

**Publication Manager:**

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## Targeting the biomaterials and medical device communities

*Biomaterials Forum*, the official quarterly news magazine of the Society For Biomaterials, is distributed to about 1,500 professionals in the biomaterials and medical device communities. These biomaterials professionals include physical scientists, engineers, dentists, biological scientists, surgeons, and veterinary practitioners in industry, government, clinical specialties, and academic settings. Biomaterials scientists study the properties of biological cells, their components, and complexes such as tissues and organs in their interactions with synthetic substances and implanted prosthetic devices. Biomaterials engineers develop and characterize the materials used to measure, restore, and improve physiologic function and enhance survival and quality of life.

The Society For Biomaterials is a professional society that promotes advances in biomedical materials research and development by encouragement of cooperative research, education programs, clinical applications, and professional standards in the biomaterials field.

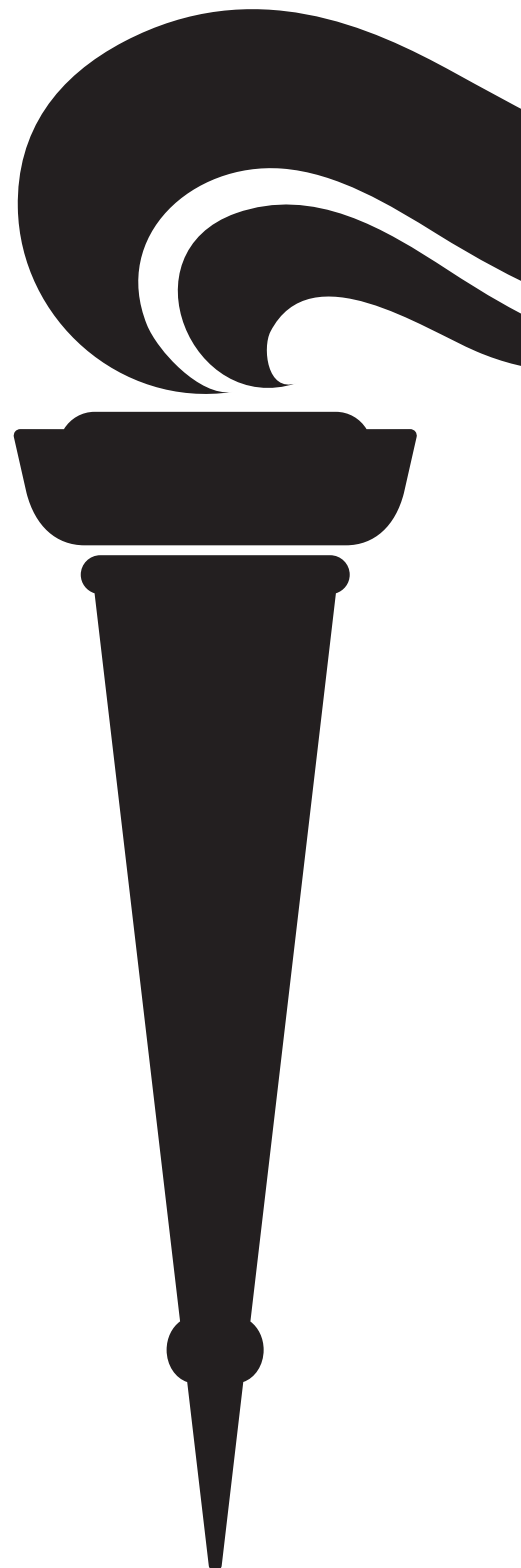
*Biomaterials Forum* keeps Society members abreast of news and issues affecting the biomaterials industry through feature articles, government and industry news updates, targeted special interest group updates, and other biomaterials community content. Among the topics covered in the magazine are orthopaedic biomaterials, nanotechnology, tissue engineering, bioimaging, drug delivery, and medical device development.

*Biomaterials Forum* advertisers include companies that work in device development and manufacturing, coatings, medical device evaluation, packaging products and services, surface modification and treatment, testing services and equipment, and regulatory affairs.

Let *Biomaterials Forum* be your gateway to the biomaterials community!

