MEDICAL ILLUSTRATION SOURCEBOOK
ASSOCIATION OF MEDICAL ILLUSTRATORS
+MEDILLSB.COM

IN PRINT
ONLINE
SOCIAL MEDIA

including
natural science illustration
3D animation & multimedia
healthcare photography
We promote you worldwide IN PRINT + ONLINE + SOCIAL MEDIA

COMPLETE MARKETING PROGRAM

IN PRINT
- Printed Sourcebook
- Direct Mail Reprints
- Mailing List Discounts

ONLINE
- Free Personal Web Design
- Online Portfolio
- International Email Blasts

SOCIAL MEDIA
- Social Media Support
- Illustration Voice Newsletter
- Artists’ Blogs

NUMBER 1 RESOURCE

We offer a comprehensive print + web marketing program that maximizes your opportunities to reach creative buyers in science and healthcare industries around the globe. In Print, Online and through Social Media marketing, let us help you find new clients and grow your business. It’s what we do best.

Current and potential clients regularly consult the printed Sourcebook and medillsb.com to find the artists they need to bring their projects to life. It’s 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 are looking for work in this market.

pure gold

“The MISB has been a great career move for me. Some my coolest projects have one thing in common - they came from the Sourcebook. And the portfolio website is pure gold.”
— BRIAN HARROLD
29+ years of **RESEARCH & NETWORKING**

Our **highly specialized distribution list** is unparalleled in the medical and scientific art world. 6,500 creative and marketing professionals receive the *Sourcebook* annually in September, including selected art buyers in Canada, the UK and Europe.

Plus, the average *Sourcebook* recipient shares the book with 3-4 other art directors!

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**worldwide**

“The medillsb.com website is a very valuable aspect of the overall Sourcebook program. Serbin Communications has really kept up with the technology and promotes the site worldwide, bringing me international clients I wouldn’t have otherwise.” —RON GUASTAFERRI
TOP RANKED WITH Google

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

MEDILLSB.COM

50-IMAGE PORTFOLIO for up to two years

Start promoting your work on medillsb.com as soon as you reserve your ad in the Sourcebook. Your portfolio will remain active through September 2017.

Ranked high with all the major search engines, medillsb.com helps you reach a broader audience.

Thousands of art buyers visit the site each month to browse the online 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. Online 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.

Medillsb.com is also directly promoted with regular email blasts to creatives in the U.S. and abroad who may not receive the printed Sourcebook. This program introduces a wider audience of qualified international art buyers to the online edition, and reinforces to the market that medillsb.com is the place to find exceptional medical and scientific artists.
individual SOCIAL MEDIA support

Our active Social Media Engagement Program partners with Sourcebook artists to promote them individually and as a group using the latest strategies.

- If you have a blog, your current posts will automatically RSS feed into our blog.medillsb.com. It’s a simple way for you to keep the creative community up to date.

- We regularly share your latest projects and news through multiple platforms like Facebook, LinkedIn, Twitter, Tumblr, Behance, Pinterest and more.

- Become a Guest Contributor to blog.medillsb.com, with access to post original content as often as you like. A variety of posts are selected each week for our Featured Content section.

- We send regular Blog Digest e-mail blasts to a worldwide art buying audience. They include the new Medillsb.com Conversation Series, plus focused posts about individual Sourcebook artists.
FREE WEB DESIGN from SiteDesignWorks

Every Sourcebook advertiser is eligible for a free website design from SiteDesignWorks, Serbin Communications’ web design and hosting division. We offer professional websites in a boutique, personalized environment. Our state-of-the-art web design technology gives you powerful control and sleek performance for an impressive online portfolio available across all modern platforms.

Websites include:
- Full screen image display
- Unlimited image additions
- Simple drag and drop editing
- Public and private galleries
- A personal blog
- ECommerce via Paypal
- Social Media and SEO ready
- Mobile device compatibility
- and more!

Visit www.sitedesignworks.com/medillsb for more information.

new clients

“The Sourcebook and the medillsb.com website are the advertising venues that have worked for me. I’ve even arrived at meetings with Art Directors to find the Sourcebook open on the desk. The fact that I still get new clients through my Sourcebook pages every year is testimonial enough to its power.” —BIRCK COX
ARTWORK DEADLINE FEBRUARY 4, 2016

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

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

• ANIMATION / MULTIMEDIA SECTION
• MEDICAL ILLUSTRATION & PHOTOGRAPHY SECTION
• NATURAL SCIENCE ILLUSTRATION SECTION

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 4 artwork deadline to make arrangements for this service.

ARTWORK EXTENSION FEE
The timely submission of artwork allows us to produce and distribute the Sourcebook 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 18, 2016.

Artwork received February 5 - 11 5% late fee (per page)
Artwork received February 12 - 18 10% late fee (per page)

ARE YOUR CLIENTS RECEIVING THE SOURCEBOOK?
As an advertiser, you are invited to submit up to 50 names (per page) of clients or potential clients you would like to receive the Sourcebook. 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.

OUR PRODUCTION DEPARTMENT IS ALWAYS HERE TO HELP
Email production@serbin.com or call 800-876-6425 x223 if you have technical questions or need support.

RESERVE BY SEPTEMBER 18, 2015

PROGRAM RATES

Color or BW Page $1,625 monthly payments as low as $200

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 18. Pay the balance in 3 equal installments: February 4 (with artwork), March 3 and April 4, 2016.

8-Payment Plan (Monthly Auto-Pay) $225 per page deposit due September 18. Pay the balance in 7 monthly installments: October 16, November 16, and December 16, 2015, January 15, February 16, March 14, April 14, 2016. 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

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<td>February 4, 2016</td>
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MAILING LIST DISCOUNT Every Sourcebook 29 advertiser is eligible for a 15% discount off all Agency Access database services (www.agencyaccess.com).
it works

“I rely on the Medical Illustration Sourcebook because it is an established, reputable, and reliable marketing tool that works for me. It allows me to focus more on production and growing my business.”

—ADAM QUESTELL, A KYU DESIGN

exposure

“The medillsb.com website is very helpful in exposing my work more widely on the internet. Clients are able to choose specifically for my style and easily check out my portfolio. Each year’s Sourcebook page also gives me the opportunity to focus on the work I want and attract jobs that I prefer.”

—KARIN SPIJKER