Updated for 2010

The Association of Medical Illustrators
Advertising & Sponsorship Program

Reach over 700 visual communication leaders, consultants, and buyers in the medical, science, and health care industries.
Founded in 1945, the Association of Medical Illustrators is a unique organization made up of over 700 talented visual communicators working in the realm of cutting edge medicine and science. These individuals are highly trained and skilled illustrators, consultants, CEOs, managers, educators, designers, and animators. Our members are experts, motivated to share what they have learned and trade information with others...in short, they are “teachers” and “students.” Many are early adopters, willing to try new things and convey an opinion about their discoveries to others. As a result, our members represent a targeted yet diverse buying market.

When you interact with the AMI, you are connecting with individuals who influence other artists, businesses, and organizations.

The AMI communicates with its members through five dynamic channels:
• a robust, public AMI.org website
• an active Online Member Community
• the AMI News, our quarterly publication now in its 51st volume
• the AMI Weekly News Blast emailed every Wednesday, and
• our signature event: the Annual Conference being held this year in Portland, Oregon, July 28 to August 1, 2010.

This means numerous ways to reach our members when your investment matters most.

The AMI offers amazing opportunities for your company.

...a breakthrough scientific discovery, a novel mechanism of action, or the presentation of medical evidence to a jury. No matter how complex the scientific information, visual communication is the surest and most direct way to inform and educate an audience.

It starts with a story
AMI.org

With over 73k hits per year, the AMI.org site is an excellent opportunity for direct advertising benefits, leveraging banner ads not just to AMI members, but to all visitors seeking information about our extraordinary field.

On 12.12.08, we launched a new, robust website and online member community. Just over a month later, our website was recognized as an Adobe Site of the Day. Fast on its heels came another accolade from the Interactive Media Council’s “Best in Class Award” in the category of “Medical” with a score of 490 out of a maximum 500 points.

The AMI.org site boasts some of the most compelling, rich, and imaginative medical art worldwide. A visit to our Gallery, a tour of the Expert Techniques section, or a glance at the current events in our Storytelling section says it all.

AMI Online Member Community

Site analytics for Jan. 1 – Dec. 31, 2009:
73,964 Visits
42,742 Absolute unique visitors
193,508 Page views
2.62 Average page views
2:47 Time on site
55.71% Bounce rate
57.10% New visits

The online member community is available to all of our members. At present, nearly 500 members access this site on a regular basis to network, display work, check job listings, or join one of over 50 special interest groups. This networking community establishes the best practices for visualizing biomedical information, and enables communications to and between members – all day, every day.

AMI.org banner advertising details:
Dimensions: 214 pixels x 75 pixels
Format: PNG or JPEG

AMI.org banner advertising details:
Dimensions: 214 pixels x 75 pixels
Format: PNG or JPEG
Reach over 700 visual communication leaders, consultants, and buyers four times a year via the AMI News.

Averaging 22 pages per issue, the AMI News is available quarterly in a PDF format via the Online Member Community Library and printed biannually. Each issue contains an eclectic variety of member submissions ranging from the latest techniques in digital media to current topics in the world of science and medicine.

The AMI News provides an excellent opportunity for direct advertising benefits with ad spaces available at four cost-effective sizes.

AMI News rate size and fee per issue:
- 1/6 ad (2.75H x 4.75W inches) = $75.00
- 1/3 ad (4.875H x 4.75W inches) = $130.00
- 1/2 ad (7.5H x 4.75W) = $190.00
- Full page ad (7.5H x 9.5W) = $360.00

Ad deadlines: March 1, May 5, August 30, and December 6, 2010.

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Equine Upper Respiratory Anatomy · 3D Relationships © 2009 David C. Killpack / Illumination Studios
Rapid Arc Peripheral Lung Tumor Cancer Treatment © 2009 Cynthia Turner

Reach over 700 visual communication leaders, consultants, and buyers four times a year via the AMI News.
AMI Weekly News Blasts

The AMI Weekly News provides our 700+ members with up-to-date events and job opportunities. This is a great medium to present a link to your site or product alongside your logo.

AMI Weekly News Blast Advertising Options

A: Company logo link in the top left justified column.

B: 1 logo link + written ad in the bottom footer. Information about new software releases, educational events, news notes, etc are perfect for this type of presentation. If you choose you can update your information each month.

AMI Weekly News Blasts advertising details:
- Dimensions: 125 x 50 pixel (company logo)
- Format: .jpg, .gif, or .tif for your company logo.
- Word.doc for content (100 x 100 pixel space available)
- Deadlines: First Monday of each month.

AMI Advertising Packages

Leverage the AMI.org public website, the quarterly AMI News, and the AMI Weekly News Blasts. Three robust channels of communication serve as perfect platforms for you to build relevance and relationships.

Basic Package
$1,000
- One yearlong banner ad on the AMI.org public website
- A 1/3 page ad in the quarterly AMI News
- A company logo link in the AMI Weekly News Blast.

Expanded Package
$2,000
- One yearlong banner ad on the AMI.org public website
- A 1/2 page ad in the quarterly AMI News
- A company logo link in the AMI Weekly News Blast
- A company logo written ad in the bottom footer of the AMI Weekly News Blast.