**SEND ART MATERIALS AND ADVERTISING AGREEMENT TO:**

Erik Caplan • 15000 Commerce Parkway • Mount Laurel, NJ 08054  
Phone: 856-439-0500 • Fax: 856-439-0525 • E-mail: [ecaplan@ahint.com](mailto:ecaplan@ahint.com)



## 2010 Biomaterials Forum Advertising Calendar

### 1st Quarter 2010

**Ad space close:** Jan. 11, 2010  
**Materials due date:** Jan. 25, 2010  
**Mail date:** Feb. 26, 2010

- 2010 Officer Nominees

\* *Special Section:*  
 SFB 2010 Award Winners

### 2nd Quarter 2010

**Ad space close:** March 29, 2010  
**Materials due date:** April 12, 2010  
**Mail date:** May 24, 2010

\* *Special Section:*  
 2010 Annual Buyer's Guide

### 3rd Quarter 2010

**Ad space close:** July 6, 2010  
**Materials due date:** July 19, 2010  
**Mail date:** Aug. 30, 2010

- Letter from New President
- 2010 Annual Meeting Recap

### 4th Quarter 2010

**Ad space close:** Oct. 4, 2010  
**Materials due date:** Oct. 18, 2010  
**Mail date:** Nov. 20, 2010

*Note: Editorial topics subject to change without notice.*

## Biomaterials Forum Advertising Rates (Effective January 1, 2009)

Ad Size	4x	3x	2x	1x
Full Page	\$875	\$925	\$985	\$1,045
1/2 Page	\$525	\$555	\$590	\$625
1/3 Page	\$475	\$500	\$530	\$565
1/4 Page	\$400	\$425	\$455	\$485

\*Employment advertisements receive 20% off published rate.

Color: Four color process (CMYK) add \$1,500 to published rate.

### Preferred Positions

(Full-page, four-color only)

	4x	3x	2x	1x
Inside Front Cover	\$1,715	\$1,820	\$1,935	\$2,055
Inside Back Cover	\$1,615	\$1,720	\$1,835	\$1,955
Back Cover	\$1,895	\$2,015	\$2,145	\$2,280

*Note: Preferred positions sold at two insertion minimum.*

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## Artwork Submission and Mechanical Requirements

### Acceptable Digital Formats

Advertisements must be created and submitted in either QuarkXpress (include fonts and images), Adobe Photoshop (save file in tif format), Adobe Illustrator (save file in eps format), or high-resolution PDF (fonts embedded). Ads created in other programs, such as Microsoft Word or PowerPoint, will not be accepted.

### File Submission

Ads can be submitted on 100MB zip disk, CD-ROM, or floppy disk. Ads also can be e-mailed to [ecaplan@ahint.com](mailto:ecaplan@ahint.com) if they are less than 3MB when compressed or stuffed. All compressed or stuffed files must be self-extracting.

### Proof Requirements

All files must be accompanied by a print out of the ad (100% size), all screen and printer fonts used in document and/or art, all image and art files, and a contact person with phone number or e-mail address.

Note: For color ads, *Biomaterials Forum* cannot guarantee color reproduction in printed publication without a supplied contract-level color proof. Advertiser must accept printer's judgment on color if something other than a contract-level proof is submitted.

### Mechanical Requirements (Publication Trim Size: 8.5" x 11.0")

	Width	x	Height
1. Full Page (Bleed)	8.75"	x	11.25"
(Safe Copy Area)	7.5"	x	10"
2. Full Page (No Bleed)	7.5"	x	10"
3. 1/2 Page (Vertical)	3.625"	x	10"
4. 1/2 Page (Horizontal)	7.5"	x	4.75"
5. 1/3 Page	2.375"	x	10"
6. 1/4 Page	3.625"	x	4.75"

### Printing Requirements

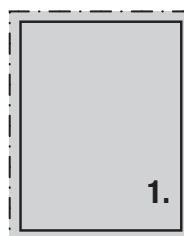
*Biomaterials Forum* is printed by sheet-fed offset press. Black-and-white and color photographs should be scanned at no less than 300 dpi. Line art should be scanned at no less than 1,000 dpi. Standard dot gain is 5 percent, maximum ink density is 300.

### Unacceptable Artwork

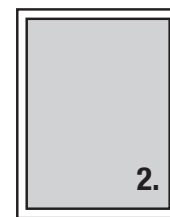
Ads that require reversing, outlining, screening, enlarging, reducing, or positioning are not finished ads. If an ad requires typesetting, desktop production, photo scanning, or other work to produce, revise, or complete an ad, the ad must be submitted 14 days prior to the ad materials submission deadline. All work will be billed at publisher's standard rate. The advertiser agrees to pay these charges upon receipt of publisher's invoice.

