic Co-operation and Development (OECD). If this trend continues, the prediction is that in the year 2020 two-thirds of the human population will be too fat. This makes it more susceptible to many various other diseases. With the aid of mice, the German Institute of Human Nutrition now examined the effects of a diet that's rich in fat and carbohydrates. Read more about it [here](#).

And on that note: Please stay healthy!

Diana Posh  
Editorial team MEDICA.de

Topic of the Month • Interviews • Sweepstakes

Unterstützt von Patienten-versorgung CARESCAPE V100 und Mobile Vitais Plus solution IT Integration at work

Research

**■ Nutrition: Fats And Carbohydrates Shorten Life Expectancy**  
Source: MEDICA.de

A team of scientists now showed that a lifelong diet with fat and carbohydrates reduced the life expectancy of mice by 33 percent. By contrast, high fat feeding with a high protein but low in carbohydrates reduced the life expectancy of rodents simply by seven percent.

Sportlich im Wohnzimmer mit elektronischem Fitnesstrainer  
WISSEN: Die Zeit, die man im Fitnessstudio verbringt, ist nicht nur für die Gesundheit, sondern auch für die Lebensqualität wichtig. Das ist die Wahrheit, die man nicht bestreiten kann. Doch was, wenn man sich nicht bewegen möchte, aber dennoch fit bleiben möchte? Dann ist die Lösung einfach: ein elektronischer Fitnesstrainer, der sich in Ihr Wohnzimmer integrieren lässt. Lesen Sie mehr!

Advertisement for onyx: Werbung onyx Your Reliable Medical Solution Partner

accompanying by

## Company article – Advertorial\*

Brief us and we will write about you.

Present your company, your services or your products in an editorial topic of focus.

An advertorial as a crossover between classical advertisement and editorial article is very popular with readers, as it combines your brand message with compelling information.

The textual integration in form of a microsite enables the portrayal of comprehensive and detailed information and illustrations on products, topics or services. Combined with an activating element (i.e.: Sweepstake, Spot-the-difference) the attention of users can be increased additionally.

The offer includes following editorial and media services:

- Creation of an editorial article about your company
- Briefing and text composing (max. two coordinations)
- Professional German/English translation
- Max. text length 3.500 characters, incl. teaser and long version (incl. spaces, author- and company description)
- 2 links to your website
- Integration of your company logo (linked, max. width 200 pixels)

\* The advertorial will be labeled as an advertisement.



### Basic Package:

- A full-page advertorial integrated in the monthly topic of focus (Topic of the month)

Price: EUR 2.000,00

### Newsletter Package:

- The services of the basic package
- 1 newsletter advert package (1 issue; German or English)

Price: EUR 2.300,00

### Premium Package:

- The services of the basic package
- 1 Keyword-Banner (160 x 300 pixels); 12 months runtime (German or English) **or** 1 Rectangle (200 x 160 pixels); 6 months runtime (German or English)

Price: EUR 3.000,00

## Twitter-Ads\*

Social Media is the future. The 140 character microblogging service Twitter is already used in many editorial office today.

We know how to strike the right tone so your message is taken seriously by your target audience. Profit from the opportunity to communicate with readers of the MEDICA-Portal directly and advertise in the official MEDICA Twitterfeed. (<http://twitter.com/MEDICAtradefair>).

### Twitter communication:

109 characters + Link (total of 140 characters)

Price: on request

**Kurze, aktuelle Nachrichten von MEDICA erhalten.**  
Auf Twitter erhältst Du Nachrichten in Echtzeit. Es ist ganz einfach, Dich auf dem Laufenden zu halten. **Jetzt anmelden** und @MEDICATradeFair folgen.