For more information on either AMI Advertising Package, please contact sponsorship@ami.org.
AMI Annual Conference

Attendance: 300+

Your company will interface with the most influential decision-makers in the AMI. This venue is the place to maximize your investment. Consider an Education Sponsorship of one of our presenters to showcase your product in action.

The Annual Conference is our signature event held in late summer. It begins with full or half day Workshops, formal classroom lecture presentations for 15-30 attendees with specific learning goals, followed by a reception celebrating the opening of the Salon - the finest contemporary medical illustration exhibit in North America. Three days of plenary and concurrent sessions cover a rich variety of cutting edge topics including art and visualization, biomedical subjects, and business practices. The Technique Showcase is one of the pinnacle conference events, with members demonstrating how they work within a wide range of media, from traditional to digital, with a focus on using the latest software and hardware.

The 65th AMI Annual Conference will be held this year at Portland State University in Portland, OR, July 29 – August 1, 2010

This year’s theme, Branching Out - Always Growing, highlights the diversity and unity of the profession of medical illustration.

The official AMI conference website launches in early spring and includes dates, location, visitor information, conference agenda, and more. It offers a great opportunity for early exposure of your company to our membership well in advance of the meeting itself.
Did you know?

• A medical illustrator is a professional artist with advanced education in both the life sciences and visual communication.

• The work of medical illustrators promotes education, research, patient care, public relations, and marketing efforts.

• A medical illustrator *speaks* in a universal language transforming complex information into visual images that communicate to broad audiences.

• From the human genome to the latest robotic surgical technique, the need for accurate, effective communication continues to expand.

• Advances in computer graphics and imaging are generating vast new opportunities in which visualization is the key to understanding.

Sponsorship and Education Sponsorship: two great ways for your company to reach our members.

When you interact with the AMI, you are connecting with individuals who influence other artists, businesses, and organizations.
**Sponsorship Opportunities**

The AMI has established new corporate advertising and promotional opportunities that are responsive to the diverse needs and marketing strategies of corporations today.

**Salon Opening Reception Sponsor**

**Contribution level of $2,500**

- *Category exclusivity* of your logo on prominent signage at the Salon Opening Reception
- Complimentary admission for 2 people to the conference**
- Recognition from the podium prior to the Keynote Address
- Logo placement on AMI Annual Conference website with company bio and website link for one year
- Logo placement in printed meeting materials
- Logo placement in the AMI Weekly News Blasts email for a year
- Prominent signage at registration table
- Attendee mailing list, if desired (pressure-sensitive labels).

**Awards Banquet Sponsor**

**Contribution level of $2,500**

- *Category exclusivity* of your logo on prominent signage at the Awards Banquet
- Complimentary admission for 2 people to the conference**
- Recognition from the podium prior to the Keynote Address
- Acknowledgment at the Awards Banquet
- Logo placement on AMI Annual Conference website with company bio and website link for one year
- Logo placement in printed meeting materials
- Logo placement in the AMI Weekly News Blasts email for a year
- Prominent signage at registration table
- Attendee mailing list, if desired (pressure-sensitive labels).

**President Speech Sponsor**

**Contribution level of $2,000**

- *Category exclusivity* of your logo on prominent signage at the Presidential Speech
- Complimentary admission for 1 person to the conference**
- Recognition by the AMI President prior to her speech
- Logo placement for on the AMI Annual Conference website with company bio and website link
- Logo placement in the AMI Weekly News Blasts email for a year
- Logo placement in printed meeting materials
- Prominent signage at the registration table
- Attendee mailing list, if desired (pressure-sensitive labels).

**Event Sponsor**

**Contribution level of $1,500**

- Corporate logo on prominent signage at the plenary and concurrent sessions***
- Recognition from the podium prior to the Keynote Address
- Logo placement on the AMI Annual Conference website with company bio and website link
- Logo placement in printed meeting materials
- Logo placement in the AMI Weekly News Blasts email for a year
- Prominent signage at the registration table
- Attendee mailing list, if desired (pressure-sensitive labels).

**Coffee Break Sponsor**

**Contribution level of $750**

- Exclusive sponsorship of a mid-morning or an afternoon coffee break (lasting 30 minutes)
- Prominent signage at the coffee break and registration table
- Logo placement in printed meeting materials
- Logo placement in the AMI Weekly News Blasts email for a year
- Attendee mailing list, if desired (pressure-sensitive labels).

**Conference Registration Sponsor**

**Contribution level of $500**

- Prominent signage at the registration table
- Logo placement in printed meeting materials
- One sponsor provided flyer insert for each registration packet
- Includes logo placement in printed meeting materials.

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*Exclusivity refers to the category of business your company is in, e.g. hardware, software, art supplies, printing, etc.

**Annual Conference complimentary admission(s) exclude full or half day Workshops.

***Event Sponsors signage exclusions: the Salon Opening Reception, Awards Banquet, and Presidential Speech
Education Sponsorship Opportunities

While our Annual Conference doesn’t offer a typical exhibitor opportunity, we do offer excellent exposure within the full and half day Workshops as well as the Technique Showcase.

