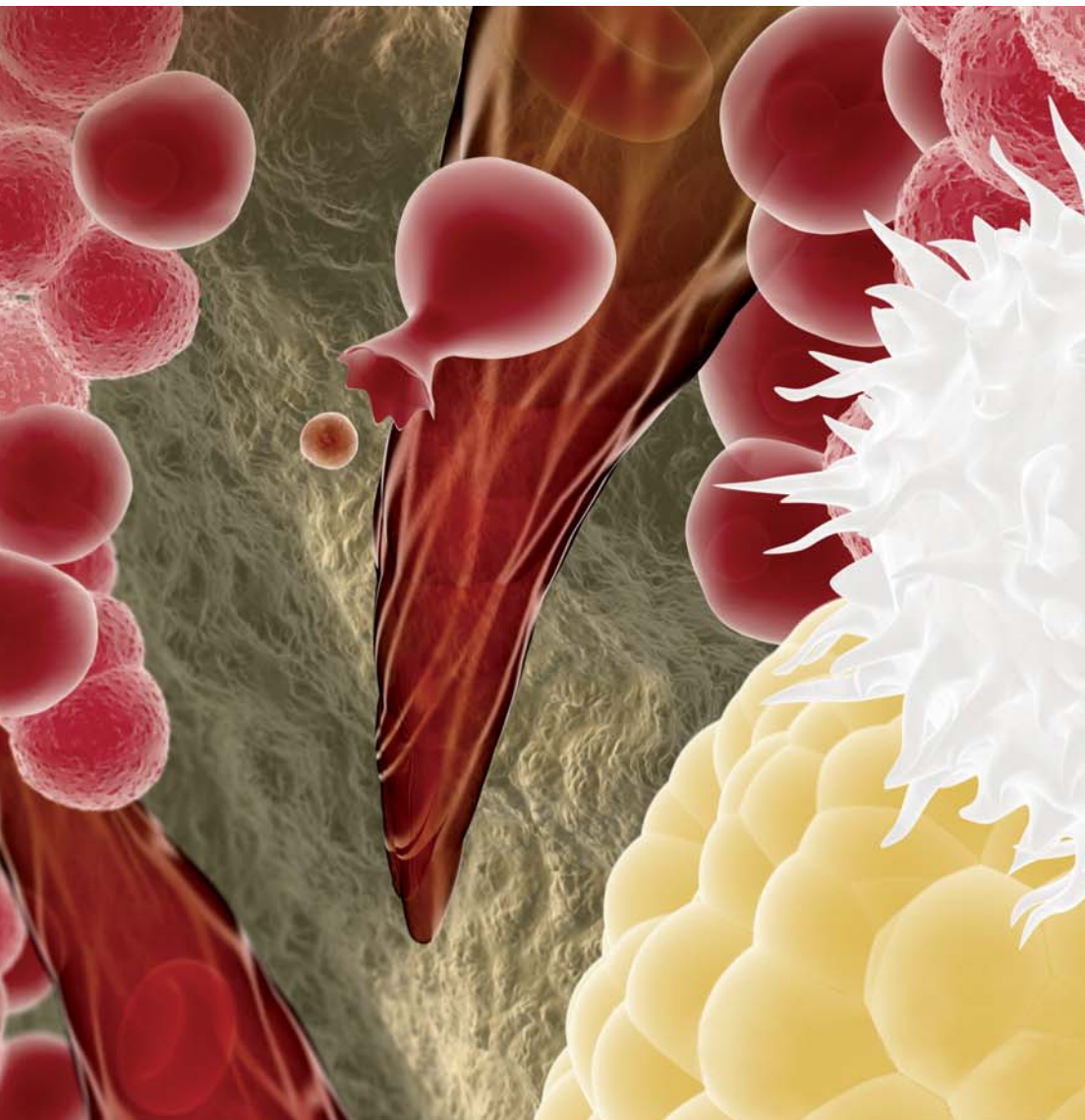


MEDICAL ILLUSTRATION SOURCEBOOK

medical illustration
natural science illustration
animation & multimedia
healthcare photography
www.medillsb.com

