MEDICAL ILLUSTRATION & ANIMATION

ASSOCIATION OF MEDICAL ILLUSTRATORS

Complete marketing for biomedical, life science and natural science artists

© Ella Maru Studio, Inc.

MELILLSB.COM PRINT ONLINE SOCIAL

THINK OF US AS YOUR MARKETING PARTNER

ASSOCIATION of MEDICAL ILLUSTRATORS
Illuminating the Science of Life

*The **Medical Illustration & Animation** Marketing Program is produced and published by Serbin Creative, Inc., in partnership with the Association of Medical Illustrators (AMI.ORG).*

Together we are dedicated to promoting and supporting the industry's best medical and scientific illustrators and animators in the world today.

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

*Advertise in the **Medical Illustration & Animation** Marketing Program and 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.*

A COMPLETE **MULTI-CHANNEL** MARKETING PROGRAM

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!***

Our complete marketing program continuously promotes you through a multitude of channels in an ongoing publicity cycle, each advertising channel working together to support the other and increase your visibility.

- **MUSEUM-QUALITY PRINTED BOOK**
- **50-IMAGE DIGITAL PORTFOLIO**
- **TARGETED EMAIL MARKETING**
- **BLOG & EDITORIAL FEATURES**
- **ADVERTISING IN LEADING SOURCES**
- **MARKET CONSULTING WITH DEDICATED EXPERTS**
- **SOCIAL MEDIA - VIBRANT & COLLABORATIVE**
- **DIRECT MAIL RE-TARGETING TO ENGAGED AUDIENCE**

*In advertising, it is well known that it takes 5 to 7 impressions for people to remember a brand — **and it also takes a diversity of channels.***

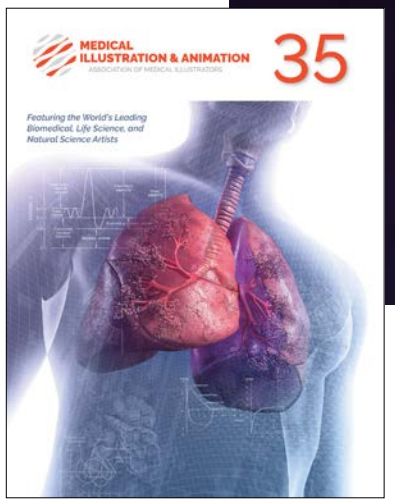
THE **POWER** OF PRINT

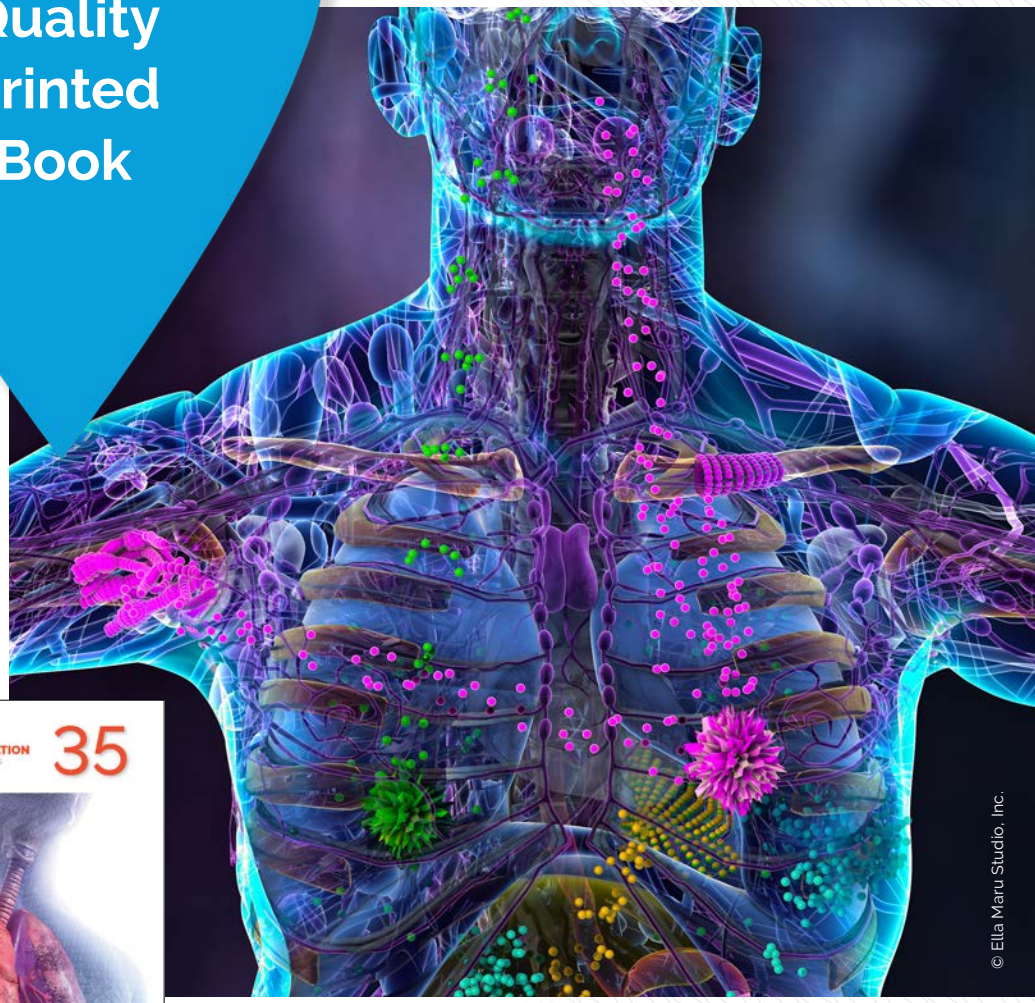
This museum-quality annual is a welcome change for creatives who spend most of their time staring at a screen. The book drives them to the web to see more images, animation clips and reels. They tag pages for future reference and take it into project meetings to share with clients and team members.