**Registrieren** » Erhalte Updates per SMS. Sende eine SMS mit **Neue MEDICATradeFair** an Deinen entsprechenden Code. **Code:** für andere Länder

**MEDICA.de**  
Your Year-round Information and Continuous class Parties.  
Be part of it!

**Vertrauen in die Brustkrebsfrüherkennung und die Diagnose stärken** <http://bit.ly/gKfOKr>  
vor ungefähr 4 Stunden via twitterfeed

11. HTA-Symposium: Theoretische Praxis - praktische Theorie? <http://bit.ly/hfHf6>  
6:20 AM Feb 17th via twitterfeed

Stellungnahme des AKI zu Stillablagen auf Instrumentarium – Ausschluss von OP's eine Überreaktion <http://bit.ly/hfHf6>  
6:22 AM Feb 18th via twitterfeed

Diskussio-Management-Programme in Nordrhein  
Chronikerprogramme helfen den Patienten <http://bit.ly/ymdvn>  
7:27 AM Feb 7th via twitterfeed

Anästhesiologie der Uniklinik Essen überwacht <http://bit.ly/j9RoUJ>  
1:27 AM Feb 4th via twitterfeed

The NGAL Test™ now launches  
ADNP1  
6:23 AM Feb 2nd via twitterfeed

Neue Medizinprodukte für das

**MEDICA.de**  
Ost Düsseldorf, Germany  
Web <http://www.medica.de>  
Biographie Die MEDICA: Seit Jahren der weltweit größte Marktplatz jährlich im November in Düsseldorf.  
8 482 82  
Following **Koliner** **gepostet**  
Updates 3,71k  
Antworten  
following  
RSS-Feed mit Tweets von MEDICATradeFair

**MEDICA\*** **MEDICATradeFair**

TRUMPF Medizin Systeme stattet rumänische Krankenhäuser mit OP-Leuchten und -Tischen für Entbindungs- und Neugeb... <http://bit.ly/e4H7Tw>  
5:21 PM Dec 6th, 2010 via twitterfeed

I uploaded a YouTube video -- Spring seal products meet broburden requirements - Bal Se... <http://youtu.be/zlf1h89ya2xo?u>  
3:03 PM Dec 6th, 2010 via Google

iVISION Scanware: Automated Evaluation of Immunoblots <http://bit.ly/eB17In>  
1:57 PM Dec 6th, 2010 via twitterfeed

AusMedtech 2011 Medical Technology Conference, Sydney Hilton, May 23-24 <http://bit.ly/hwKKO8>  
2:50 AM Dec 3rd, 2010 via twitterfeed

\* Please note that AdReporting is not available for this form of advertisement.

## Sweepstake Sponsoring\*

Make your brand public in a playful context by exclusively sponsoring a sweepstake on MEDICA.de. Our sweepstake positions your brand excellently and turns your company and products into an interactive experience. You will only gain readers that are genuinely interested in your product.

The sweepstake is teased in the respective editions of our newsletter, sent out to over 30.000 international subscribers, with your product image, as well as our Facebook-page "MEDICA". Additionally, the sweepstake question relates to you and/or your products, so that participants must deal with your brand consciously.

Specification Sweepstake:

- Your individual text with max. 500 characters,
- 2 images (max. 180 pixels width, 180 pixels length)
- headline max. 60 characters.

The winner will be published in one of the following editions and you gain an additional positively loaded branding- advertising space.

Price:

1 Month: EUR 300,00 (German & English)

\* The sweepstake prizes must be supplied by the customer.

The screenshot shows the MEDICA.de website interface. At the top, there is a navigation bar with the MEDICA logo and the text "MEDICA.de Your Year-round Information and Communication Portal Be part of it!". Below the navigation bar, there is a search bar and a "Select Language" dropdown. The main content area features a "Sweepstakes" section with the title "MEDICA.de-Sweepstakes: Your Weight Always Under Control". The text of the sweepstake reads: "Smoke less, exercise more, lose a few pounds: Many people make a New Year's resolution to live healthier. If you are among those who want to keep their weight under control, MEDICA.de can help. Win an elegant, ruby red scale by seca by simply answering our sweepstakes question. Here is a little hint: It refers back to our March Topic of the Month". A date "15/09/2010" is displayed. Below the text is an image of a red Seca scale. To the right of the image, there is a short description of the scale: "For decades, the time tested classic scales by seca have the quality characteristics, which also make them modern today: They are always ready for use, need no batteries, are very sturdy and measure weight quickly, easily and precisely. Lovers of classical design will also appreciate them. This ruby red seca colorata 760 with its chrome guard ring and skin friendly tread is made of natural rubber and weighs people up to 150 kilos." Below the image, there is a question: "Sweepstake question: What percentage of treatment errors go back to lack of communication and cooperation of doctors?" with two options: "a. 70 percent" and "b. 30 percent". At the bottom, there is a submission instruction: "Please submit your answer via e-mail to [redaktion\[at\]medica.de](mailto:redaktion[at]medica.de) by April 15, 2010 and reference "Scale\_Sweepstakes\_2010" in the subject line. The winner will be [praxiss\\_forum\\_ML@mail.de](mailto:praxiss_forum_ML@mail.de).

