



# MEDICAL ILLUSTRATION & ANIMATION

ASSOCIATION OF MEDICAL ILLUSTRATORS

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

37<sup>th</sup>  
Edition

MEDILLSB.COM

PRINT

ONLINE

SOCIAL



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

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

*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.*

*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.*

# PROMOTING MEDICAL ILLUSTRATORS

SINCE 1984

*As a professional artist the  
key to a successful business  
is getting your work seen.*

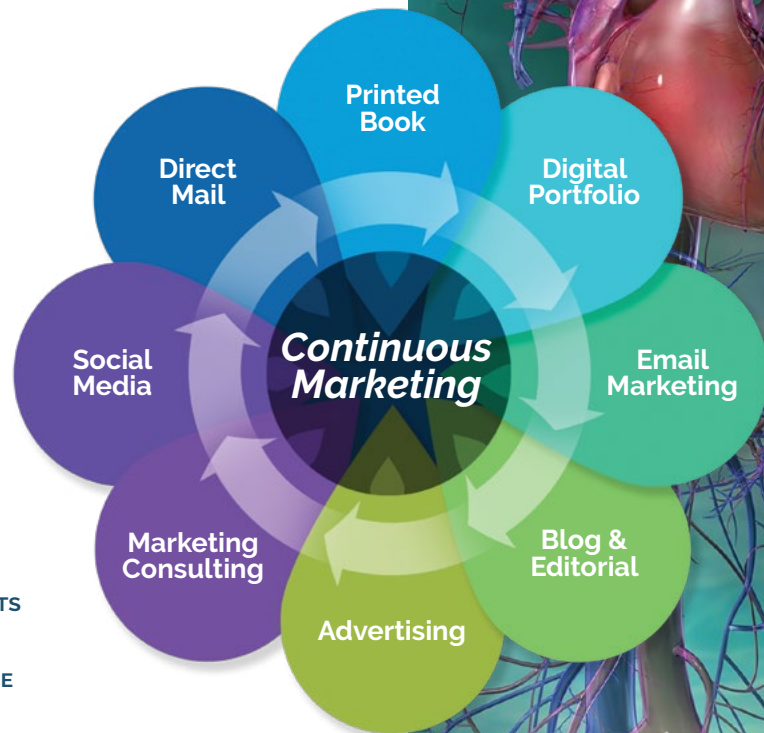
***That's where we can help!***

# A COMPLETE MULTI-CHANNEL MARKETING PROGRAM

*Our marketing program promotes you through a multitude of advertising channels in a continuous publicity cycle. Each channel works together to support the other and increases your visibility.*

- ◆ MUSEUM-QUALITY PRINTED BOOK
- ◆ 50-IMAGE DIGITAL PORTFOLIO
- ◆ TARGETED EMAIL MARKETING
- ◆ BLOG & EDITORIAL FEATURES
- ◆ ADVERTISING IN LEADING SOURCES
- ◆ MARKET CONSULTATIONS 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.*



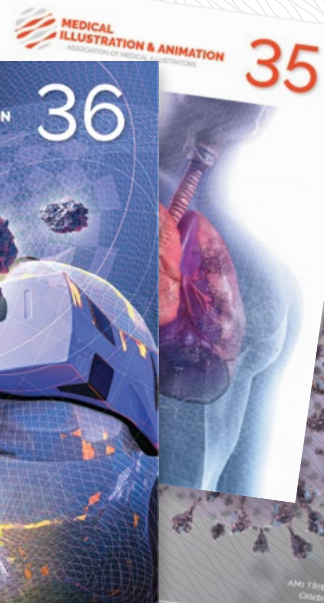
# THE POWER OF PRINT

## Museum Quality Printed Book

*The **Medical Illustration & Animation** printed sourcebook lands on the desks of 4,500 qualified professionals each Fall—just as they are preparing budgets for the next year. They tag pages for future reference, take it into project meetings with clients and regularly share their copy with 3-4 other Art Directors!*

*While the museum-quality compendium is a welcome change for creatives who spend most of their time staring at a screen, the book is statistically proven to drive more art buyers to the web to see more images, animation clips and reels.*

