

2010-2011

# Medical Construction & Design ONLINE RESOURCE DIRECTORY

PRODUCTS | SERVICES | EQUIPMENT

Have your product/service seen by over 65,000\* key decision makers in the medical construction and design community. Standard listings are free! Increase your listing's visibility with an upgraded listing. The MCD Online Resource Directory will have a prominent tab on [www.mcdmag.com](http://www.mcdmag.com) and will also be advertised in every issue of MCD throughout the year. The directory will be searchable from all major search engines as well.

\*Number based on web traffic for 2009.

## ONLINE DIRECTORY LISTING OPTIONS — Add a picture to any directory listing for \$150!

DESCRIPTION	STANDARD LISTING	PACKAGE 1	PACKAGE 2	PACKAGE 3	PACKAGE 4
Listing with company name, address, phone and fax	X	X	X	X	X
Listing with company website and email		X	X	X	X
Listing with bold company name		X	X	X	X
Listing with color logo			X	X	X
Boxed/highlighted listing w/65-word description				X	X
Featured listing on top of category					X
Cost for first listing/category	Free!	\$95	\$250	\$350	\$495
Additional listing/category	\$75	\$85	\$175	\$275	\$395

## ADVERTISING OPTIONS

### ONLINE DIRECTORY ADS (1-YEAR DURATION)

- > Rotating leaderboard on top of all directory pages  
(No more than three ads in rotation) (728 x 90px): \$4,995
- > Skyscraper ad on homepage (120 x 600px): \$3,995
- > Banner on homepage (468 x 60px): \$2,995
- > Leaderboard at bottom of directory homepage (728 x 90 px): \$2,495
- > Static ad button on directory homepage (120 x 90 px): \$2,395
- > Banner at top of category (468 x 60 px): \$2,295

2010-2011  
**Medical Construction & Design**  
**ONLINE RESOURCE DIRECTORY**  
PRODUCTS | SERVICES | EQUIPMENT

**LISTINGS\***

**STANDARD LISTING**

Medical Construction & Design  
8040 E. Morgan Trail, Suite #23  
Scottsdale, AZ 85258  
Ph: 480.361.6300  
Fax: 480.361.6394

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**PACKAGE 1**

**Medical Construction & Design**  
8040 E. Morgan Trail, Suite #23  
Scottsdale, AZ 85258  
Ph: 480.361.6300  
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www.mcdmag.com  
info@mcdmag.com

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**PACKAGE 2**



**Medical Construction & Design**  
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**PACKAGE 3 & 4**

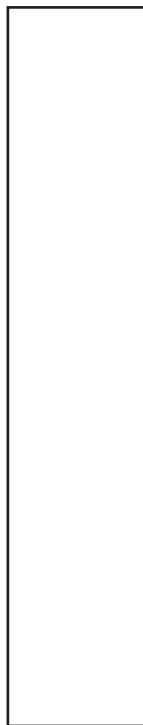


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Medical Construction & Design magazine is the industry's leading source for current news, technology, and methods reaching almost 25,000 key medical construction and design professionals. MCD launched in 2005 and has gained quick acceptance as a major source for current industry news, technology and trends. MCD magazine is published by Inform Publishing Group, a family-owned company based in Scottsdale, Arizona.

**AD SIZES\*\***



AD BUTTON  
120 x 90 px

SKYSCRAPER  
120 x 600 px

\*Design for illustrative purposes only  
\*\*Shown at 45% scale

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# Medical Construction & Design ONLINE RESOURCE DIRECTORY

PRODUCTS | SERVICES | EQUIPMENT

**A**

Access Control Systems  
 ADA-Compliance Products  
 Air Filtration Equipment  
 Antimicrobial Products  
 Architects and Planners  
 Architects, Landscape  
 Architectural Lighting Design  
 Art Consultants  
 Art, Ceiling  
 Art, Wall  
 Asset Management

**B**

Bathing Equipment  
 Bathroom Partitions  
 Beds, Patient  
 Boilers  
 Building Products

**C**

Cabinets, Filing and Storage  
 Carpet  
 Carts  
 Casework  
 CCTV/Video Security Equipment  
 Ceiling Systems  
 Chart Holders  
 Communication Systems  
 Computer Mounting  
 Computer Software  
 Concrete Moisture Sealers  
 Construction Managers  
 Construction Services  
 Consultants  
 Corner Guards  
 Countertops  
 Curtain Tracks/Room Dividers  
 Curtainwall System

**D**

Daylighting Systems  
 Design and Construction Services  
 Design-Build Contractors  
 Donor Recognition  
 Doors and Frames  
 Doors, Hardware and Control

**E**

Emergency Lighting  
 Emergency Power  
 Emergency Response Systems  
 Energy Management  
 Engineering Firms  
 Engineers, Mechanical/Electrical  
 Engineers, Structural/Civil  
 Epoxy/Polymer Flooring  
 Equipment Planning  
 Exterior Finishes

**F**

Facility Consulting  
 Facility Management  
 Fall Monitoring  
 Fire Doors  
 Fire/Water Damage Restoration  
 Firestopping  
 Floorcoverings, Carpet  
 Flooring  
 Flooring, Resilient  
 Foodservice Design  
 Furniture, Bariatric  
 Furniture, Dining  
 Furniture, Interior  
 Furniture, Outdoor  
 Furniture, Reception/Waiting Room

**G**

General Contractors  
 Glass and Glazing  
 Green Cleaning Products  
 Group Purchasing Organizations

**H**

Handrails  
 Hand-Sanitizers  
 Headwall Systems  
 Healing Environments  
 Heating/Ventilation/Air Conditioning