25

A comprehensive print + web marketing program for visual artists in medicine, science and healthcare fields



"For nearly a decade I have relied on the *Medical Illustration Source Book* as my primary means of marketing. To thrive in this field without a presence in the *Source Book* is unthinkable — I owe every client I have to this program."
 James Archer / Anatomy Blue

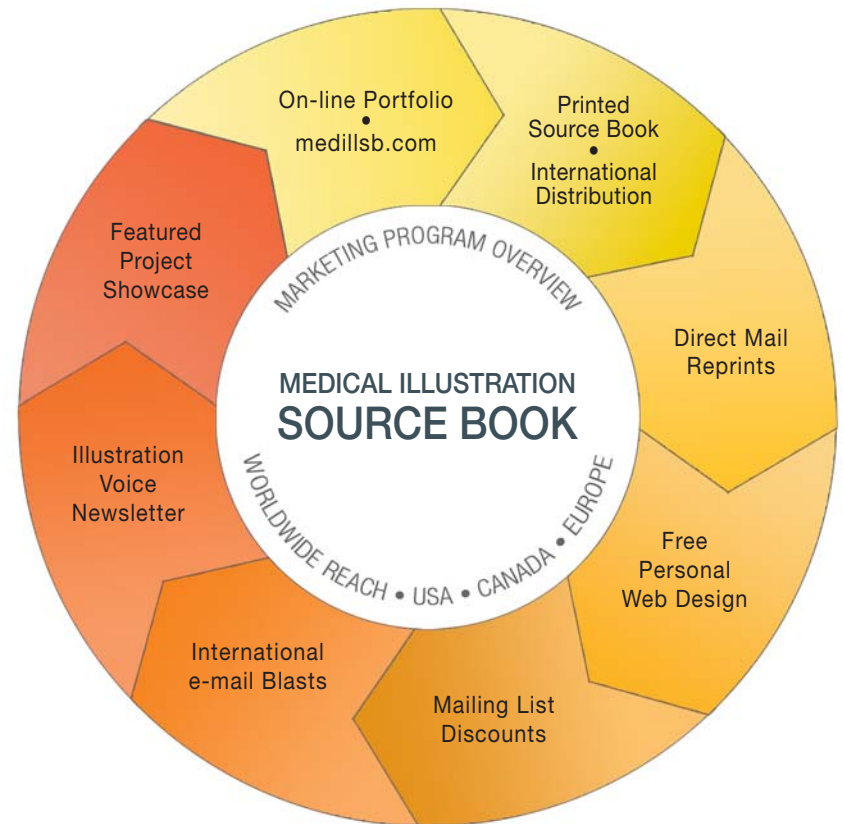
"I've been advertising with the *Source Book* for many years and it's proven invaluable for gaining new clients. Their reach extends much further than what I can do on my own and that saves me time."
 Mike Austin, MFA / Medical Illustrator



© Garth Glazier

COMPLETE MARKETING

The *Source Book* is much more than a printed talent directory. It is a comprehensive print + web marketing program that maximizes your opportunities to reach creative buyers in science and healthcare industries around the globe.



GREETINGS!

The first *Medical Illustration Source Book* was published in 1983. It was the brainchild of Bill Westwood, an experience medical artist who at that time was about to embark on a freelance career. Bill had a vision to create a targeted directory to help illustrators with specialized skills and knowledge reach out to medical art buyers. This type of resource would benefit all medical artists and the field of medical illustration as a whole.

Over the last quarter century the *Source Book* program has helped countless artists launch, grow and maintain their businesses in this highly competitive market.

We honor Bill Westwood's original vision and try to live up to it with every new edition, catering strictly to the needs and markets of medical and scientific image makers. Many of the artists who participated in the first few books continue to actively promote themselves through the program, bringing new ideas to the marketplace each year.

