



MEDICAL ILLUSTRATION & ANIMATION

ASSOCIATION OF MEDICAL ILLUSTRATORS

*Complete marketing for biomedical,
life science and natural science artists*

33

Reserve By September 20, 2019



PRINT

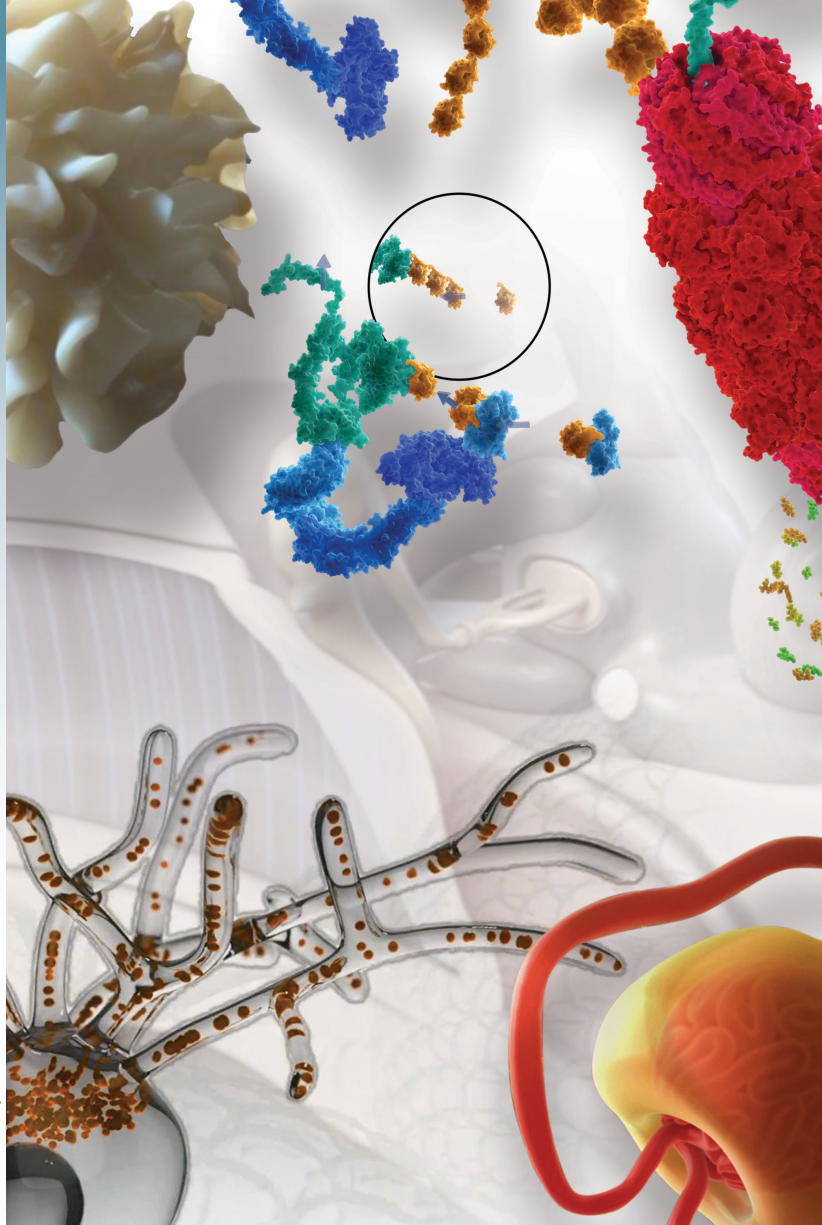
ONLINE

SOCIAL

MEDILLSB.COM



© David Bolinsky



"My new clients all tell me they found me through medillsb.com. They love the keyword specialty search, and how easy it is to find an artist whose style and knowledge suits their needs. I love how easy the Medical Illustration and Animation program has made marketing!"