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

- **TARGETS BUYER DIRECTLY**
- **PERSONALIZES YOUR WORK**
- **LENGTHENS IMAGE REVIEW TIME**
- **CREATES EMOTIONAL REACTION & CONNECTION**
- **SPEEDS MEMORY RETRIEVAL & ACCURACY**
- **ELEVATES PERCEIVED VALUE**
- **CREATES CREDIBILITY**
- **EXTENDS SHELF-LIFE**

Museum Quality Printed Book





© Ella Maru Studio, Inc.

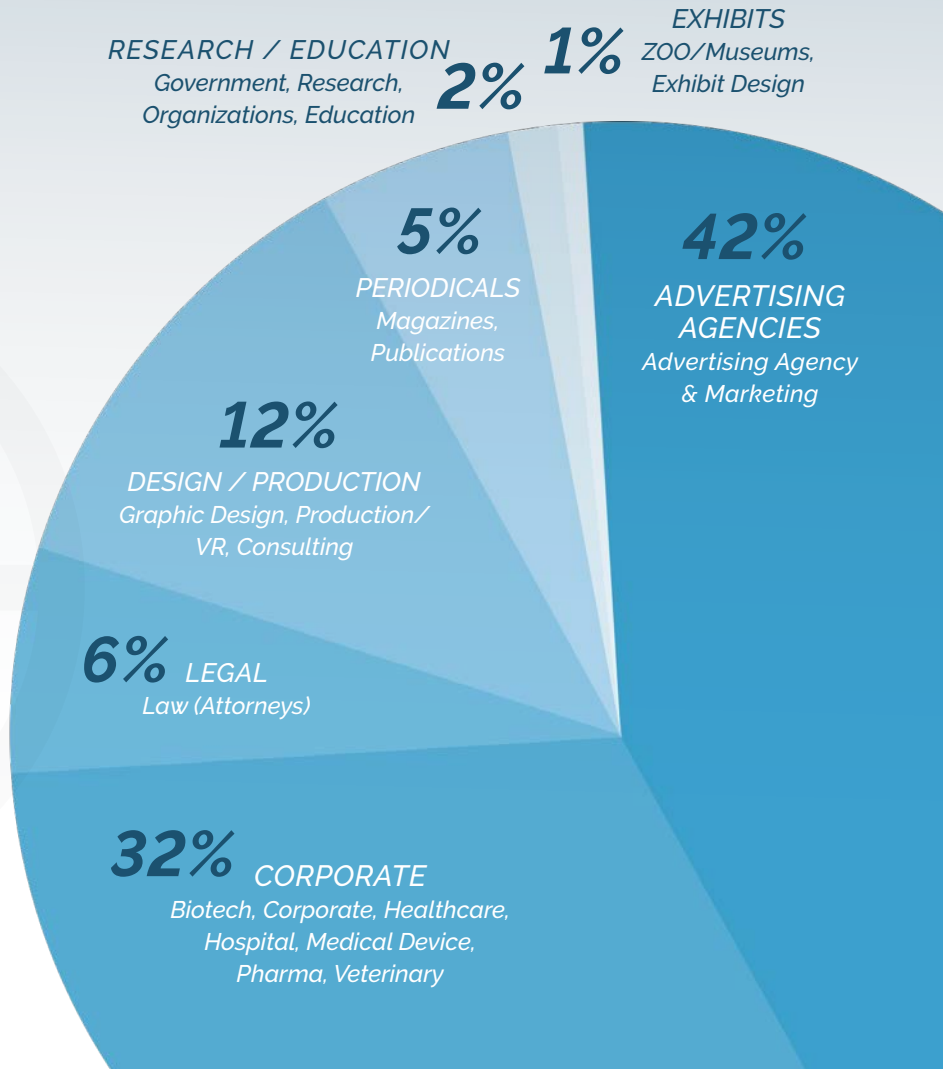
REACH OUR AUDIENCE

Our highly specialized print 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 U.K. and Europe. This list is maintained specifically to help our advertisers reach the widest variety of active medical/scientific art and animation buyers. For over 35 years, we've been refining our research on the major players and digging deep into niche markets for companies you may not have even considered. In light of the COVID-19 pandemic, our latest verification now includes home addresses when applicable.