We hope you will participate in the landmark 25th edition. Please contact us to find out more about how the *Source Book* program can help you grow your business ... for the next 25 years (and beyond)!

Sincerely,



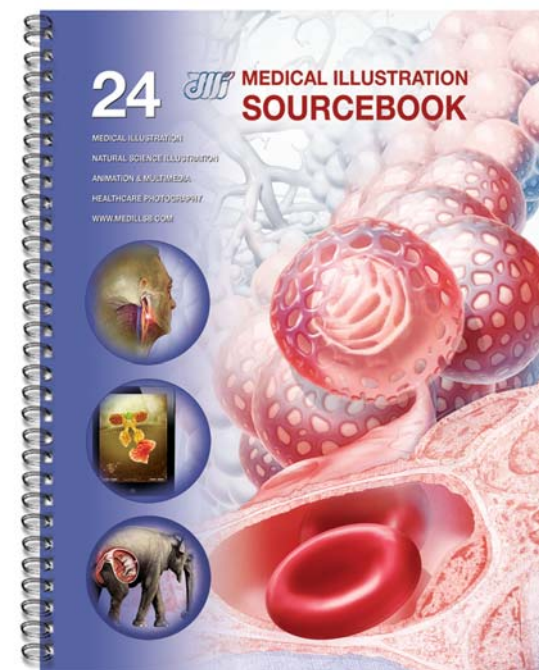
Glen Serbin

President | Serbin Communications, Inc.

In 1990 Serbin Communications took on the marketing, production and distribution of the project. We have a strong partnership with the AMI and have worked closely with their Source Book Editorial Board to expand it into a comprehensive print + web marketing program with worldwide reach.

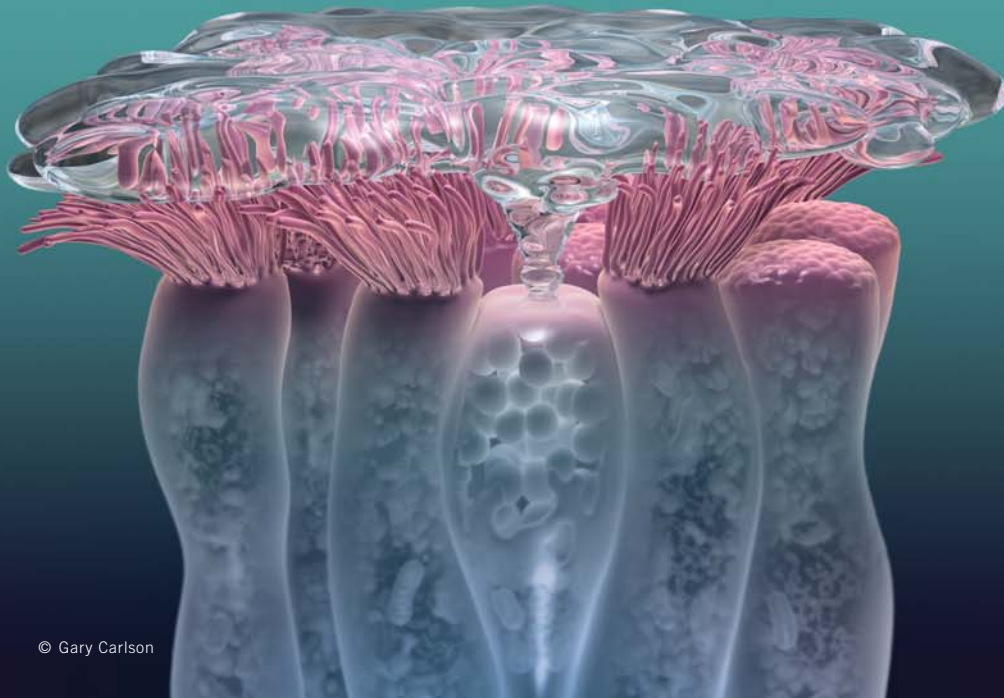
VISION + EXPERIENCE = number 1 RESOURCE

Current and potential clients regularly consult the *Source Book* to find the artists they need to bring their projects to life. It is where art buyers from around the world turn to find the top creators of medical and scientific artwork and see their very latest styles and techniques. It's where you should be if you want to gain professional recognition, receive lucrative assignments and build better client relationships.