—Tiffany Slaybaugh DaVanzo
Slaybaugh Studios LLC
tsdavanzo.com

RIGHT NOW, CREATIVE BUYERS AROUND THE WORLD ARE LOOKING FOR ARTISTS JUST LIKE YOU.

At their desks or on the go, they depend on the **Medical Illustration & Animation** website and sourcebook to help them find the most highly trained scientific visualization specialists.

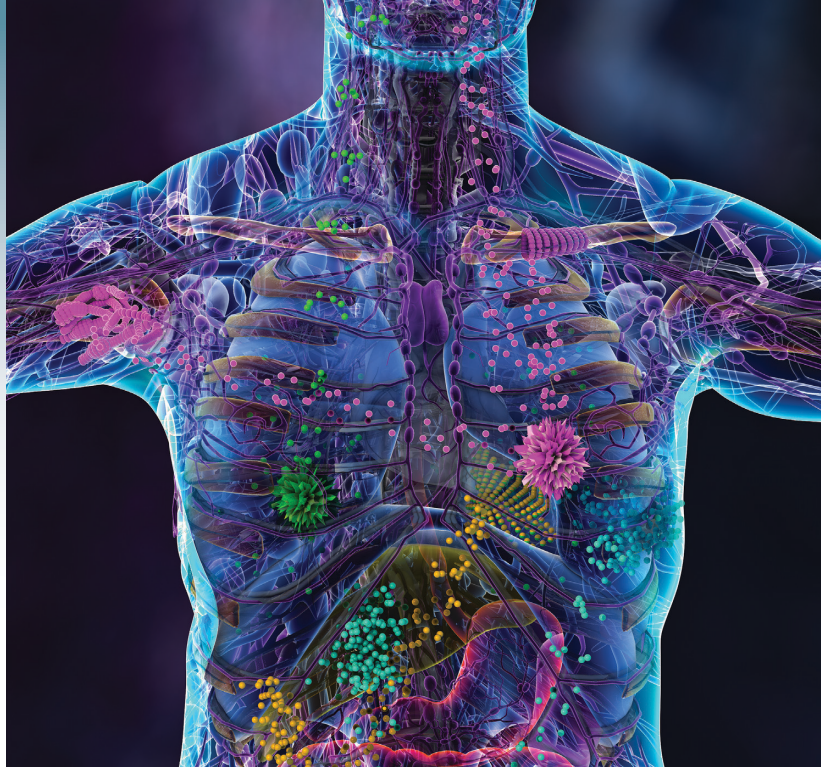
Most artists know they need to be active on all fronts with their marketing, but don't know where to start or don't have time to develop and maintain a consistent plan. That's where we can help. We put you in front of over 6,500 qualified science and healthcare art buyers with an ongoing cycle of **online + print + social media** promotion.

All it takes to get started is a \$225 deposit by September 20, 2019. We'll begin showcasing your images and animations on the popular **medillsb.com** right away and your portfolio will remain online for up to two years (through September 2021).

Since 1984, countless medical and natural science artists have launched and sustained their businesses by consistently promoting with this program.

Join us for our 2020-21 season.

FIND OUT MORE
join.medillsb.com
call: 805-963-0439



THE LEADING SITE FOR MEDICAL AND SCIENTIFIC ARTISTS

Art directors love our simple, immediate search experience, with breakout sections for Medical Illustration, Animation, and Natural Science. There's also a rotation of Featured Artists, plenty of New Work and a unique Job Showcase that touts your most recent projects.