Art Buyers

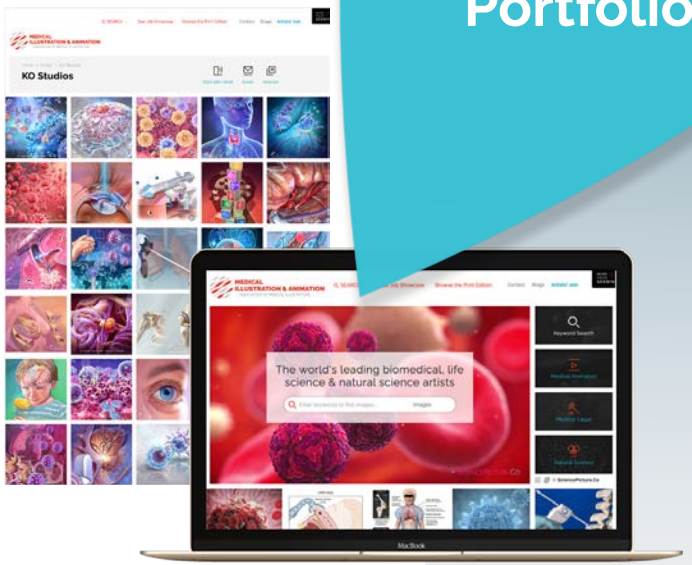
Creative Director | ***Graphic Designer*** | ***Art Director***
Corporate Marketing Professional | ***Creative Producers***
Presenter | ***Researcher*** | ***Web Designer Multimedia Designer***
Marketing | ***Public Relations*** | ***Account Executive***



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

LEADING WEBSITE TO FIND MEDICAL & SCIENTIFIC ARTISTS



50-Image Digital Portfolio

Thousands of creatives visit medillsb.com as their go-to site to find images, animations, andvideo clips each month. Art buyers love our simple, immediate search experience. medillsb.com offers a variety of opportunities to drive traffic straight to your personal website from our Home Page through Featured Artists ($50/month), Job Showcase (FREE), New Work (FREE), and Discovery (FREE) sections. Medillsb.com is directly promoted through the museum-quality ***Medical Illustration & Animation*** *printed sourcebook. Regular e-blasts additionally promote the website to tens of thousands more qualified international art buyers who may not receive the print edition.*

Google helps creatives find us & we help creatives find you
— 47% of our site traffic comes from Organic Search.

108,000 WEBSITE VISITS PER YEAR

Visitors ***UP 159%*** | *Visits* ***UP 109%*** | *Pageviews* ***UP 30%***
Organic Search Traffic ***UP 34%*** | *Direct traffic* ***UP 356%***
Social traffic is ***UP 127%*** | *Referral traffic is* ***UP 74s%***

Compared to 2019 Pre-Pandemic
51,000 Website Visits Per Year

INDIVIDUAL & GROUP SOCIAL MEDIA **SUPPORT**

182,628 SOCIAL **FOLLOWERS**
A **WHOPPING 395% INCREASE** IN TWO YEARS!

10,370,000 IMPRESSIONS
& **330,000 ENGAGEMENTS** IN ONE YEAR!

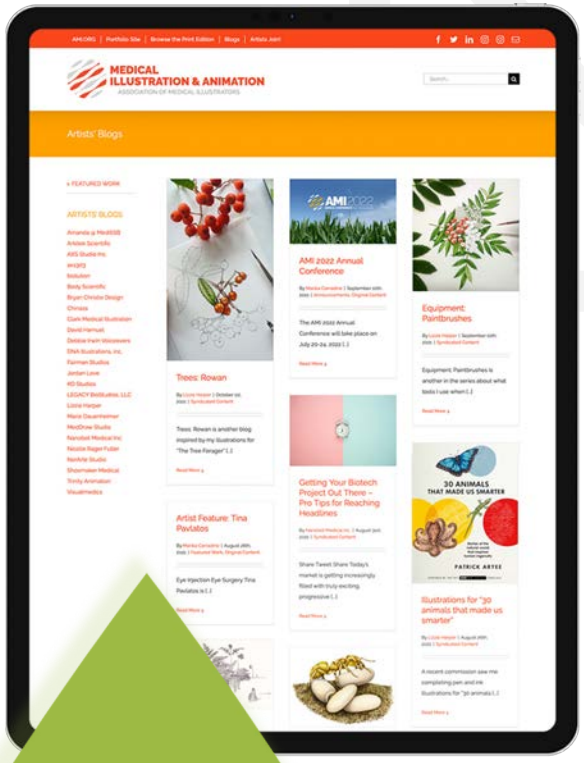
If you have a story to tell,
we'll make sure to get the word out!

*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 to broadcast 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 our artists' exciting work.