"Our markets and marketing will always be an evolution. But one of the few constants for my business has always been the service, quality and value of the *Medical Illustration Source Book*. When the phone continues to ring because of old *Source Book* ads, I remember that they helped establish my market presence. I choose to build (and rebuild) from that as a baseline."

Scott Bodell



TARGETED DISTRIBUTION 25 + YEARS OF RESEARCH & NETWORKING

Our comprehensive, highly specialized distribution list is unparalleled in the medical and scientific art world.

6,500 creative and marketing professionals receive the *Source Book* each year, including selected art buyers in Canada, the UK and Europe.

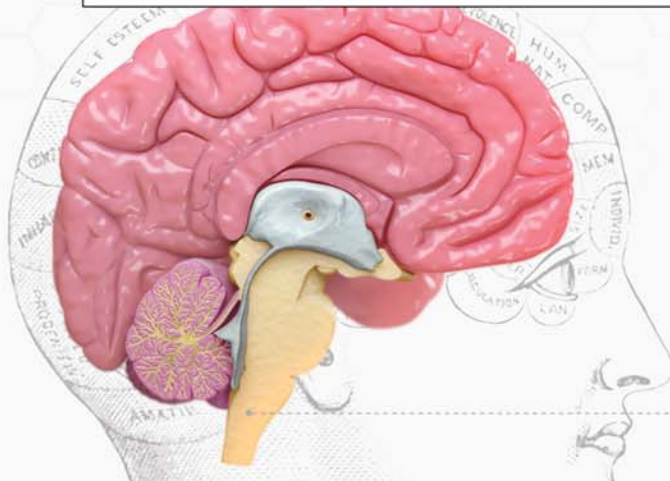
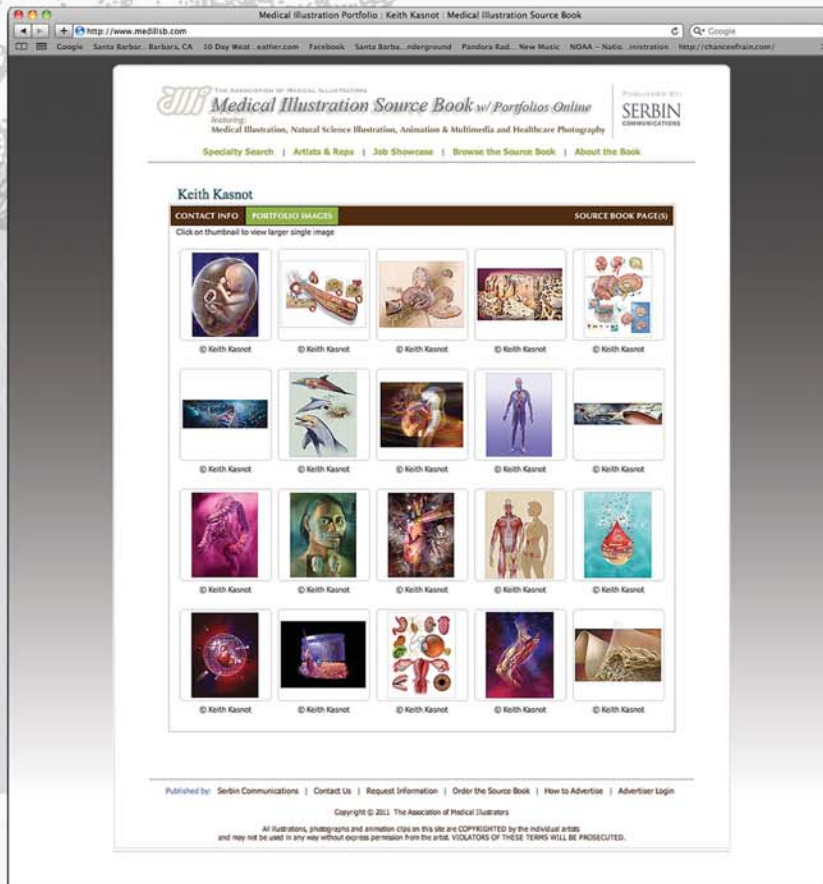
▶ The average *Source Book* recipient shares the book with 3-4 other art directors!

