



**REACH MORE THAN 7,000 KEY DECISION
MAKERS IN BIOMEDICAL ENGINEERING**

Website Advertising
***Biomedical Engineering NEWS* eNewsletter**
Audience Retargeting

FOR MORE INFORMATION, PLEASE CONTACT:

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ASSOCIATION SOLUTIONS



BMES

BIOMEDICAL
ENGINEERING
SOCIETY
ADVANCING HUMAN HEALTH AND WELL BEING

- We represent **more than 7,000 members** who control multi-million dollar spending budgets.
- Our members include approximately **2,800 faculty members** and **5,200 students** at more than **140 universities**.*
- The number of biomedical engineering professionals is expected to **increase by 62%**, adding approximately **10,000 additional positions** by the year 2020.
- Our members are constantly **in need of products** and services, such as: 3D printers, bioprinters, air filtration equipment, antibodies, atomic force microscopes, laboratory supplies, laser manufacturers, modeling software and more.

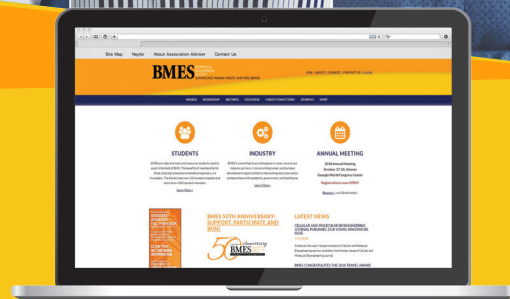
WHO YOU'LL REACH

BMES.org and Biomedical Engineering NEWS are used by leading biomedical engineering professionals including:

- | | |
|--------------------------------|---------------------------------|
| • Biomedical Engineers | • Lab Directors |
| • Biomolecular Engineers | • Nanomedicine Researchers |
| • Consultants | • Principal Research Scientists |
| • Deans of Engineering | • Professors |
| • University Department Chairs | • Government Officials |

DON'T MISS YOUR CHANCE TO REACH BIOMEDICAL ENGINEERING PROFESSIONALS WHO CONTROL MULTI-MILLION DOLLAR SPENDING BUDGETS!

CONTACT NAYLOR TODAY!



WWW.BMES.ORG

Over 76,200 page views per month!

AUDIENCE RETARGETING

By using BMES's audience retargeting solution you can create highly targeted ad campaigns reaching your desired audience around the web. This offers a way to reach non-converted site visitors and users who have searched or read content related to your products or services..



**BIOMEDICAL ENGINEERING NEWS
NEWSLETTER**

Delivers your message to influential BMES members monthly!

www.bmes.org/ebulletin

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*From BMES' Marketing Questionnaire. Online stats from April 1, 2018 to October 1, 2018.

BMES.ORG WEBSITE

Advertising on the Biomedical Engineering Society Website – BMES.org

Advertising on the BMES website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors go to BMES.org to learn about upcoming association events, discover ways to maximize their BMES membership. Advertising on BMES.org offers several cost-effective opportunities to learn about new research, and position your company or institution as a leader in front of an influential group of biomedical engineering professionals.

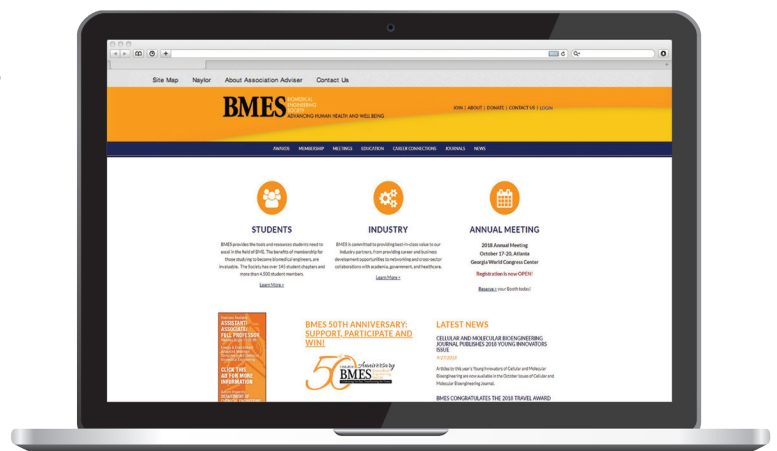
Why invest in an ad on the Biomedical Engineering Society website?

- **Stand out: We limit ads on BMES' website so your business or institution is sure to be noticed.**
- **Cultivate a presence as a trusted association affiliate. Our long-term ad contracts translate to increased brand recognition for your business.**
- **Help your buyers choose you: Direct visitors to the promotion, blog post, product info, video or microsite that will help decision-makers learn about you best.**
- **Get noticed by more than 7,000 engaged BMES members who visit this website monthly.**
- **Your Naylor Online account liaison will provide your business with ad analytics and suggestions for copy improvement to help you get the best ROI from your advertising investment.**

On average, BMES.org receives:

- More than 14,200 unique visitors per month
- Nearly 15,000 visits per month
- 101,882 page views per month
- Sessions lasting more than 2:40 minutes

*Traffic numbers from July 2018 - January 2019



1 Top Half Wide Skyscraper

12 Months | \$3,210 (Run-of-Site)

- The half wide skyscrapers are located on the left of the page with a maximum of five rotate through each position
- 160 x 300 pixels

2 Lower Half Wide Skyscraper

12 Months | \$2,950 (Run-of-Site)

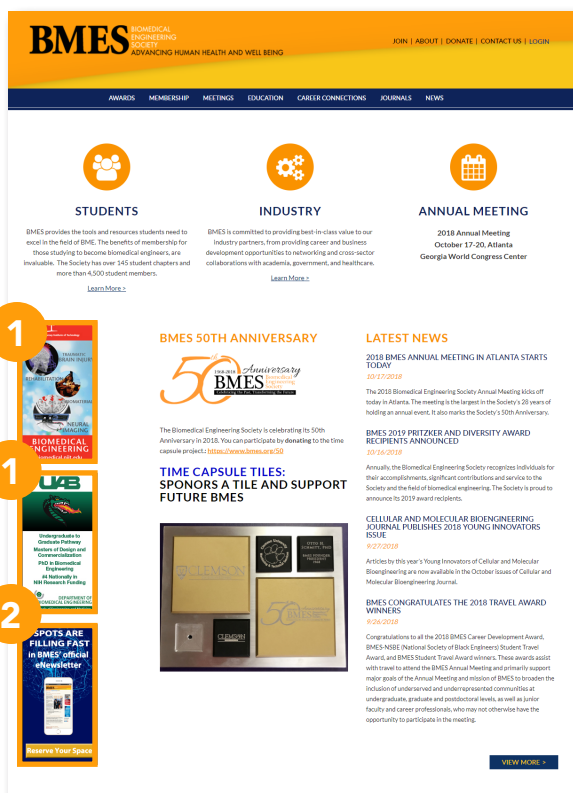
- A maximum of three rotate through this position
- 160 x 300 pixels

BMES Members receive a 10% discount

BMES 2019 Annual Meeting Exhibitors receive a 10% discount

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Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit
www.naylor.com/online specs

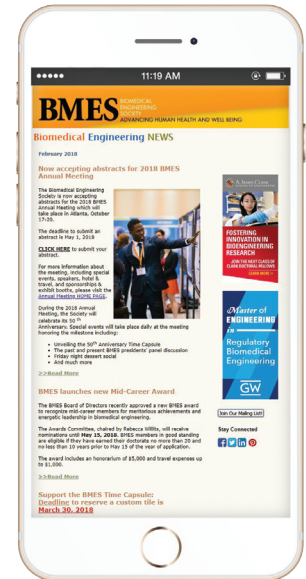
BIOMEDICAL ENGINEERING NEWS ENEWSLETTER

ABOUT THE ENEWSLETTER –
WWW.BMES.ORG/EBULLETIN

Now more than ever, professionals consume information on the go. Our *Biomedical Engineering NEWS* eNewsletter allows members to stay informed about cutting edge research, timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of more than 7,000 decision-makers on a regular basis
- In addition to more than 7,000 members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other BMES publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process



BMES BIOMEDICAL ENGINEERING SOCIETY
ADVANCING HUMAN HEALTH AND WELL BEING

Biomedical Engineering NEWS

February 2018

Now accepting abstracts for 2018 BMES Annual Meeting

The Biomedical Engineering Society is now accepting abstracts for the 2018 BMES Annual Meeting which will take place in Atlanta, October 17-20.