Social Media Vibrant & Collaborative

We promote the medillsb.com blog with monthly e-blasts to a worldwide art-buying audience. These blasts include specialized imagery pulled from the medillsb.com site plus individual artist features. Beyond creating fantastic social content, we constantly grow and nurture our audience with targeted engagement strategies that reach out to active creatives on social media. We take a qualitative approach to build our audience and find the right people to see your work.



EMAIL MARKETING, BLOG & EDITORIAL **FEATURES**

> *This is one of the most consistent and dynamic sources for targeted marketing for my studio. The online presence, social media and blog articles are additional benefits that give this resource a competitive edge.*
>
> *— JENNIFER FAIRMAN, CMI, FAMI*
> *Fairman Studios, LLC*

Syndicate your current blog posts directly to blog.medillsb.com to keep our worldwide creative community up to date on your individual activity. Our own editorial writers also feature artists, relevant industry news, awards, events, projects on this platform.

*Every **Medical Illustration & Animation** advertiser is also eligible to become a Guest Contributor to post original content as often as you like. The best posts are selected each week for our Featured Content section and considered for our eBlasts.*

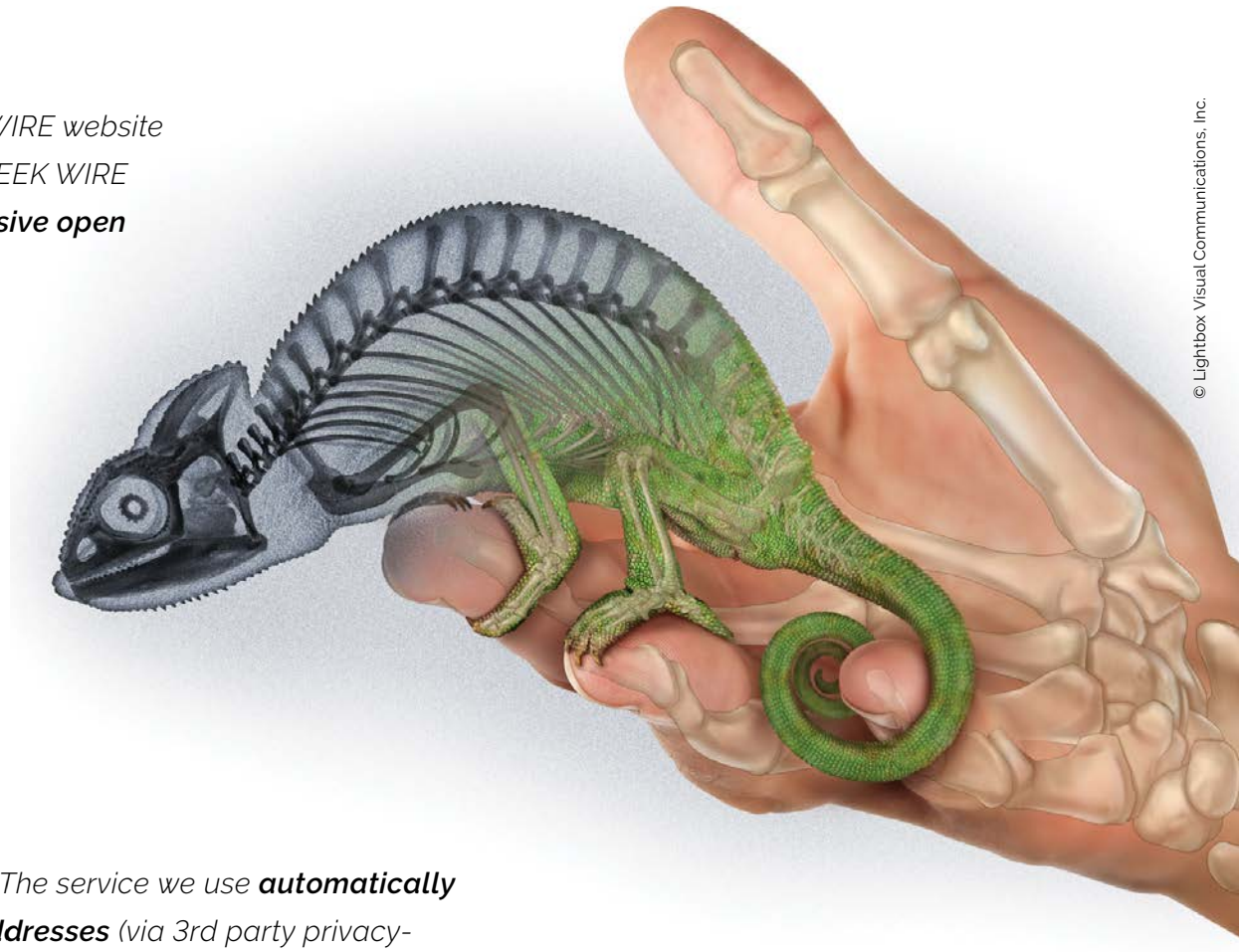
Blog & Editorial Features

Targeted Email Marketing

ADWEEK *Wire*

Medical Illustration and Animation's dedicated page on the ADWEEK WIRE website is available for daily features about our artists. Each Tuesday, an ADWEEK WIRE email goes out to a curated email list of about 50,000 ***with an impressive open rate of 45% for these emails.***

ADVERTISING IN **LEADING** SOURCES



© Lightbox Visual Communications, Inc.