MEDILLSB.COM SELF-MANAGED PORTFOLIO 50 IMAGES OR ANIMATIONS INCLUDED

Ranked high with all the major search engines, the *Source Book* website helps you reach a broader audience... for up to two years!

Medillsb.com is also directly promoted with regular email blasts to creatives in the U.S. and abroad who may not receive the printed *Source Book*. This program introduces a wider audience of qualified international art buyers to the on-line edition, and reinforces to the market that medillsb.com is the place to find exceptional medical and scientific artists.

► Type "medical illustration" into Google and watch medillsb.com come up on page 1 results!





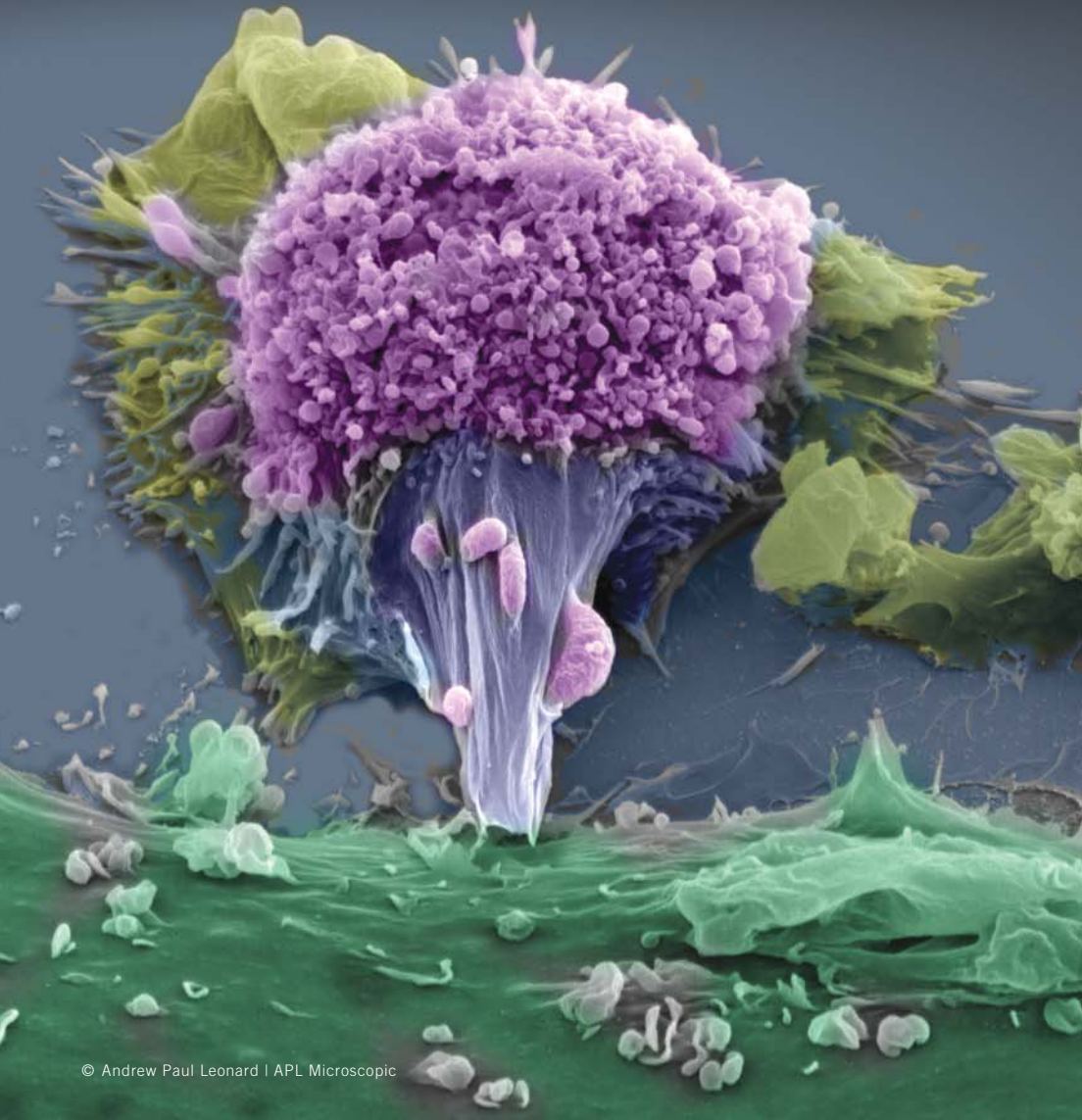
© Rogier Trompert Medical Art

EXTRA INTERNET & DIRECT MAIL TOOLS INCLUDED

- ▶ Free: personal web design from SiteDesignWorks.com.
- ▶ 500 reprints of your ad included with every page.
- ▶ 15% discount on mailing list subscriptions through AgencyAccess.com.
- ▶ VIP distribution program ensures that your top clients receive the *Source Book*.

“For almost 20 years I have bought a page in the *Medical Illustration Source Book*. Because it is so effective, the book, its website and now the free personal website has been my sole means of advertising for most of that time.”

Birck Cox Medical Illustration



FREE WEB DESIGN FROM



Every *Source Book* advertiser is eligible for free website design through SiteDesignWorks.com. At no cost to you, Serbin Communications' internet division will build a 7-page portfolio or stock website using your own personal URL.

PROGRAM & PRODUCTION DETAILS

PRINT DISTRIBUTION 6,500 art buyers, creative and marketing professionals receive the printed *Source Book* annually in September. PLUS, the average *Source Book* recipient shares the book with 3- 4 other art directors.

Your success depends upon the right decision makers seeing your work. That is why we personally update our database by phone and written qualification to ensure the accuracy of the *Source Book* distribution.