Workshops
The 2010 Annual Conference has 6 to 8 full and half day Workshops scheduled.

Each hands on lecture takes place the day before the Annual Conference for 15-30 attendees with specific learning goals.

The presenter may be either an AMI member or a company representative. As a sponsor, your product or service needs to be of value to the AMI membership, and presented in a way that is educational. Alternatively, you may sponsor any presentation for the purpose of exposure to the AMI membership.

For a list of current Workshops, please contact sponsorship@ami.org.

Techniques Showcase
The 2010 Annual Conference currently has 12 experts presenting.

As one of the pinnacle conference events, the Technique Showcase runs for 2.5 hours with members demonstrating how they work within a wide range of media, from traditional to digital, with a focus on using the latest software and hardware.

For a list of current Technique Showcase presenters, please contact sponsorship@ami.org.

Education Sponsor Gold
Contribution level of $1,250 or an equivalent “in-kind” donation of product/service

Allow us to show your product in action!
An accomplished AMI member presenter demonstrates your product in action at a Workshop or the Technique Showcase, targeted in a way that is beneficial for attendees and your company.

• Prominent signage of company name and logo (and product if applicable) on promotional poster displayed behind presenter
• Company promotional materials at presentation table
• Company name and logo placement (and description of product if applicable) in printed meeting program brochure
• Company name and logo placement on meeting website next to educational abstract
• Web link on the meeting website.

Education Sponsor Silver
Contribution level of $750 or an equivalent “in-kind” donation of product/service

A representative from your company demonstrates your product in action, targeted in a way that is beneficial for attendees.

• Prominent signage of company name and logo (and product if applicable) on promotional poster displayed behind presenter
• Company promotional materials at presentation table
• Company name and logo placement (and description of product if applicable) in printed meeting program brochure
• Company name and logo placement on meeting website next to educational abstract
• Web link on the meeting website.
AMI Membership Demographics

Below are the results of an independent online survey of AMI members conducted by an independent company in 2007. This information is provided in an effort to connect your company with our specialized, niche market.

<table>
<thead>
<tr>
<th>Age:</th>
<th></th>
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<tbody>
<tr>
<td>Under 25</td>
<td>1%</td>
</tr>
<tr>
<td>25-35</td>
<td>32%</td>
</tr>
<tr>
<td>36-45</td>
<td>24%</td>
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<tr>
<td>46-55</td>
<td>26%</td>
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<tr>
<td>56-65</td>
<td>14%</td>
</tr>
<tr>
<td>Over 65</td>
<td>2%</td>
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<table>
<thead>
<tr>
<th>Geographic Distribution:</th>
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</thead>
<tbody>
<tr>
<td>Northeast</td>
<td>32%</td>
</tr>
<tr>
<td>Southeast</td>
<td>18%</td>
</tr>
<tr>
<td>Midwest</td>
<td>16%</td>
</tr>
<tr>
<td>Pacific</td>
<td>12%</td>
</tr>
<tr>
<td>Central</td>
<td>8%</td>
</tr>
<tr>
<td>Southwest</td>
<td>8%</td>
</tr>
<tr>
<td>Canada</td>
<td>5%</td>
</tr>
<tr>
<td>Other (Hawaii, Australia)</td>
<td>1%</td>
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<table>
<thead>
<tr>
<th>Education in Medical Illustration:</th>
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</thead>
<tbody>
<tr>
<td>Master’s degree</td>
<td>78%</td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>15%</td>
</tr>
<tr>
<td>Certificate</td>
<td>2%</td>
</tr>
<tr>
<td>Workshops/attended classes</td>
<td>2.4%</td>
</tr>
<tr>
<td>No formal training</td>
<td>2%</td>
</tr>
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</table>

| Years in the field (Range 1 - 53) | 17    |

<table>
<thead>
<tr>
<th>Board Certified Medical Illustrator:</th>
<th></th>
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<tbody>
<tr>
<td>Yes</td>
<td>54%</td>
</tr>
<tr>
<td>No</td>
<td>48%</td>
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</table>

<table>
<thead>
<tr>
<th>Work Status:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee*</td>
<td>19%</td>
</tr>
<tr>
<td>Employee + freelance</td>
<td>43%</td>
</tr>
<tr>
<td>Self-employed</td>
<td>36%</td>
</tr>
<tr>
<td>Employer</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Employees work for:

| University (i.e. medical) | 26%   |
| Hospital or institution   | 16%   |
| Publishing company        | 13%   |
| Corporation               | 10%   |
| Medical legal or law firm | 9%    |
| Web, multimedia, animation company | 8% |
| University (i.e. art)     | 6%    |
| Medical education company | 2%    |
| Veterinary school         | 2%    |
| Pharmaceutical company    | 1.6%  |
| Advertising agency        | 1.6%  |
| Other                     | 5%    |

From Compensation Survey 2007

Start your story with the AMI today!

Visit www.ami.org or email sponsorship@ami.org to get the AMI Advertising & Sponsorship 2010 PDF form.