Direct Mail Retargeting

DIRECT Mail

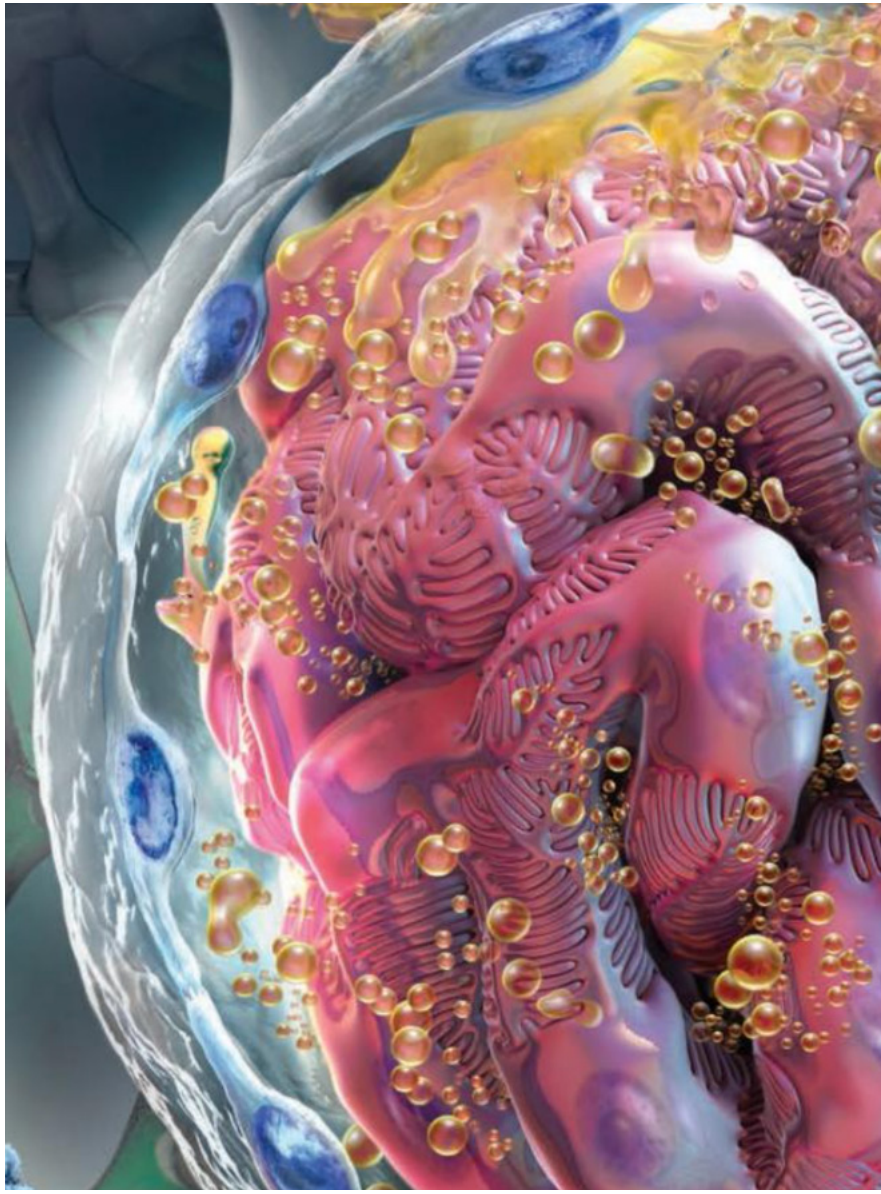
Daily postcard mailings to website visitors. The service we use ***automatically matches 50% of our visitors to mailable addresses*** *(via 3rd party privacy-compliant means) and mails postcards each daily.*

CREATIVE MARKETING CONSULTANTS

Marketing consulting with Dedicated Experts

We are here for you!