TARGETED MARKETS INCLUDE:

- Advertising Agencies with Medical & Pharmaceutical Accounts
- Pharmaceutical and Biotech Companies
- Medical & Scientific Publishers (book / journal)
- Consumer Health Publishers (book / magazine)
- Medical Device & Product Manufacturers
- Medical Education Companies
- Interactive Multimedia / Animation / Internet Production Companies
- Museums / Zoos / Aquariums
- Design Firms with Medical and Scientific Accounts
- Marketing / Communications / Branding / PR Firms
- Medical Malpractice and Healthcare Attorneys

ARE YOUR CLIENTS RECEIVING THE SOURCE BOOK? As an advertiser, you are invited to submit up to 25 names (per page) of clients or potential clients you would like to receive the *Source Book*. We will then send you certificates you can forward to them, to announce your gift. Your VIP list must consist of U.S. buyers of medical or scientific creative art.

BOOK SECTIONS The *Source Book* is organized into two major sections for ease of reference. Artwork within each section or subdivision will be paginated alphabetically, by the primary company name or last name of the artist on the page.

ANIMATION / MULTIMEDIA SECTION: This section will appear at the front of the *Source Book* and contain color pages only. If your work comes from a combination of traditional illustration and new media you may want to consider putting pages in both sections of the *Source Book*.

MEDICAL & NATURAL SCIENCE SECTION: Color and B&W Medical Illustrators, Natural Science Illustrators and Healthcare Photographers are paginated in one section. This section is subdivided into separate B&W and Color sections, with the B&W pages located in the front of the section. B&W pages will not contain any color artwork. The Color section will contain all color artwork and mixed pages of both color and B&W art. B&W pages with no color artwork will not be allowed in the color section.

