

FREE LISTING FORM

Fax to 847-709-7550 or return by mail to:
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2009 PLASTIC SURGERY ONLINE BUYER'S GUIDE

Complete and return this form for your **FREE** listing in the *Online Plastic Surgery Buyer's Guide*.

The *Plastic Surgery Buyer's Guide* is available under the Medical Professionals link on www.plasticsurgery.org, the ASPS®/PSEF® Website.

ASPS members can search this online directory of more than 225 manufacturers, distributors and service companies that market their products or services to the plastic surgery industry. Make sure you are included in this important resource! Your company information will stay online until June 2010, at which time you can renew or update your company listing.

There is no charge for this service; however, you may purchase the video commercial, a banner ad and/or company logo to display alongside your company information.

Company Logo: \$380 per year

Banner Ad and Company Logo Package: \$900 per year

Exclusive Package: \$1,200 per year

See Advertising Opportunities (page 2) for details.

1. COMPANY INFORMATION

Type or print exactly what should appear online and select the product categories on the second page of this form.

Company: _____

Street Address: _____

City/State: _____ ZIP: _____ Country: _____

Corporate Phone: _____ Fax: _____

E-mail: _____ Website Address: _____

Representative: _____

Name and email address of individual completing this form (*will not be included online*): _____

2a. SHORT COMPANY DESCRIPTION

Provide a short description (**25 words or less**) about your company. This description will appear alongside your company name in the product category search results.

2b. LONG COMPANY DESCRIPTION

Provide a **50-word** description about your company that will be placed along with your company's contact information on your Company Profile page.

3. TRADEMARK INDEX

Provide the name only of any brand names registered, trademarked, licensed, or owned by your company (**limit 5**).

4. PRODUCT CATEGORIES

Check the categories that reflect your primary business and/or major product line(s). Call 847-981-5417 if you cannot find an appropriate category.

Apparel

- Compression/Post-surgical Garments
- Consultation Garments
- Custom-made
- Disposable
- Spa Garments
- Staff Uniforms
- Surgical Garments

Computer and Audio/Visual Equipment

- Hardware
- Imaging
- Internet Services/Web Site Development
- Photography/Cameras
- Software
- Voice Dictation

Furniture

- Exam
- Office
- Operating Room
- Spa

Implants and Prosthetics

- Bone
- Breast
- Buttock
- Cheek
- Chin
- Custom
- Expanders
- Malar/Ocular
- Maxillofacial
- Pectoralis
- Prostheses
- Rhinoplasty
- Soft Tissue/Fillers

Lasers

- Hair Removal
- Lesions
- Shields/Instruments for Lasers
- Skin Resurfacing
- Tattoo Removal
- Vein Removal

Practice Management

- Accreditation
- Advertising/Marketing/Public Relations
- Educational and Instructional Programs
- Facility Consultant
- Financial Services
- Insurance Provider
- Laboratory Service
- Management Consultant
- Medical Records and Charts
- Patient Education
- Patient Financing
- Professional Organization
- Publisher
- Research Service
- Telephone Equipment/Systems

Skin Care and Wellness

- Acne/Blemishes
- Burn Treatment
- Camouflage/Makeup
- Cellulite
- Cleansers/Soaps
- Collagens
- Creams and Lotions
- Microdermabrasion
- Micropigmentation
- Peels
- Private Label
- Scar Treatment
- Skin Bleaching
- Sun Protection
- Supplements/Vitamins
- Tanning

Surgical Equipment and Supplies

- Anesthesia
- Dermabrasion
- Disposable Supplies
- Electrosurgery
- Endoscopic
- Fiber Optics
- Lights/Lighting
- Liposuction/UAL
- Microscopes/Telescopes/Loupes
- Microsurgical Instruments
- Monitoring
- Pharmaceuticals
- Refurbished/Reconditioned/Repair
- Resuscitation
- Skin Closures/Sutures
- Sterilization/Cleaning
- Suction/Aspirator
- Surgical Instruments
- X-ray

Wound Care

- Biologicals (leeches, soft tissue grafts, etc.)
- Beds/Flotation Therapy
- Cast/Dressing/Protectors
- Catheters/Drains
- Gel Sheeting
- Pain Management
- Patient Warming
- Support Surfaces/Patient Positioners

5. ADVERTISING OPPORTUNITIES

In a recent survey, ASPS members indicated they make the majority of the purchasing decisions for their practices. More than 35% said they have visited the websites of companies that advertise with ASPS to learn more about their products or services. A quarter of surveyed ASPS members said they have purchased a product listed in the Buyer's Guide. Make sure your company stands out by taking advantage of these advertising opportunities!

Exclusive to only the companies who purchase the video commercial, banner and/or company logo enhancement:

- » Link to your company's website from your banner and/or company logo with website address noted on your Company Profile page
- » Your company's name will be included in the Advertiser Index on the homepage of the Buyer's Guide with a direct link to your Company Profile page

Buyer's Guide Advertising Opportunities

- \$380.00 per year – Company Logo Only:** Enhance your listing with a four-color company logo alongside your company name in both the alphabetic listings and Company Profile page. Link to your company's website included along with website address noted on your Company Profile page. Premium positioning in product category, geographic and primary search results. Your company's name included on homepage Advertiser Index with direct link to your Company Profile page.

Logo specifications: 250 pixels wide x 100 pixels high. Preferred formats are .EPS, .JPG or .TIF.

- \$900.00 per year – Banner and Company Logo Package:** A rotational banner appearing at the top of most of the Buyer's Guide pages (individual Company Profile pages excluded). Link to your company's website included along with website address noted on your Company Profile page. Company logo enhancement provided at no additional charge with premium positioning in product category, geographic and primary search results. Company name included on homepage Advertiser Index with direct link to your Company Profile page.

Banner specifications: 530 pixels wide x 75 pixels high. Resolution of 72 dpi. Animation allowed with a total of three screens (two transitions) with fading (no movement of objects). Animation should only play once. Final format output should be a .JPG or .GIF (animated or non-animated) or .SWF (flash file). If you are exporting as a Flash file, please embed the link to your website directly in the file.

- Exclusive Package – \$1,200.00 per year – Video Commercial, Banner and Company Logo Package:** This package is available to only one Buyer's Guide advertiser! Create a video commercial promoting your product or service and have it displayed in the right navigation of the Online Buyer's Guide directly above the Advertiser Index. The video commercial will rotate on every page of the Buyer's Guide. With this package you will also receive:

- Banner Ad
- Company logo with premium positioning in product category, geographic and primary search results
- Link to your company's website from banner and logo
- Your company's website address noted on your Company Profile page

Video commercial specifications: FLV (Flash Video) format, 220 width by 165 height, between 300-400 bitrate.