**I**

Infection Control  
 Interior Designers  
 Isolated Power Systems

**K**

Kitchen Equipment

**L**

Laundry Equipment  
 LEED Consultants  
 Lighting Controls  
 Lighting Design  
 Lighting Fixtures  
 Lighting, LED  
 Lighting, MRI-Compatible

**M**

Materials Management  
 Medical Laser Containment  
 Millwork  
 Mounts, Television and Monitor

**N**

Nurse Call Systems

**P**

Painting  
 Parking Consultants

Patient Charting Systems  
 Patient Handling Equipment, Lifts  
 Patient Room Seating  
 Patient Security Systems  
 Pest Control  
 Pharmacy Shelving/Cabinets  
 Plumbing Fixtures  
 Pneumatic Tube Systems

**R**

Radiation Shielding Products  
 Real Estate/Development  
 Recliners & Sleepers, Patient Room  
 Recycling  
 Research and Educational Materials  
 Roofing Systems

**S**

Scales  
 Security Systems  
 Security Systems, Newborn  
 Shower Accessories  
 Signage  
 Signage Design and Consulting  
 Signage, Digital  
 Sinks, Surgical Scrub  
 Solid Surfacing Material  
 Sound Control  
 Standby Power Equipment

**T**

Technology Consultants  
 Televisions/Monitors  
 Tile  
 Touchscreen Kiosks, Interactive  
 Transfer Switches  
 Trims/Moldings

**U**

Uninterruptible Power Supply (UPS)

**W**

Wall Panel Systems  
 Wall/Corner Protection  
 Wallcoverings  
 Wandering Prevention  
 Waterproofing  
 Wayfinding  
 Wayfinding and Signage Consultants  
 Whirlpools  
 Window Systems  
 Window Treatment/Coverings

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**COMPANY INFORMATION**

*Please type or print clearly. A new form must be filled out for each category listing.*  
All materials must be presented with a full copy of this completed form. Incomplete submissions cannot be published. Faxed logos and product photos are not reproducible.

You can also fill out this form at  
[directory.mcdmag.com/form](http://directory.mcdmag.com/form)

Company Name

Address 1

Address 2

City/State/Zip

Phone Fax

Category (see list of categories or add your own)

*The following information is needed for Packages 1-4:*

Website Company email (if applicable)

*The following information is needed for Packages 3 & 4:*

Company Description (Max 65 Words)

**CONTACT INFORMATION** (this is NOT for the directory listing, but a contact should any questions arise)

Contact Name Phone Contact Email

**WHERE TO RETURN THIS FORM:**

- FAX:** 480-361-6394
- EMAIL:** [emann@informpublishing.com](mailto:emann@informpublishing.com)
- MAIL:** Inform Publishing Group, PO Box 4636 Scottsdale, AZ 85261
- ONLINE:** Visit [directory.mcdmag.com/form](http://directory.mcdmag.com/form) to fill out the form

For any questions please contact Evan Mann at 480-361-6300



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Full payment must be received at the time of order or listing will become a "Standard Listing."  
 (Ads can be invoiced).

Please see Rates and Information sheet for full package and ad details.

**ONLINE DIRECTORY LISTING PACKAGES**

- Standard Listing** **Free**
  - Additional listings \_\_\_\_\_ x \$75 ea.
  - Package 1** **\$95**
  - Additional listings \_\_\_\_\_ x \$85 ea.
  - Package 2 (\$0 with ad)** **\$250**
  - Additional listings \_\_\_\_\_ x \$175 ea.
  - Package 3** **\$350**
  - Additional listings \_\_\_\_\_ x \$275 ea.
  - Package 4** **\$495**
  - Additional listings \_\_\_\_\_ x \$395 ea.
  - Picture with any listing** \_\_\_\_\_ x **\$150 ea.**
- Total = \_\_\_\_\_

**ONLINE DIRECTORY ADS  
 (1 Year Duration)**

- Includes free Package 2 Listing
- Top rotating leaderboard \_\_\_\_\_ x \$4,995
  - Skyscraper \_\_\_\_\_ x \$3,995
  - Homepage banner \_\_\_\_\_ x \$2,995
  - Bottom leaderboard \_\_\_\_\_ x \$2,495
  - Static ad button \_\_\_\_\_ x \$2,395
  - Banner at top of category \_\_\_\_\_ x \$2,295
- Total = \_\_\_\_\_

**CALCULATE YOUR PAYMENT:**

Online Directory Listing Total: \$ \_\_\_\_\_ + Online Directory Ad Total: \$ \_\_\_\_\_ = Total Due \$ \_\_\_\_\_

**PAYMENT OPTIONS:**

- Check Enclosed — *Make checks payable to "Inform Publishing Group."*
- Bill Me (only for online ads)
- Credit Card:  Visa  Mastercard — *Your credit card transaction will appear as "Inform Publishing Group."*

PLEASE FAX BACK COMPLETED CREDIT CARD FORM TO 480-361-6394

\_\_\_\_\_  
 16-digit card number CCV\* Expiration date

\_\_\_\_\_  
 Name as it appears on credit card Company

\_\_\_\_\_  
 Billing address

\_\_\_\_\_  
 City State Zip Phone

\*The Credit Card Verification (CCV) number is the 3-digit number located on the back of your card, at the top of the signature strip (last three numbers).  
 For your protection, the 3-digit CCV number on your credit card is required for processing.

By signing below, I authorize Inform Publishing Group to charge the credit card for the amount specified above:

\_\_\_\_\_  
 Authorized Signature: Date: