FOR MORE INFORMATION, PLEASE CONTACT:

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Media Director
Direct: (770) 576-2638
Email: nmanis@naylor.com
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.

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

WHO YOU’LL REACH
BMES.org and Biomedical Engineering NEWS are used by leading biomedical engineering professionals including:

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

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

CONTACT NAYLOR TODAY!
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

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

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

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/onlinespecs
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

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

BMES 2019 Annual Meeting Exhibitors receive a 10% discount

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.
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

User visits our website → After leaving our site → Your ad displays to that user around the web → User clicks ad and takes action!

PROGRAMMATIC PACKAGES

<table>
<thead>
<tr>
<th>GO</th>
<th>PRO</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4,500</td>
<td>$5,500</td>
</tr>
<tr>
<td>150,000 Campaign Impression Goal</td>
<td>200,000 Campaign Impression Goal</td>
</tr>
</tbody>
</table>

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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Email: nmanis@naylor.com