RESERVE BY SEPTEMBER 23, 2011

PROGRAM RATES	
Color Page	\$1625
B/W Page	\$1375

A non-refundable \$225 per page deposit is due with your reservation.

Each page includes these internet and direct mail tools:

- ▶ 50 portfolio images on medillsb.com
- ▶ 500 ad reprints for direct mail (all spread reprints are cut to 8.5" x 11")

Rates are for custom, digital pages. There will be no production charges when you submit a complete, high-resolution digital file to meet our specifications. Advertiser is responsible for all page design and typesetting.

PAYMENT PLANS

Choose from 2 convenient payment options to help you budget for your ad:

4-Payment Plan

\$225 per page deposit due September 23. Pay the balance in 3 equal installments: February 6 (with artwork), March 8 and April 4, 2012.

7-Payment Plan (Monthly Auto-Pay)

\$225 per page deposit due September 23. Pay the balance in 6 monthly installments: October 24, 2011, November 21, 2011, January 6, February 6, March 8 and April 4, 2012. Payments will be automatically charged to your credit card on the due date. Monthly invoices will not be generated for this payment plan.

ADVERTISING/PUBLICATION SCHEDULE

Reservation	September 23, 2011 (\$225/page deposit due)
Artwork Due	February 6, 2012
Press Proofs	April 2012
Publication	September 2012
On-Line Term	ends September 30, 2013

MAILING LIST DISCOUNT Every *Source Book 25* advertiser is eligible for a 15% discount off all Agency Access database services (www.agencyaccess.com).  agencyaccess

medillsb.com 50-IMAGE PORTFOLIO INCLUDED FOR UP TO TWO YEARS

Start promoting your work on medillsb.com as soon as you reserve your ad in *Source Book 25*. Each page of advertising includes unlimited 24/7 access to upload 50 images or animations. Your portfolio will remain on-line through September 30, 2013 (or as long as you continue to advertise in the *Source Book*).

Thousands of art buyers visit the site each month to browse the on-line version of the book and view a wide variety of medical and scientific portfolio images, animations and streaming video clips. Keyword searches by specialty, style, technique and subject are just a click away with easy-access menus. On-line contact information includes quick links to your personal website and email. *You can even add title, creator and copyright information to help protect your work.*

FEATURED PROJECT SHOWCASE HELPS YOU INCREASE YOUR VISIBILITY:

Upload your latest project to your portfolio, along with creative details about the assignment. Keep your presentation fresh by regularly changing your featured project — the most recent projects are highlighted on our home page.

DIRECT LINK TO YOUR PORTFOLIO: Send potential clients straight to your portfolio using a direct URL address and bypassing the group site's search menus. Make full use of this link by including it on your own website, advertising materials, and emails. (Example: medillsb.com/yourname).


**FREE FROM SITEDESIGNWORKS.COM
WEB DESIGN**

Every *Source Book* advertiser is eligible for free website design through SiteDesignWorks. At no cost to you, Serbin Communications' internet division will build a 7-page portfolio or stock website using your own personal URL. Choose between a free predesigned website package or a \$475 credit towards a customized website design.

TRANSFERABLE: If you don't need or want a new website, we'll let you transfer your SiteDesignWorks credit to a friend!

CHOICE, CONTROL, EXPANSION: We have dozens of design options to choose from. Your website includes 23 free starter images. Additional images are \$11.50 each, or you can upload an unlimited number for \$137.50 per year. You personally control all the text on your site, and you can update it at any time, as often as you like, for no additional charge.

HOSTING FEES AND OPTIONS: SiteDesignWorks websites are hosted on our own fast, reliable servers, and are monitored 24/7 by our experienced technical team. Monthly hosting fees start at \$22/month. Add a personalized email address for a professional presentation, or sign up for traffic reporting so you can monitor your website's progress on Google and other important search engines.

Visit SiteDesignWorks.com for more information. 