The screenshot shows a newsletter email layout. At the top, there is a header with the text "Gegen Krebs: Mit vereinten wissenschaftlichen Kräften" and "Seite: MEDICA.de". Below the header, there is a sub-header: "Das Westdeutsche Tumorzentrum (WTZ) am Universitätsklinikum Essen ist Partner im „Deutschen Konsortium für Translationale Krebsforschung“". Below this, there is a small image of a red Seca scale. To the right of the image, there is a section titled "Gewinnspiel" with the text: "Das Gewicht immer unter Kontrolle". Below the text, there is a short description of the scale: "Weniger rauchen, mehr Sport treiben, ein paar Kilos abnehmen: Viele Menschen nehmen sich zu Jahresbeginn vor, gesünder zu leben. Wenn auch Sie Ihr Gewicht unter Kontrolle halten wollen, kann MEDICA.de helfen. Gewinnen Sie eine elegante Waage in weinrot von seca, indem sie einfach unsere Messe-Gewinnspielfrage beantworten. Hier geht es zum Gewinnspiel". At the bottom, there is a "Newsletter-Service" section.

## Spot-the-difference-Sponsoring\*

Achieve a maximum retention period!  
 Readers will stay with your product ad, as we let them search for tiny differences in your product picture.

A product picture, your company logo and an explanatory text on the picture theme are enough to gain highest attention. You supply the picture, text and corresponding product and we will do the rest.

### Price:

**1 Month:** EUR 400,00 (German & English)

SUCHSPIEL

Spot-the-difference-Sponsoring

Vom 5. bis 7. März findet in Nürnberg die Embedded World 2009 statt. Dazu passt auch das Bild-Suchspiel unserer aktuellen Ausgabe: Im zweiten Bild haben wir so kleine Fehler eingebaut. Sehen Sie genau hin - finden Sie alle?

ORIGINAL



FÄLSCHUNG



Das Suchspiel dieser Ausgabe wird gesponsert von der Mentor Graphics (Deutschland) GmbH. Besuchen Sie Mentor Graphics auf der Embedded World in Halle 11, Stand 218. Erfahren Sie mehr über „Nucleus Real Time OS - Fast Performance, Power Efficient and Small Footprint“. Zur Belohnung erwartet Sie am Stand eine kleine Überraschung. Wir wünschen viel Spaß!

Die Auflösung finden Sie unter [www.embedded-world.de](#)

beta<sup>web</sup>

\* The prizes must be supplied by the customer.

## Digital video production in TV standard

Showcase your company professionally and lively. Videos are vivid, emotional and above all convincing. Your customers and potential buyers get to know you and your products at their best in an audio-visual experience. A great way to set yourself apart from the competition and reach customers, you were not able to visit at the trade fair booth. Include your video also in your customer presentations or on your company website.

Video

The screenshot shows the MEDICA.de website interface. At the top, there is a navigation bar with links for 'Firmen & Produkte', 'Besucher-Service', 'Aussteller-Service', and 'Presse-Service'. Below this, a search bar and a 'Sie befinden sich hier:' breadcrumb trail are visible. The main content area features several news items, each with a video thumbnail and a play button icon. The articles include: 'Green-Hospital im Fokus bei Siemens', 'Mobile Point-of-Care-Systeme... die Alleskönner von Esaote', 'Serviceroboter unterstützen Pflegepersonal - MLR', 'Das kleinste Hörgerät der Welt - CAE Engineering', 'Panasonic: Den Blutdruck optimal im Blick behalten', and 'Heilen & Lösenstein: Der Mensch im Mittelpunkt'. A left sidebar contains navigation menus for 'News', 'MediCenter', 'Videos', 'Kommunikation', and 'Archiv'. A 'Login' section is also present for 'Aussteller' and 'Besucher'.

