

MAGNET'S

3rd Annual BUYER'S GUIDE

The Gold Standard — Where MAGNET Members Shop



Cover subject to change

Full Page ad: Just \$999!
Sixth page and up, starting at just \$299

Closing:
January 31, 2013

Issue date:
March 8, 2013

DOTmed's Sales Team is at your service:
212-742-1200 x 237
sales@dotmed.com
David Blumenthal – Sales Director
212-742-1200 x 224

Ad design services available—see other side.

Featuring our “Find-It-Fast” categorical index – where buyers zero-in on exactly what you sell!



Chris Moore, Chairman and President, MAGNET

MAGNET and all our affiliated associations – JPC/CSC, CHA, HCSC & SOHCA – are pleased to bring you the 3rd Annual MAGNET Buyers Guide. It's the “go to” resource for everyone with purchasing responsibility. It's the indispensable marketplace for vendors that are on - contract (GPO) for our participant facilities. MAGNET has again teamed-up with DOTmed to produce the 3rd Edition.



Steve Duke, VP & COO, MAGNET

For a look at MAGNET's current Buyers Guide online, please go here:
<http://www.dotmed.com/magnet>
The 2013 Buyers Guide will also be online.

Your Best Media Buy of the Year

1. 10,000 copies will be mailed to buyers at all MAGNET member facilities
2. The Guide will be online on every affiliate's website with interactive ads
3. MAGNET will promote it every month in their emails to 12,000 members
4. Rock-bottom pricing. Standard 1/6 page listing just \$299 – up to a Full Page for just \$999 – And buy a 1/3 Page Ad (\$499) or larger and get a Standard 1/6 page Listing for FREE! (See other side)

DOTmed Sales Reps will call you

DOTmed's Sales Team is handling the booking for your ad placement in the Buyers Guide. Be ready when they call.

Or Call DOTmed – Premium 'Front-of-the-Book' ad pages will go fast!

There are only 15 premium pages available. Call now if you want the best!

You worked hard to become a MAGNET approved vendor, now make it payoff!

Diversified Instrument Services
6724 East Morgan Ave, Suite B
Evansville, IN 47715
Phone: 800-745-4869
Fax: 800-745-4888
Email: info@dis.com
Website: www.dis.com

About Us
Diversified Instrument Services is the online service of Diversified Corporation, a respected company with a 20-year history in the bio-medical service business.

Our degreed service technicians put their 40 years of combined experience to work for customers like you, offering complete biomedical service packages and depot repair.

We offer an extensive inventory, enhanced by our purchase of Midwest Science and Biocenter. We're ready to serve you.

Products & Services
We are the centrifuge experts, with over 100 years of experience. We offer parts, service and a full line of refurbished centrifuges at exceptional prices. We also offer free technical support.

Doctors Depot
638 North U.S. Hwy One, Suite 171
Jupiter, FL 33469
Phone: 800-979-4993
Fax: 561-427-6771
Email: info@doctorsdepot.com
Website: www.doctorsdepot.com

About Us
Doctors Depot focuses on providing the highest quality refurbished or remanufactured anesthesia equipment from three manufacturers: Danisco, Datascope, and North American.

As a division of Philips Healthcare, we utilize our 160 years of combined engineering and development expertise to create the most complete line of replacement tubes and medical imaging components for CT and radiographic applications anywhere.

Products & Services
Our full line of tubes includes over seventy CT replacements and over fifty conventional X-ray replacements. Dunlee tubes meet or exceed original OEM specifications with warranty conditions that are second to none. We can provide expert installation.

DUNLEE
Our Focus: Revolves Around You

Dunlee
Division of Philips Healthcare
255 North Commerce Street
Aurora, IL 60204
Phone: 630-585-2503
Fax: 630-585-2505
Email: info@dunlee.com
Website: www.dunlee.com

About Us
Dunlee stands as a leader in the research, design, and manufacturing of high-performance replacement tubes for CT, vascular, and general radiography. Dunlee markets and distributes products to OEMs, service providers, and end users all over the world.

**Standard Listing
Just \$299**

BIODEX
Ultrasound Tables
Superior Ergonomic Design

Ultra Pro
Ultrasound Table
General ultrasound made easy

Who Pro
Diagnostic radiography Table
Ideal solution for
radiography and
circular scanning

**1/2 Page
Horizontal Ad
Just \$599**

All Display Ads come with a
FREE Standard Listing!

To learn more visit
www.biomed.com/ultrasound

1-800-224-6339
1-811-924-9600

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Reach the Decision Makers who have the power to Buy from You!

**Standard Listing (1/6 Page)
\$299**

- Complete contact information
- "About Us" Company Promotion
- Product/Services listing

IMPORTANT: Your Company Profile and Categorical Listing choices will be pulled from the information you submit online to DOTmed, so make sure it's accurate!

**All the display ads come with
a Free Standard listing**

1/3 Page Ad \$499

1/2 Page Horizontal Ad \$599

(All 1/2 page ads are horizontal only)

2/3 Page Vertical Ad \$799

Full Page Ad \$999

Premium Full Page Ad (Limited availability) \$1500

(All ads are 4-color at no extra charge)

Creative Services Pricing

Need help creating or modifying an ad?

Under special agreement with MAGNET, DOTmed's award-winning creative services department will provide copy, art services and logo design at nominal prices. Modification of your existing ad is also available.

Full page: \$200

2/3 page: \$175

Half page: \$150

1/3 page: \$125

Ad modification: \$100

Logo creation: \$250

DOTmed Gold Virtual Trade Show Booth

The Special Offer for MAGNET Vendors only:

Just \$699 for 12 months! (a \$900 value).

Ask your DOTmed Sales Rep for details.

FULL PAGE AD

Note:
Full Page Ads must be submitted at:
8-3/8" x 11" (includes 1/8" bleed)
Bleed size: 8-3/8" x 11"
Trim size: 8-1/8" x 10-3/4"
Safety area: 7-5/8" x 10-1/4"

8-3/8" x 11"

**1/2 PAGE
HORIZONTAL AD**

7" x 4-7/8"

**STANDARD LISTING
(1/6 PAGE)**

2-3/8" x 4-7/8"

**1/3 PAGE
AD**

4-1/2" x 4-7/8"

**2/3 PAGE
VERTICAL AD**

4-1/2" x 9-3/4"