50-IMAGE PORTFOLIO INCLUDED

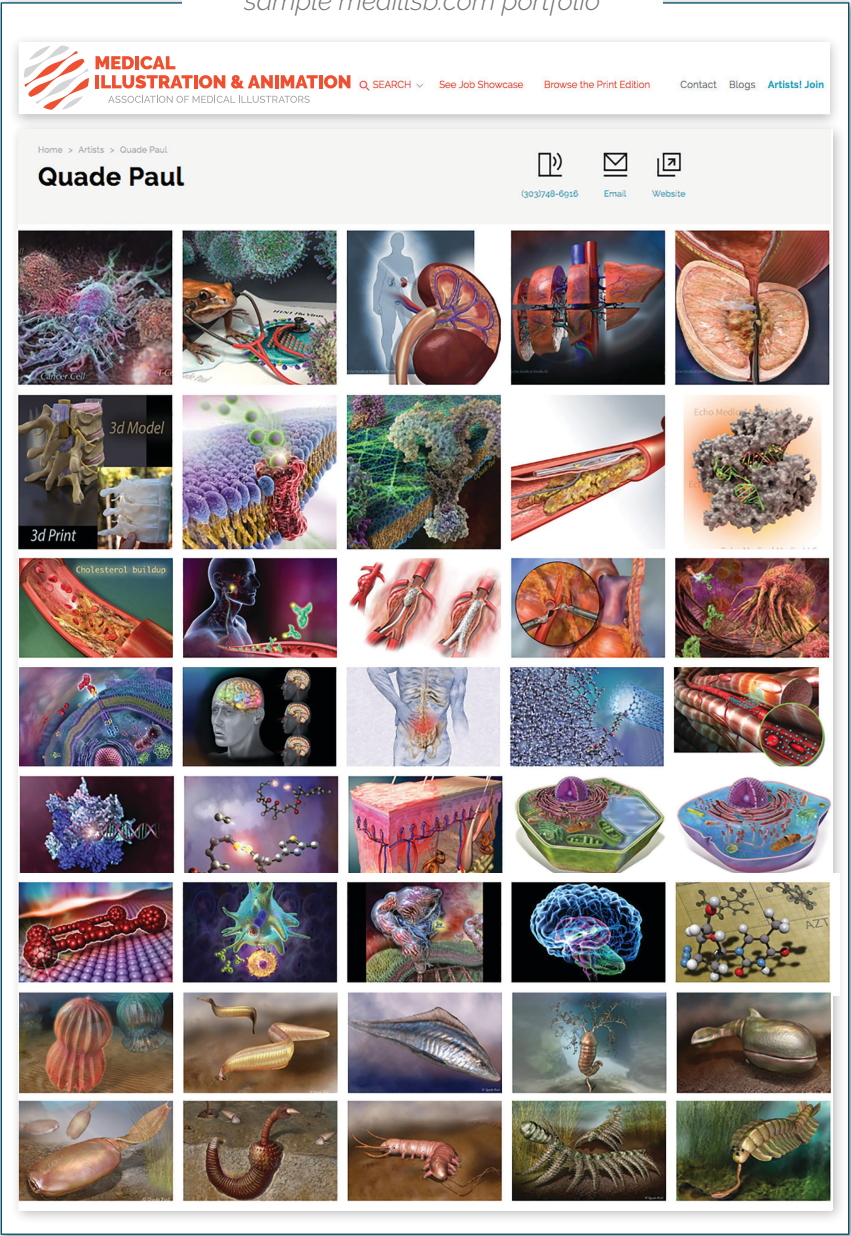
Thousands of creatives visit medillsb.com each month to find images, animations and video clips. Art buyers can enter freestyle search terms, locate an artist they already know, or use easy-access keyword menus to search by specialty, style, technique and subject. We include quick links to drive traffic straight to your personal website. You can add title, creator and copyright information to help protect your work.

Medillsb.com is directly promoted through the *Medical Illustration & Animation* book and with regular e-blasts to creatives in the U.S. and abroad who may not receive the print edition. This introduces a wider audience of qualified international art buyers to the site and reinforces to the market that medillsb.com is the place to find updated work.