Moving images make your product and company visible and tangible and therefore create positive emotions with the audience. We organize and realize the video clips in coordination with you and post them online on www.MEDICA.de and our Social-Media pages.

The screenshot shows the YouTube channel page for 'MEDICA Trade Fair - Düsseldorf, Germany'. The channel name and 'Abonnieren' (Subscribe) button are at the top. Below the channel banner, there is a video player showing a white ambulance with 'MEDICA' branding. To the right of the video player, there are several video thumbnails with titles such as 'MEDICA Reportagen 2010', 'Wann der Notfall', 'Emergency Medicine in The Case of An', 'Green-Hospital im Fokus bei Siemens', 'Mobile Point of Care Systeme...', 'MEDICA Kongress 2010', and 'Quality surgical blades and more...'. At the bottom of the page, there is a 'Kanalkommentare (3)' section with a comment from 'shubhneesh' dated 'vor 3 Monaten'.

## Product presentation - 1 minute

You won't be able to convey information any faster or easier!

Your selected product will be shot by our team, while you use and present it. Communications and agreement take place at your booth.

Cost pertains to the equipment installation at the trade fair booth, an approximately 30 minute camera shoot in news report style and postproduction of your project (editing, color correction, title-and logo chroma keying plus music backing with GEMA-free of charge music).

You receive an Internet adaptable, premium data file conversion of your film in Flash and MPEG4 format. Along with your data file, you will also receive unlimited rights of use for your Internet presentation!

Length of video up to 1 minute, with a production time of approximately 30 minutes at the trade fair booth.

### Price:

Product presentation - 1 minute      EUR 648,00



## Moderated product presentation – 2.5 minutes

We document your trade fair event- vividly and authentically.

Video  
Production

Your selected product will be shot by our team, while our competent moderator presents the amenities and characteristics of your product along with your company during an interview with you. Communications and interview take place at the trade fair booth.

Cost pertains to equipment installation at the trade fair booth, an approximately 60 minute camera shoot in news report/interview style and postproduction of your project (moderation, editing, color correction, title-and logo chroma keying plus music backin with GEMA -free of charge music).

You receive an Internet adaptable, premium data file conversion of your film in Flash and MPEG4-format. Along with your data file, you will also receive unlimited rights of use for your Internet presentation!

Length of video up to 2.5 minutes with a production time of approximately 60 minutes at the trade fair booth.

### Price:

Moderated product presentation – 2.5 minutes      EUR 898,00



## Trade Fair-Show reel – 5 minutes

The trade fair show reel as an audio-visual medium triggers emotions and interest.

Video  
Production

With your input, our editorial staff develops the creation of a show-reel concept and its resulting storyboarding. Our team will film your entire trade fair booth with details and impressions, while our moderator conducts an interview with you on the products you present, the trade fair, company history or current market-trends. Single pictures with details about your product will be incorporated.

Production in news report- and interview style, communication of concept and interview take place at your booth. Cost pertains to equipment installation at the trade fair booth, an approximately 120 minute camera shoot in news report/interview style and postproduction of your project (editing, color correction, title-and logo chroma keying, accompanying commentary plus music baking with GEMA-free of charge music).

You receive an Internet adaptable, premium data file conversion of your film in Flash and MPEG4 format. Along with your data file, you will also receive unlimited rights of use for your Internet presentation!

Length of video up to 5 minutes, with a production time of approximately 120 minutes.