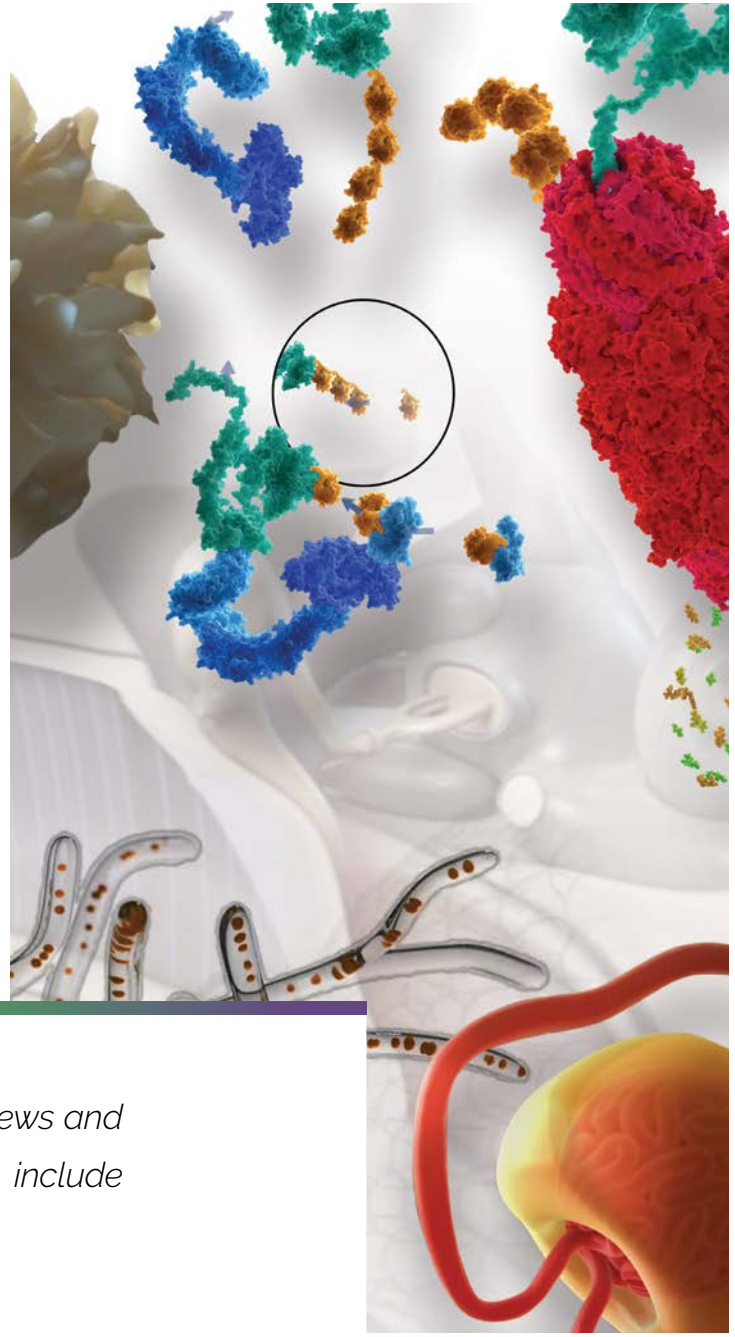
*Our **FREE** and dedicated expert marketing and creative consultants are top professionals and have the expert experience to genuinely help you with marketing strategy, achieving goals, problem-solving, and portfolio development. We are hands-on, assisting buyers in finding precisely what they are looking for too. Medical Illustration & Animation consultants come from a creative industry cross-section of artist & photography representation and creative development, high-level marketing, business development, media relations, web commerce, agency creative direction, sales directors, brand experts, creative industry business owners, Illustration Conference (ICON) co-founders, and members of a variety of organizations such as AIGA, Graphic Artists Guild, ASMP, American Advertising Federation, MarCom and AMI to name a few.*



© Lightbox Visual Communications, Inc.

Advertising in Leading Sources

NEW MARKETING ALWAYS ON THE HORIZON



We regularly place ads and editorials in the digital leading industry source of news and insights serving the brand marketing ecosystem. Publications we partner with include Ads of the World, CLIO Network, ADWEEK Wire, and ADWEEK.

© David Bolinsky

Program Dates/Rates

DATES

Reservation Deadline
September 15, 2022

Artwork Due
February 2, 2023

Press Proofs
April 2023

Publication
September 2023

Online Term
Starts as soon as reserved
Ends September 30, 2024

MEMBER RATES

Single-Page Ad
$1,690 Annually
$140 Monthly (12-Pay)

Double-Page Ad
$3,370 Annually
$280 Monthly (12-Pay)

NON-MEMBER RATES

Single-Page Ad
$1,860 Annually
$155 Monthly (12-Pay)

Double-Page Ad
$3,720 Annually
$310 Monthly (12-Pay)

SAVE WITH AMI MEMBERSHIP!

BECOME AN AMI.ORG MEMBER & SAVE ON YOUR MARKETING!

ASSOCIATION of MEDICAL ILLUSTRATORS
Illuminating the Science of Life

$170 Discount *Per Single-Page Ad*
Save Over 50% *of Your Annual AMI.ORG Dues*

$350 Discount *Per Double-Page Ad*
Save Over 100% *of Your Annual AMI.ORG Dues*

AMI.ORG inspires a diverse community of innovators in biomedical visualization to apply their creativity, scientific expertise, and communication skills toward making a difference in the world, advancing scientific discover, and improving healthcare literacy. There are 5 categories of membership to best fit your career path: Professional, Associate, Student, Trial and Emeritus.