The deadline to submit an abstract is May 1, 2018

[CLICK HERE](#) to submit your abstract.

For more information about the meeting, including special events, speakers, hotel & travel, and sponsorships & exhibit booths, please visit the [Annual Meeting HOME PAGE](#).

During the 2018 Annual Meeting, the Society will celebrate its 50th Anniversary. Special events will take place daily at the meeting honoring the milestone including:

- Unveiling the 50th Anniversary Time Capsule
- The past and present BMES presidents' panel discussion
- Friday night dessert social
- And much more

[>>>Read More](#)

BMES launches new Mid-Career Award

The BMES Board of Directors recently approved a new BMES award to recognize mid-career members for meritorious achievements and energetic leadership in biomedical engineering.

The Awards Committee, chaired by Rebecca Willits, will receive nominations until May 15, 2018. BMES members in good standing are eligible if they have earned their doctorate no more than 20 and no less than 10 years prior to May 15 of the year of application.

The award includes an honorarium of \$5,000 and travel expenses up to \$1,000.

[>>>Read More](#)

Support the BMES Time Capsule: Deadline to reserve a custom tile is **March 30, 2018**

As part of the Biomedical Engineering Society's 50th Anniversary celebration, the Society is fabricating a time capsule which will be displayed in the National Museum of Health and Medicine until it is opened in 2068.

The time capsule will be on display at the 2018 BMES Annual Meeting in Atlanta. At that meeting, we will fill it with artifacts and

[Join Our Mailing List!](#)

Stay Connected

1

Custom Vertical Banners

12 Months | \$3,210

- Only five spots available – NO ROTATION
- Located between popular sections of the eNewsletter
- (141 x 276 Pixels)

Distributed Monthly (15th of every month)

Sections include

- Hot Topics
- News Briefs
- Upcoming Events

BMES Members receive a 10% discount

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Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.

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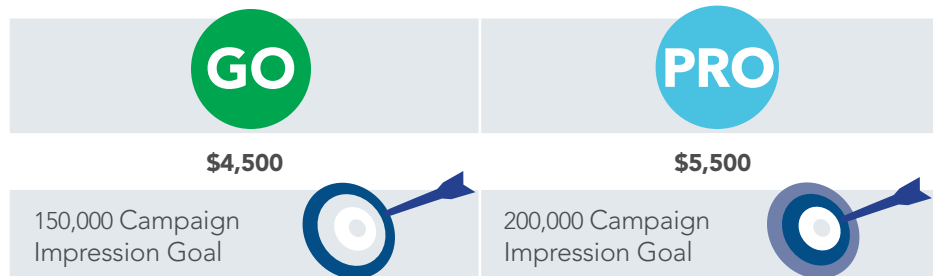
AUDIENCE EXTENSION

CONTINUE TO BUILD YOUR BRAND beyond the BMES' website and Career Center through audience extension (also known as site retargeting). Studies show that brand awareness through repeat exposure drives purchasing relationships and now you can be omnipresent without having to do anything extreme or technical. With retargeting, your ad is served to www.bmes.org and www.jobboard.bmes.org site visitors as they frequent other sites across the web. *BMES serves 7,000 members in the field, who visit the website and career center nearly 70,000 times per month on average.* Our qualified audience is your chance to re-engage them with a completely new level of customization and insight.

HOW RETARGETING WORKS



PROGRAMMATIC PACKAGES



ALL PACKAGES INCLUDE:

- ✓ Standard Month End Results
- ✓ End of Campaign Performance Metrics
- ✓ Customized Campaign Reporting
- ✓ Campaign Optimization
- ✓ Creative Optimization
- ✓ Strategic Insights/Recommendations

Customized targeting solutions are available, please contact:

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