### Price:

Trade Fair-Show reel – 5 minutes

EUR 1.243,00



## Your competent, capable partners for Online Marketing

Find your local contact for Advertising at MEDICA.de

### International

#### Mr. Robin Booth

International Sales Manager

Phone: +49 (228) 9 19 37 33

Fax: +49 (228) 9 19 37 43

Email: robin.booth@beta-web.de

#### Mr. Claudio Sanfilippo

Sales Representative Italy

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Fax: +39 (02) 70300074

Email: italysales@beta-web.de

#### Mr. Parker Xu

Sales Representative China

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Fax: +86 (755) 83753905

Email: chinasales@beta-web.de

### Germany

#### Mrs. Lilo Nanzig

Advertising Manager

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#### Ms. Stefanie Marx

Advertising Manager

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#### Ms. Sandra Roslan

Project Director

Phone: +49 (228) 9 19 37 20

Fax: +49 (228) 9 19 37 43

Email: sandra.roslan@beta-web.de

### Address:

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medica@beta-web.de

VR-Bank Bonn eG  
BLZ 381 602 20  
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BIC (SWIFT-Code)  
GENODE33HAN

IBAN-CODE  
DE42381602206108383010

Executive Board:  
Michael Wackerbauer  
Heike Lange

District Court Bonn HRB 9711

VAT ID: DE220697391  
TIN: 206 5905 0871

beta<sup>web</sup>

## General technical specifications:

### Delivery of advertising material

To guarantee a smooth upload and a start of the campaign in due time, please observe following delivery deadlines:

- three work days before campaign beginning for image advertisements
- five work days before campaign beginning for RichMedia advertisements
- five work days before campaign beginning for wallpapers, expandable advertisements and other special formats.

### Please deliver to [MEDICA@beta-web.de](mailto:MEDICA@beta-web.de)

#### Max. KB-Weight for ads

GIF, JPG or Flash max. 50 KB

#### Max. KB-Weight for Newsletter ads

Gif or Jpg max. 50 KB

no Flash allowed

### Images

Standard formats are \*.gif and \*.jpg (also \*.jpeg) and total size can be a maximum 50 KB. GIFs and JPGs and all other ad media should be sent in the smallest possible KB size. GIFs in particular should be tested prior to sending using the Netscape, Opera, Firefox and Microsoft Internet Explorer browsers to ensure that relevant animated intervals in GIFs are not running too fast and possibly begins to flicker. \*.swf data format must not exceed 50 KB.

### Text

All text for written advertisements need to be delivered in a format such as \*.doc, \*.rtf or \*.txt.

### Java

We cannot incorporate Java ads (Java Script, Shockwave) due to security considerations, a possibly enormous impact on the user's computer capacity and a high frequency of system crashes.

### Redirect- / Third-Party-AdServing

Third-Party-AdServing on MEDICA.de is generally possible. Redirects are ads, which do not physically exist on the MEDICA.de-AdServer, but are delivered by another AdServer. MEDICA.de posts a "reference" to the foreign AdServer. Please note the following when delivering ads as redirects:

At the time of delivery of RichMedia-Redirects it must be documented how clicks can be counted. If there is no appropriate documentation and clicks can not be counted, beta-web reserves the right to reduce redirects from RichMedia to image size.

### Sound

There is no possibility to incorporate sound effects.

### Target-URL

Please always specify your target-URL. When using flash integrate it directly (the site needs to open in a new window). Special signs and blanks or space characters are not to be used in the file name. Do not enter any „mail-to“ links. The target-URL should not account for more than 200 characters.

### AdReporting

By request of the buyer, he will be notified on the resulting AdImpressions, AdClicks as well as the

resulting Click rate for the inserted advertising media.

We reserve the right to decline advertising material considering ergonomic, creative and technical aspects. The material for the advertisements needs to be sent two weeks before the start. Only that way we can guarantee preview links and adjustments.

The principal is solely responsible for content, production, proper file formats, timely delivery of data files and data mediums.

**Advertising space on the MEDICA Portal is expressly reserved for registered exhibitors of the MEDICA tradefair in Düsseldorf.**

All rates herein are in euro and are subject to value added tax.

Creation of banners is not included in the price. General Terms and Conditions of Trade of beta-web GmbH apply. Payments are payable immediately after receipt of the invoice.