WE HELP GOOGLE FIND YOU

All keywords, titles and descriptions on medillsb.com are searchable on the site and are also picked up by search engines. Showing a variety of images with appropriate tags will help site visitors find you, and increase the chance that an art buyer will discover you through a web search for a specific medical condition or procedure.

sample medillsb.com portfolio



THE POWER OF PRINT

The annual *Medical Illustration & Animation* sourcebook is the bible of the industry. It lands on the desks of 6,500 qualified professionals each September and stays there all year long. **Plus, the average recipient regularly shares their copy with 3-4 other art directors!**

This high-quality annual is a welcome change for creatives who spend the majority of their time staring at a screen. They tag pages for future reference and take it into project meetings to share with clients and team members. The book drives them to the web to see more images, animation clips and reels.

THE #1 RESOURCE IN YOUR FIELD

Our highly specialized distribution list is unparalleled in this market. It is carefully qualified and includes creatives throughout the U.S., plus selected art buyers in Canada, the UK and Europe.

This list has been created exclusively to help our advertisers reach the widest variety of active medical/scientific art and animation buyers. For over 30 years we've been refining our research on major players and digging deep into niche markets you may not have even considered.

TARGETED DISTRIBUTION

■ Ad Agencies with Medical & Healthcare
Accounts ■ Pharmaceutical &
Biotech Companies ■ Patient
Education Companies ■ Graphic
Design Firms ■ Museums,
Zoos, Aquariums ■ Exhibit
Design Firms ■ PR and Marketing
Firms ■ Internet & Video Production
Companies ■ Medical Device & Product
Manufacturers ■ Animation & Interactive
Multimedia ■ Textbook Publishers
& Scientific Journals ■ Attorneys -
Medical Malpractice, Personal Injury &
Product Liability ■ Consumer Health &
Science Publishers ■ Hospitals, Research
Institutions & Government Agencies



SOCIAL MEDIA SUPPORT

If you have a story to tell, we'll make sure to get the word out. We promote *Medical Illustration & Animation* artists individually and as a group, sharing your successes and most innovative work on our social platforms.

We encourage you to send us recent images and news anytime so we can broadcast it on our Instagram, Facebook, LinkedIn and Twitter feeds.

If you have your own blog, we can automatically put your posts in front of our audience via RSS feed. We add a variety of Featured Content and interviews to keep creatives up-to-date on the exciting work our artists are doing.

We promote the medillsb.com blog with monthly e-blasts to a world-wide art buying audience. These blasts include specialized imagery pulled from the medillsb.com site plus individual artist features.

Beyond creating great social content, we constantly grow and nurture our audience with targeted engagement strategies that reach out to creatives who are active on social media. We take a qualitative approach to build our audience and find the right people to see your work.

Follow Us!



Instagram
@medicaLanimation
@medicalillustration



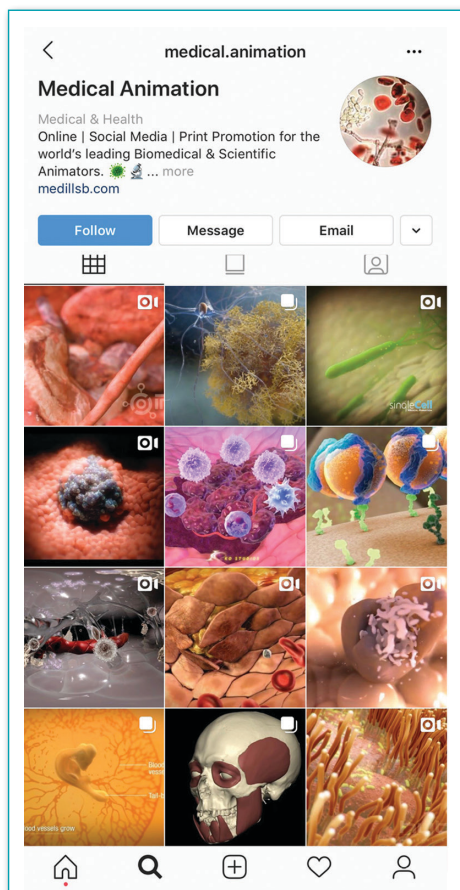
@medillustrates



medillsb



medical-illustration-&-animation



BOOK PRODUCTION

Artwork Deadline February 4, 2020

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

BOOK SECTIONS

The sourcebook is organized into three major sections: **Medical Illustration**, **Animation & Multimedia**, and **Natural Science**. Advertisers may buy pages in more than one section. Artwork within each section will be paginated alphabetically, by the company name or last name of the artist on the page.

