



**CMBES/SCGB**



**CMBES**

*Advertising Program*



# About The Canadian Medical and Biological Engineering Society

Founded in 1965, the Canadian Medical and Biological Engineering Society (CMBES/SCGB) has been the voice of the biomedical engineering community across Canada for over 50 years. A member of the Engineering Institute of Canada and affiliated with the International Federation for Medical and Biological Engineering, CMBES/SCGB is Canada's premiere organization for medical and biological engineering.

CMBES/SCGB strives to advance and promote the theory and practice of engineering sciences to medicine as well as medical device technology. It also serves as a forum for information exchange between healthcare professionals, scientists and the general public.

The goals of CMBES/SCGB include the advancement of all individuals in Canada who are engaged in interdisciplinary work involving engineering, the life sciences and medicine. The Canadian Medical and Biological Engineering Society and its members have made significant contributions to the development of medical devices and the healthcare system in Canada.



**We are living in a period where combining biomedicine and engineering is needed to answer many unsolved scientific questions...**



## Why Advertise? Consider this...

CMBES Publications are the official and collective voice of the Biomedical Engineering industry in Canada. It is the most reliable source of insights and information, providing informative content and assisting members to increase their expertise in this field.

CMBES publications are a vital source for members to facilitate knowledge and present an excellent means of communication within the industry, providing not only the forum for corporations and service organizations to interconnect but also delivering the latest news, feature articles and position statements.

Each and every member, as well as the biomedical communities at large, receives interesting and informative content from CMBES /SCGB on a regular basis, providing unparalleled exposure to a widespread scope of participants across the industry and the country. Your message directly reaches members who purchase products and services in the industry and will be read by the key decision makers, including the C-suite. Partnering with CMBES puts your product or service in front of our members. Increase awareness, create business opportunities amongst members and set your product apart from its competitors. Advertising with CMBES can help you reach your ideal target market. Direct, cost-effective access to so many industry leaders! CMBES publications are all where you need to be!

By advertising in the CMBES/SCGB's various print and electronic publications and social media, your organization's message will be front and centre with the following industry players:

- CMBES/SCGB Members
- Kindred Associations and Institutions
- Industry Stakeholders including Healthcare
- Facilities and Research Laboratories
- Government Representatives

# What are your advertising options?

With many different options to choose from, there is sure to be something for everyone! Invest in a one-time placement, buy an advertising package, or work with our team to build a custom package tailored to your advertising needs.

## 1. A LA CARTE ADVERTISING OPPORTUNITIES

### Monthly e-Bulletin Advertising

Includes premium placement with the words of acknowledgement "CMBES/SCGB is grateful to COMPANY NAME as a sponsor of monthly e-bulletins" + company LOGO and LINK to the website.

**1 Month Advertising** Member: \$100; Non Member: \$250

**3 Months Advertising** Member: \$250; Non Member: \$600

**6 Months Advertising** Member: \$500; Non Member: \$1,000

**1 Year Advertising** Member: \$700; Non Member: \$1,500

### Newsletter Advertising

Includes premium placement with the words of acknowledgement "CMBES/SCGB is grateful to COMPANY NAME as a sponsor of the newsletter" + company LOGO and LINK to the website + guaranteed educational (non-sales) feature story / product spotlight with the link to the product page or a 5 minute promotional video.

**1 Issue Advertising** Member: \$500; Non Member: \$1,000

**4 Issues Advertising** Member: \$1,000; Non Member: \$2,000

### Website & Online Forum Advertising

Includes an ad banner, Company logo, link to Company's website, link to the product page and/or a 5-minute promotional video. CMBES website is a source of information and resources for the public and CMBES members.

**1 Month Advertising** Member: \$500; Non Member: \$1,000

**3 Months Advertising** Member: \$1,000; Non Member: \$2,000

**6 Months Advertising** Member: \$1,500; Non Member: \$3,000

**1 Year Advertising** Member: \$2,000; Non Member: \$4,000

### Webinar Promotions Advertising

Includes premium placement on the webinar communiqué (3-4 per each webinar) to members and non-members with the words of acknowledgement "CMBES/SCGB is grateful to COMPANY NAME as a sponsor of this promo communication" + company LOGO and LINK to the website. The company logo and link to the website to be featured on the webinar website page. The company name to be mentioned on the CMBES Twitter and LinkedIn page with thanks.

**1 Webinar Advertising** Member: \$500; Non Member: \$1,000

**4 Webinars Advertising** Member: \$1,000; Non Member: \$2,500

### Sponsored Content / Sponsor Insights Advertising

Demonstrate your company's leadership with in-depth sponsored content with a featured 500-word article (sales generating approach is acceptable) in the monthly e-bulletin or quarterly newsletter.

Member: \$500; Non Member: \$1,000

### CMBES Conference Printed Program Advertising

**Full-Page Ad:** \$750

**Half-Page Ad:** \$500

**Business Card-Sized Ad:** \$250



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## 2. ALL-INCLUSIVE ADVERTISING PACKAGES

Save money and maximize your exposure by choosing one of these all-inclusive advertising packages.

### **GOLD LEVEL ADVERTISING PACKAGE (12 months)**

**Price:** Member \$5,000; Non-member \$10,000

**Value:** Member \$5,950 (savings of \$950); Non-member \$ 11,750 (savings of \$1,750)

- 12 month e-Bulletins advertising
- 4 issues of the newsletter advertising
- 4 educational feature /product story /spotlight in newsletters with video links
- 12 month of the website and forum advertising
- 4 webinars promos – member/non-member communiqué and website pages
- 12 mentions on CMBES Social Media with links to the sponsor site or product page
- Include the promo material or small item into the new member welcome packages
- 1 sponsored content (feature) article
- Include sponsor name and logo into all CMBES promo materials in celebration of the annual National Biomedical and Clinical Engineering Appreciation Week
- Full Page ad in the CMBES Conference printed program

### **SILVER LEVEL ADVERTISING PACKAGE (6 months)**

**Price:** Member \$4,000; Non-member \$8,000

**Value:** Member \$4,500 (savings of \$500); Non-member \$8,500 (savings of \$500)

- 6 consecutive month e-Bulletins advertising
- 2 consecutive issues of the newsletter advertising
- 2 educational feature story /product spotlight in the newsletters
- 6 consecutive months website and forum advertising
- 2 consecutive webinar promotions
- 6 consecutive months mentions on CMBES Social Media
- Half page ad in the CMBES Conference printed program

### **BRONZE LEVEL ADVERTISING PACKAGE (3 months)**

**Price:** Member \$2,300; Non-member \$ 4,500

**Value:** Member \$2,500 (savings of \$200); Non-member \$4,850 (savings of \$350)

- 3 consecutive month e-Bulletins advertising
- 1 issue of the newsletter advertising
- 1 educational feature story /product spotlight in the newsletter
- 3 consecutive months website and forum advertising
- 1 webinar promotion
- 3 consecutive months mentions on CMBES Social Media
- Business card ad in the CMBES Conference printed program

## 3. CUSTOM ADVERTISING PACKAGES

Don't see options that meet your advertising needs? We can work together to create a custom advertising package for you.

**Not a Member of CMBES? Join Today to access many valuable benefits and preferential rates for the CMBES conference, webinars and advertising program.**

**CONTACT CMBES SECRETARIAT TO BOOK YOUR PACKAGE! QUESTIONS? CALL US OR EMAIL US AND WE WILL BE HAPPY TO DISCUSS.**

**Email: [secretariat@cmbes.ca](mailto:secretariat@cmbes.ca) • Tel: 613-728-1759**

**[www.cmbes.ca](http://www.cmbes.ca)**