## General Terms and Conditions of Trade of beta-web GmbH

### § 1 General Remarks – Scope

1. The following General Terms and Conditions of Trade (GTCT) are valid for contracts between beta-web GmbH and its clients which settle the provision of services and publications of any type in the field of Internet advertising and information, for New Media projects and for software-based services, specifically the conception, design and creation of software including the corresponding project management.
2. The General Terms and Conditions of Trade shall be valid only for relationships with clients who act as entrepreneurs in a commercial or professional capacity. Natural persons, legal entities, incorporated partnerships and special funds under public law shall all be considered as entrepreneurs for the purposes of these General Terms and Conditions of Trade.
3. The version of these GTCT which is valid at the time when the contractual agreement is signed shall apply.
4. Other GTCT which deviate from these General Terms and Conditions of Trade, which contradict or add to them, shall not be considered a part of any contractual agreement, even if known to both parties, unless otherwise agreed in writing.

### § 2 Conclusion of Contracts

1. Offers submitted by beta-web GmbH are subject to confirmation and non-binding.
2. By submitting his order either in writing, electronically (by email or Internet), by phone or by fax, the client assumes a binding contractual commitment.
3. The client shall be provided with a confirmation of receipt for electronically submitted orders. This shall not be construed as a legally binding confirmation of acceptance.
4. beta-web GmbH shall be entitled to accept the order within a period of six working days after its receipt. This acceptance shall be confirmed in writing or electronically.
5. Both parties agree that the prices stated in the order confirmation – which are in turn based on the current beta-web GmbH price list – shall apply.
6. beta-web GmbH shall be entitled to refuse acceptance of an order, for reasons including – without limitation – the client's poor credit standing.
7. beta-web GmbH shall be furthermore entitled to refuse the publication of content due to its messages, origin or technical format, provided the same reasonable standards are used for all clients and the content in question violates valid laws or regulations, offends against good morals or public decency or is unacceptable for beta-web GmbH.

### § 3 Obligations of the Client

1. The client shall bear responsibility for the content and the legality of use of all texts and images provided for publication as well as for all text and image files to which a link shall be provided.
2. The client shall bear responsibility for the sound technical state of all data provided. The client shall be liable to beta-web GmbH for all damages and consequential damages resulting from corrupt data and computer viruses.
3. The client shall be responsible for ensuring that his content arrives at the premises of beta-web GmbH in due time and in a state which is technically suitable for transmission. For this purpose, he shall send his data material two working days before the first agreed date of publication either electronically to the email address:  
medica@beta-web.de  
or by mail to one of the following two addresses:  
beta-web GmbH, Celsiusstr. 43, 53125 Bonn, Germany.
4. The client shall bear responsibility for any errors in the transmission of texts by phone, telex, fax or electronic means of communication.

5. In the event that a job order cannot be fulfilled because the texts and / or images have not been provided in due time or in a suitable state, the client shall nevertheless be charged the full price agreed for the publication, as if no delay had occurred.
6. The client shall be obliged to verify his content for its compliance with the terms of the contract and to notify beta-web GmbH (in writing) of any defects within one week after the first publication date, providing a detailed list of all alleged deficiencies. The client shall have to send off the notification before the end of this period in order to preserve his warranty rights. If no such written notification has been sent within the notice period, all warranty claims shall be forfeited.
7. The client shall release beta-web from all liabilities which could result from intentional or negligent actions of the client, including all liabilities caused by third parties.

### § 4 Copyright and Right of Use

1. All services provided by beta-web GmbH are subject to the German copyright laws ("UrhG"), whether the conditions for the provision of specific protection have been met or not. Beta-web GmbH shall be specifically entitled to all claims under § 97 ff. UrhG. Once he has paid the agreed compensation in full, the client shall receive those user rights of the software-based services which are required for the specific purposes of the contract.
2. All rights derived from the copyright or the provision of the agreed services shall be the property of beta-web GmbH.
3. The client shall not be entitled to alter or reproduce any software-based service, database software, graphical design or any other service which may involve any of the rights of beta-web GmbH or to provide third parties with access to them, unless he has received the prior written consent of the beta-web GmbH. He shall not be entitled to use them on any medium other than the medium specified in the contract, unless otherwise agreed or evidently required by the nature of the assignment.

