

SGNA Product Directory

Listings and Advertising Opportunities

*All listings are annual (January-December)

General Listing Advertisement: \$500

- A corporate description
- Company logo
- Contact information for prospective buyers to reference
- Links to your website and email address
- Listing of five products/services, including link for each product/service, product description, and product logo or product picture
- Each additional category is \$50

Priority Listing *Must purchase General Listing Advertisement: \$100 per Category

Priority listings are the first seen in the category. There are only two priority slots available in each category (if there are more than one Priority Listings they will be listed alphabetically). Please indicate categories for Priority Listing(s) from the Product Category List:

- a. _____
- b. _____
- c. _____

New Product Listing *Must purchase General Listing Advertisement: \$100 per Category

Listing includes promotion as New Product in special, searchable category and SGNA's New Product logo next to listing. Please indicate categories for New Technology Listing(s) from the Product Category List:

- d. _____
- e. _____
- f. _____

Banner Advertisement on the Product Directory Home page

- Headline Banner Ad on the Product Directory Home page: \$3,000 for annual placement
* Exclusive to one company
- Side Banner Ad on the Product Directory Home page: \$1,500 for annual placement

Categories

(General listing includes five and each additional checked category is \$50)

Accessories

- | | | |
|---|--|--|
| <input type="checkbox"/> Bite Blocks | <input type="checkbox"/> Medical Repair | <input type="checkbox"/> Design/Construction |
| <input type="checkbox"/> Biopsy Forceps | <input type="checkbox"/> Medical Supplies | <input type="checkbox"/> Education/Publications |
| <input type="checkbox"/> Snares | <input type="checkbox"/> Carts/Transports | <input type="checkbox"/> Software |
| <input type="checkbox"/> Guide Wires | <input type="checkbox"/> Pharmaceuticals/Therapies | <input type="checkbox"/> Personal Protective Equipment |
| <input type="checkbox"/> Irrigation Tubes | <input type="checkbox"/> Sterilants/Disinfectants/Cleaners | <input type="checkbox"/> Dilators |
| <input type="checkbox"/> Other GI/Endoscopy-related accessories | | |

Equipment/Device

- | | | |
|---|---|---|
| <input type="checkbox"/> Automated Reprocessors | <input type="checkbox"/> Sigmoidoscopes/Flex Sig scopes | <input type="checkbox"/> Bronchoscopes |
| <input type="checkbox"/> Gastrosopes/EGD scopes | <input type="checkbox"/> Enteroscopes/Small Bowel | <input type="checkbox"/> Ligators |
| <input type="checkbox"/> Colonoscopes | <input type="checkbox"/> EUS scopes | <input type="checkbox"/> Heater Probes/Electrocautery |
| <input type="checkbox"/> Duodenoscope/ERCO scopes | <input type="checkbox"/> Video Capsules | <input type="checkbox"/> Sedation |
| <input type="checkbox"/> pH Monitoring | <input type="checkbox"/> Manometry | <input type="checkbox"/> Stents |
| <input type="checkbox"/> Closure Devices | <input type="checkbox"/> Other GI/Endoscopy equipment/devices | |

Company Information

Company: _____

Contact Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

E-Mail: _____

Pricing

- ☐ General Listing Advertisement: \$500
☐ General Listing Additional Categories: \$50 each x _____
(number of additional categories) = \$ _____
- ☐ Priority Listing: \$100 per category x _____ (number of categories) = \$ _____
- ☐ New Product Listing: \$100 per category x _____ (number of categories) = \$ _____
- ☐ Headline Banner Advertisement on the Product Directory Home Page: \$3,000 for annual placement
- ☐ Side Banner Advertisement on the Product Directory Home Page: \$1,500 for annual placement
- Total Due = \$ _____

Advertising Policy

SGNA respects the rights, including intellectual property rights, of others and expects its advertisers to do the same. SGNA reserves the right to disapprove and/or remove any advertisement from any of its publications for any reason or for no reason. However, SGNA undertakes no obligation to review and/or approve any advertisement submitted for publication. By submitting an advertisement to SGNA for use in its publications, you represent and warrant to SGNA that neither the advertisement itself nor any portion of the advertisement is illegal or violates any intellectual property rights of another. If your advertisement violates the law or the intellectual property rights of another, you agree to defend, indemnify, and hold harmless SGNA from any and all claims and disputes that arise from your advertisement.

Payment Information Full payment is due with application.

☐ Check Total Due \$ _____ Check/Check Number: _____ Make check payable to SGNA. Include copy of invoice or contract.

Mail checks to: SGNA Publications, 8294 Solutions Center, Chicago, IL 60677-8002, Attn: Jennie Richert

☐ **Credit card** (Please do not provide credit card information on this contract) Upon receipt of this contract, SGNA will email an invoice to the main contact with link for online payment.

Please email your completed application/payment to: jshupe@smithbucklin.com or awilson@smithbucklin.com or fax to 312.673.6986

Questions about Online Product Directory?

Contact Jennifer Shupe (312.673.5742 or jshupe@smithbucklin.com) or Anne Wilson (312.673.5795 or awilson@smithbucklin.com).