**Association of Medical Illustrators (AMI.ORG), Professional, Emeritus and Associate members can receive a $170 discount per page on our Marketing Program (potentially saving over 100% of theirannual dues). A VALID ASSOCIATION OF MEDICAL ILLUSTRATORS MEMBERSHIP NUMBER IS REQUIRED AT TIME OF RESERVATION.*

Book Production Details

Artwork Deadline February 2, 2023

BOOK SECTIONS

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

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.

DIGITAL SUBMISSIONS

All production is included when you submit a complete, high-resolution file to meet our specifications. We include pre-flight review of your file to make sure it is ready for press.

PROOFS

In April 2023, each advertiser will be sent a proof via FedEx and will be billed $12.75 for this service. Advertiser must return the proof within two working days of receipt. There is a minimum charge of $175 per page to submit a new file at proof stage.

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 19, 2023.

- *Artwork received February 4-10 5% late fee (per page)*
- *Artwork that arrives February 11-17 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

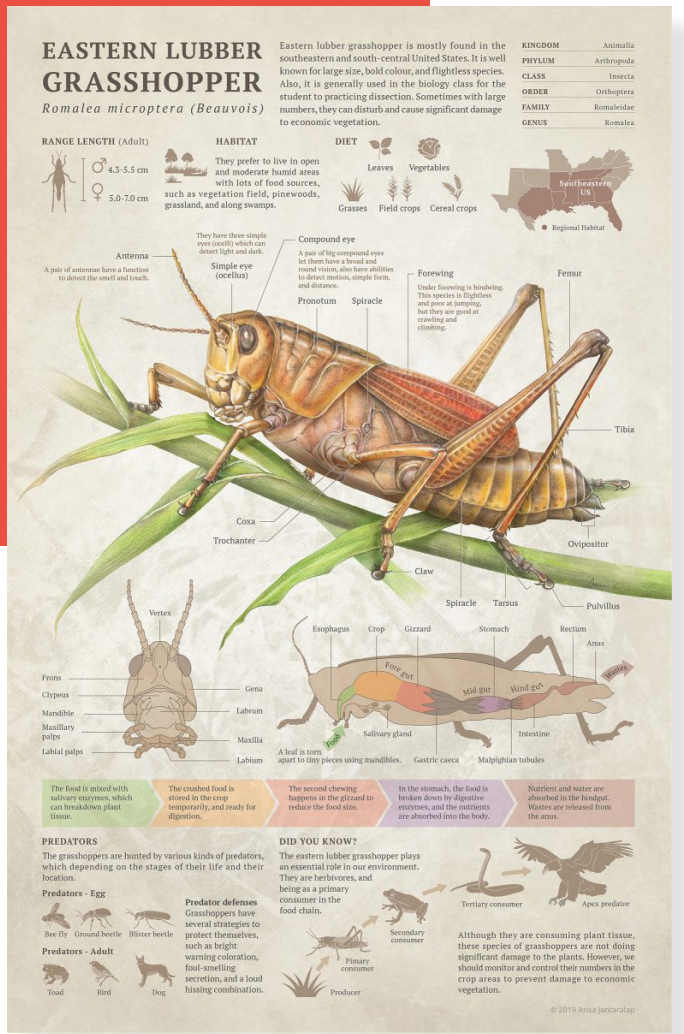
EMAIL *PRODUCTION@SERBINCREATIVE.COM* ***OR CALL*** *800-876-6425 X2230 IF YOU HAVE TECHNICAL QUESTIONS OR NEED SUPPORT*

WORLD ILLUSTRATION AWARDS 2022

W!A

One of ten categories, the Science & Technology category is dedicated to illuminating complex ideas. Illustration that represents or explains scientific, medical or technological concepts. This category includes illustration in the following areas:

- **MEDICAL**
- **BOTANICAL**
- **ARCHITECTURAL**
- **FORENSIC**
- **SCIENTIFIC**
- **ARCHAEOLOGICAL**
- **DATA VISUALISATION**
- **INFORMATION VISUALISATION**