PRODUCTION ARTWORK DEADLINE FEBRUARY 6, 2012

DETAILS Production specifications, layout templates and a complete list of production charges may be found at: www.medillsb.com/Advertise/templates.html.

DIGITAL SUBMISSIONS: All production is included when you submit a complete, high-resolution file to meet our specifications. We include pre-flight review of your file to make sure it is ready for press.

PRESS PROOFS: In April 2012, each advertiser will be sent a press proof via FedEx and will be billed \$12.75 for this service. Advertiser must return the proof within two working days of receipt. There is a minimum charge of \$175 per page to submit a new file at proof stage.

TRADITIONAL ARTWORK SUBMISSIONS • 5 FREE IMAGES PER PAGE: If you submit color transparencies for scanning or traditional line art to shoot, we allow up to 5 images per page with no additional scanning charges. Additional image cost (over 5 per page): \$55 per color image; \$25 per B&W image. Other production fees may apply to traditional artwork (silhouettes, colored background charges, etc.). Refer to our on-line specifications package for a complete list of charges.

MARKETING ADVICE AND PROFESSIONAL PAGE DESIGN SERVICE:

Serbin Communications' marketing representatives can advise you on image selection and marketing direction for your ad. There is no charge for this collaboration. If you need a professional to design your final ad there will be a charge of \$275 per page or \$450 per spread. Contact our production department prior to the February 6 artwork deadline to make arrangements for this service.

ARTWORK EXTENSION FEE: The timely submission of artwork allows us to produce and distribute the *Source Book* on schedule. Late submissions (up to two weeks) will be charged an artwork extension fee. If you take advantage of an extension, please make sure your artwork is in our office no later than February 20, 2012.

Artwork received February 7-13	5% late fee (per page)
Artwork received February 14-20	10% late fee (per page)

Our production department is here to help. Email production@serbin.com or call 800-876-6425 x223 if you have technical questions or need support.

The Medical Illustration *Source Book* is produced and distributed for the Association of Medical Illustrators by:

SERBIN COMMUNICATIONS, INC.

813 Reddick Street, Santa Barbara, CA 93103
Toll-free in the U.S. & Canada: 800-876-6425
International: 805-963-0439
www.serbin.com
info@serbin.com

PUBLISHERS OF PRINT + WEB RESOURCES FOR ILLUSTRATORS

Directory of Illustration • directoryofillustration.com
Medical Illustration Source Book • mediillsb.com
PLAY! Illustration for Toys and Interactive Games • playillustration.com

PUBLISHERS OF PRINT + WEB RESOURCES FOR PHOTOGRAPHERS

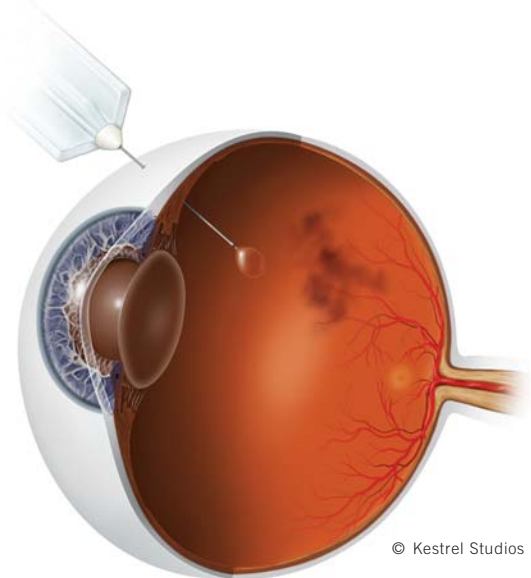
AtEdge Marketing Program • at-edge.com
Photographer's Forum Magazine • pfmagazine.com
Best of College Photography Annual
Best of Photography Annual

OTHER ARTIST RESOURCES

SiteDesignWorks.com • web design & hosting for artists
Designer Jewelry Showcase • designerjewelryshowcase.com

FINE ART PHOTOGRAPHY

Verso Limited Editions • versoeditions.com



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