### Ad Design Services

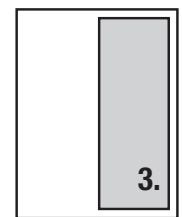
Should the advertiser require assistance in creating and/or designing an ad, the publisher can provide design and copywriting services for an additional charge based on an hourly rate. Contact the Publication Manager for more information on these services.



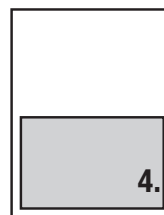
Full Page  
(Bleed)



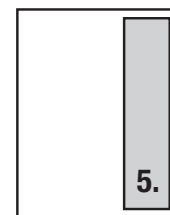
Full Page



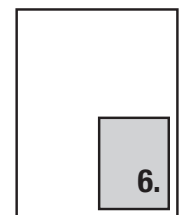
1/2 Page  
(Vertical)



1/2 Page  
(Horizontal)



1/3 Page



1/4 Page

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## Payment Policies and Requirements

1. Payment terms are net 30 days from date of invoice. Advertisers will be charged a finance fee of 1.5% per month for all balances not paid within the 30 days, unless prior arrangements have been made with the Society For Biomaterials (SFB).
2. Advertisers with poor payment history may be required to prepay for advertising.
3. All advertisers must make payment to SFB in U.S. currency. Payments in foreign currency are not accepted.
4. At the discretion of SFB, any funds received for other Society programs or other publications may first be applied to past due balances for *Biomaterials Forum* advertising.
5. In the event of nonpayment, SFB reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Society.
6. In the event of nonpayment or other breach, the advertiser and/or its advertising agency shall be jointly and severally liable for reasonable collection costs, including court costs and attorney's fees.
7. Rates are subject to change without notice.
8. No advertising agreement will be accepted for more than four insertions in a 12-month period.
9. Frequency discounts are only earned by written agreement in advance of the first issue's placement. A signed advertising agreement ensures the advertiser is billed the earned frequency rate based on current advertising rates.
10. Advertisers will be pro-rated if, within a 12-month period from the date of the first insertion, they have not earned the frequency to which they committed in their advertising agreement.
11. Advertisers are responsible for ensuring the accuracy of all advertising content. *Biomaterials Forum* is not responsible for grammatical, spelling, or other errors appearing in the content of published advertising.
12. Advertisers assume liability for all content of published advertising, and assume responsibility for all claims against *Biomaterials Forum* resulting from their advertising.
13. SFB reserves the right to change credit and payment terms as necessary without prior notice.
14. Requests for specific position are not guaranteed unless position premium has been selected in the advertising agreement.
15. Verbal advertising agreements are not recognized.

## Cancellation Policy

All cancellations must be made in writing. No cancellations will be accepted after the ad materials due date as specified in this media kit. After the ad materials due date, ads will be billed in full whether or not artwork has been submitted.



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# Society For Biomaterials

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Phone: 856.439.0500 • Fax: 856.439.0525 • Web site: www.biomaterials.org • E-mail: info@biomaterials.org



## Biomaterials Forum Advertising Agreement (Effective January 1, 2010)

**THIS AGREEMENT MUST BE SUBMITTED PRIOR TO AD RESERVATION DEADLINE**

Advertiser (Company Name): \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**BILL TO:**     Advertiser             Agency            To the attention of: \_\_\_\_\_

Agency Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**FREQUENCY RATE:**     4X             3X             2X             1X

**AD COLOR:**             4 Color             Black & White

**INSERTION ISSUES:**     1st Quarter             2nd Quarter             3rd Quarter             4th Quarter

**AD SIZE**                 Full Page             Full Page Bleed             1/2 Page Vertical             1/2 Page Horizontal  
                                   1/3 Page             1/4 Page

**AD COST:** \$ \_\_\_\_\_

### TYPE OF MATERIALS:

Electronic Artwork             Pick Up Ad from Previous Issue             Create New or Change Furnished Art\*

\*All work orders for ads must be received by the ad reservation deadline (appropriate charges will be billed to advertiser).

### MATERIALS TO COME FROM:

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Your signature is confirmation that you have read our current rates, specifications and payment policies for advertising and agree to be bound by those terms listed on the rate sheet. It also confirms that you agree to run advertising according to the frequency rate selected within a 12-month period. Contract ensures advertiser receives the earned frequency discount, however, advertising rates may change without notice during a contract period.

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

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