NewsAri, WIA2022 Shortlisted in the Science & Technology Category

site design. works

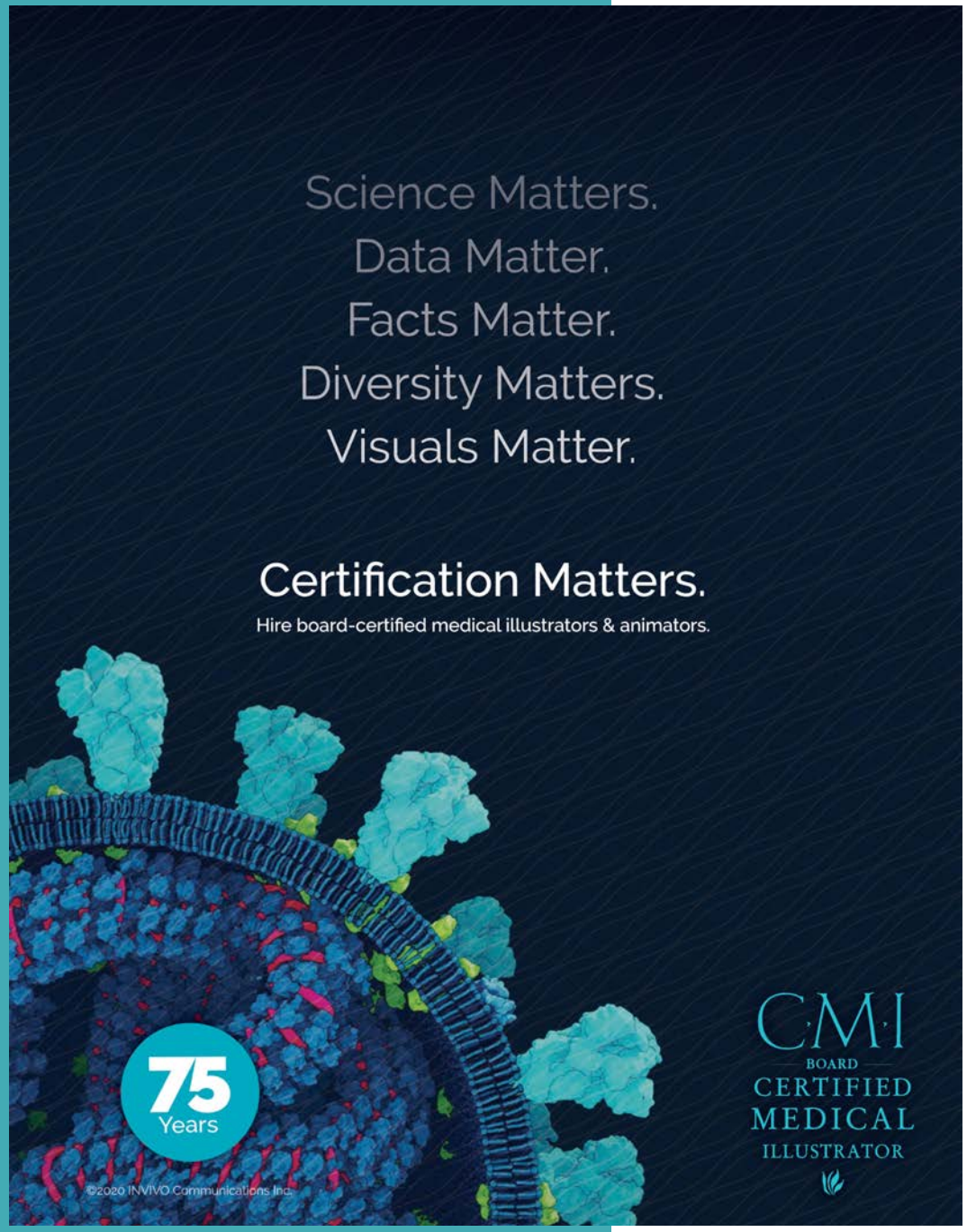
SiteDesignWorks (Serbin Creative's web design and hosting division) is inviting new customers to try our redesigned program at no cost for three months!

NO HOSTING CHARGES, NO CONTRACT, NO OBLIGATION, NO FEES. *That's right, you can have free hosting and a complimentary WordPress website for three months! If you decide to cancel prior to the end of the three month trial period, you can terminate with no penalty and no questions asked.*

All of SiteDesignWorks' websites include ***FREE*** *site setup AND a monthly allotment of production time for site updates by our staff! You'll also have complete access to add images and text yourself… as often as you'd like!*

SiteDesignWorks is a boutique hosting and design company offering personalized service. You can always expect real people with hands-on experience managing and monitoring your website.

To better understand all of the amazing features of a SiteDesignWorks website, visit ***www.sitedesignworks.com/medill*** *for more information.*


Science Matters.
Data Matter.
Facts Matter.
Diversity Matters.
Visuals Matter.
Certification Matters.
Hire board-certified medical illustrators & animators.
75
Years
©2020 INVIVO Communications Inc.
CMI
BOARD
CERTIFIED
MEDICAL
ILLUSTRATOR

WHAT **YOU** DO

— *Make your art*

WHAT **WE** DO

— *Market your art*

Since 1984, countless medical and natural science artists have launched, sustained, and grown their businesses by consistently promoting with this program. ***You can too!***

- **SOURCEBOOK DISTRIBUTION TO 4,500+ HIGHLY QUALIFIED ART BUYERS**
- **BI-MONTHLY EMAIL MARKETING REACHES 9,300+ SUBSCRIBED**
- **CREATIVES DAILY SOCIAL MEDIA TO 182,000+ FOLLOWERS+**
- **BLOG & EDITORIAL FEATURES**
- **ADVERTISING / EDITORIAL ARTICLES & ENEWSLETTERS**
- **DIGITAL ADVERTISING**
- **DIRECT MAIL MARKETING**

join.medillsb.com | ONLINE • PRINT • SOCIAL | 805 963-0439