### § 5 Services and Warranty

1. beta-web GmbH shall ensure the publication of the client's content in compliance with the technical standards of the day and in the highest possible quality. Beta-web GmbH shall not be held responsible for errors due to the use of unsuitable software and / or hardware products by client or user (such as a browser), to disruptions of communication networks operated by other providers, to the breakdown of computers of third parties (such as other providers) and to disruptions caused by computer viruses transmitted by third parties.
2. In the event that a job order cannot be fulfilled on time due to programme-related or technical reasons, including – without limitation – computer breakdown, force majeure, strikes, legal regulations, disruptions which fall into the responsibility of providers, network operators and service providers or for similar reasons, beta-web GmbH shall undertake to meet its obligations as soon as possible after the disruption has ended. In the event of such a delayed fulfilment of its contractual duties by beta-web GmbH, its claim for full compensation shall not be affected and remain valid. The client shall be informed about any such delays.
3. In the event that beta-web GmbH – for reasons and for which it cannot be held responsible – is not capable of meeting its contractual duties, the client shall be obliged to compensate beta-web GmbH for its costs.
4. In the event that the client's content which was due for release – for reasons beyond beta-web's control for which it cannot be held responsible – has not been published in full, the client shall be obliged to pay a pro-rata fee, at least, however, to reimburse the costs incurred by beta-web GmbH.

5. In the event of defects, the client shall be entitled to demand a subsequent improvement within a period of two weeks after beta-web has received the notification.

beta-web GmbH shall be entitled to perform this subsequent improvement in the form of a substitute release. If such a release requires disproportionate expenses, beta-web GmbH shall be entitled to refuse a subsequent improvement. If subsequent improvements are either impossible or have been refused by beta-web GmbH within an appropriate period which had been set for this purpose by the client, the client shall be entitled to reduce his payment or demand the cancellation of the contract.

6. The client shall only be entitled to hold beta-web GmbH liable for damages under the contract or general law, if such damages have been the result of intent or gross neglect by beta-web GmbH, its representatives or vicarious agents. This limitation does not apply in the event of a violation of essential contractual duties and of damages to life and limb.
7. beta-web GmbH shall not be obliged to check any of the content which has been provided for release by the client as to whether it may affect the rights of third parties. The client shall be responsible for releasing beta-web GmbH from any claims by third parties which might arise from a publication of his content.
8. beta-web GmbH shall not be held responsible for the content of other websites to which links are being provided. Beta-web shall not consider this foreign content as part of its own website. In the event that beta-web learns about the illicit character of any such external website, it shall be entitled to remove the corresponding link immediately.

### § 6 Terms of Payment

1. Apart from the compensation agreed in compliance with § 1, the client shall have to assume all costs for the preparation of designs and data files as well as for substantial alterations and modifications of the originally agreed extent of delivery, provided such alterations and modifications had to be performed at his request or due to developments in his responsibility.
2. Payments must be made within 14 days after the date on the invoice. Arrears are subject to a default interest of 8 % above the basic interest rate. For each reminder issued, an additional fee of 5,00 EURO shall become payable.
3. beta-web GmbH shall be entitled to suspend its fulfilment of ongoing orders until all outstanding amounts have been paid. It can also insist on pre-payment of all further publications.
4. Whether or not a payment obligation has been met in due time, shall be determined on the basis of the arrival of the payment on the account (bank or postal account) of beta-web GmbH.

### § 7 Data Protection

1. The client has been comprehensively informed about the type, extent, place and date of collection, processing techniques and use of personal data required in order to process and execute his job orders as well as about his rights of objection in order to prevent the use of his anonymous user profile for purposes of advertising, market research and the further development of the service in line with the customers' needs and requirements (see also "Information about Data Protection").
2. The client expresses his consent to the collection, processing and use of his personal data. He shall be entitled to revoke this declaration of consent at any time after which such revocation shall henceforth take effect for the future collection, processing and use of his personal data.

### § 8 Concluding Regulations

1. If some of the terms of the contract and / or some of these General Terms and Conditions of Trade are or become invalid, the other terms shall remain unaffected. In such an event, the invalidated or partially invalidated term shall be replaced by a valid term which reflects the economic purpose of the invalid term as faithfully as possible.
2. Place of performance and jurisdiction is Bonn, Germany.