MARKETING ADVICE & PROFESSIONAL PAGE DESIGN SERVICE

Serbin Creative's marketing consultants 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 4th artwork deadline to make arrangements for this service.

ARTWORK EXTENSION FEE

The timely submission of artwork allows us to produce and distribute the 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 18, 2020.

Artwork received February 5 - 11: 5% late fee (per page)

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

ARE YOUR CLIENTS SEEING YOUR LATEST WORK IN THE BOOK?

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 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.

OUR PRODUCTION DEPARTMENT IS ALWAYS HERE TO HELP

Email production@serbincreative.com or call 800-876-6425 x223 if you have technical questions or need support.

PROGRAM RATES

Reserve by September 20, 2019

Color or BW Page	\$1,695	monthly payments as low as \$210
A non-refundable \$225 per page deposit is due with your reservation.		
Each page includes 50 portfolio images and animations on medillsb.com		
Plus social media support		

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

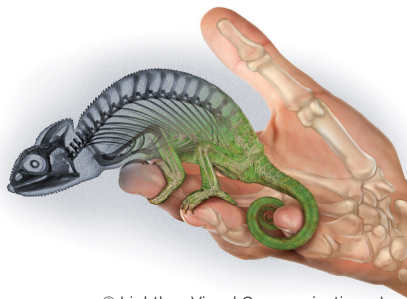
Choose from 2 convenient payment options to help you budget for your ad:

4-PAYMENT PLAN \$225 per page deposit due September 20. Pay the balance in 3 equal installments: January, February and March, 2020.

8-PAYMENT PLAN (Monthly Auto-Pay) \$225 per page deposit due Sept 20. Pay the balance in 7 monthly installments: October 2019 through April 2020. 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 20, 2019 (\$225/page deposit due)
Artwork Due	February 4, 2020
Press Proofs	April 2020
Publication	September 2020
Online Term	Starts as soon as you reserve/ends September 30, 2021



WHERE WILL YOUR NEXT CLIENT FIND YOU?

We've combined 30+ years of research and networking with a suite of comprehensive, up-to-date marketing tools to help you reach the most active creative buyers in science and healthcare through as many channels as possible.

When you advertise in the *Medical Illustration & Animation* program we'll help you identify your target market, advise you on the type of images to show, and get your work into the hands of the most active scientific art buyers in the world via print, online and social media platforms.

After three decades and many changes in the industry, the AMI and the team at Serbin Creative are still in your corner. Think of us as your marketing partner. We can help you find new clients and build your business through 2021 . . . and beyond.

FIND OUT MORE

join.medillsb.com

call: 805-963-0439

© Laurie O'Keefe



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"I took a chance on advertising with the Medical Illustration & Animation program after talking with Ellie Altomare from Serbin Creative. Her genuine warmth and extreme competence came through after a discussion, and I signed up. By following her advice I was able to very quickly pick up work from new clients that more than covered the investment, and have led to new relationships and on-going workflow."

—Maury Aaseng
 Medical & Scientific Illustrator
maurymedicalart.com

"The Medical Illustration & Animation program provides an excellent platform to reach a wider audience of art directors and art buyers. We just recently signed a new high-profile client who discovered our work on medillsb.com."

—Michael Grant
 Founder & Creative Director
SciencePicture.Co



**Produced and Distributed by
SERBIN CREATIVE, INC.**

813 Reddick Street, Santa Barbara, CA 93103
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800 876 6425 toll-free in the US & Canada
hello@serbincreative.com

RESERVE BY SEPTEMBER 20, 2019
join.medillsb.com