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





## Printed Sourcebook | Distribution

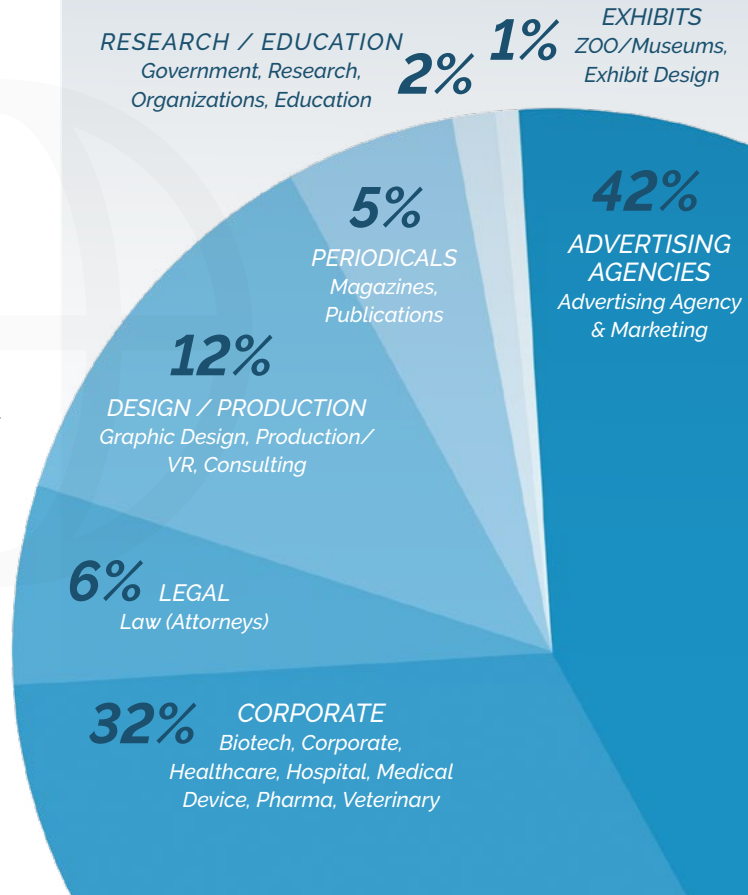
### Reach Our Audience

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 specifically targeted 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  
Presenter | Researcher | Web Designer | Multimedia Designer  
Corporate Marketing Professional | Creative Producers  
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

2021 - 2022



# 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, and video clips each month. Art buyers love our simple, immediate search experience. **Medillsb.com** offers a variety of features to drive traffic straight to your personal website from our home page. The website 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\* 74%**

*\*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 on our social platforms.

We encourage you to send us news and recent images anytime to broadcast to our vibrant LinkedIn, Instagram, Facebook, and Twitter feeds.

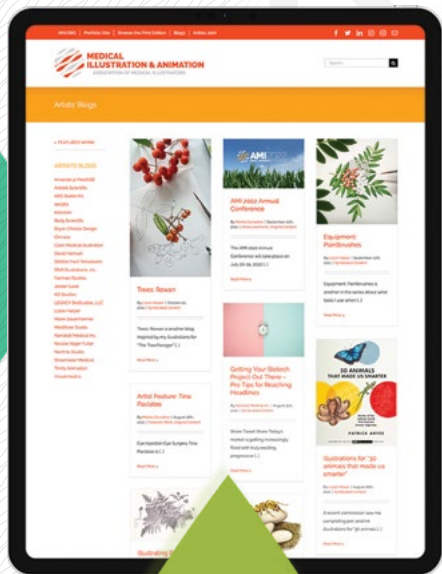
Beyond creating fantastic social content, we nurture and grow our audience with targeted engagement strategies that reach active creatives on social media.

Syndicate your blog posts directly to [blog.medillsb.com](http://blog.medillsb.com) to keep our creative community up to date on your individual activity. We also invite every **Medical Illustration & Animation** advertiser to post original content as often as they like as a Guest Contributor. The best posts are selected each week for our Featured Content section and are also considered for our e-Blasts.

Our own editorial writers also feature artists, industry news, awards, events, and projects on this platform.

**Social Media  
Vibrant &  
Collaborative**





Blog &  
Editorial  
Features

# EMAIL MARKETING, BLOG & EDITORIAL FEATURES

Our informative and beautiful monthly e-Blasts effectively promote **Medical Illustration & Animation** artists, along with our portfolio and blog websites to a worldwide art-buying audience. These e-Blasts include specialized imagery pulled from our sites plus individual artist features..

We take a qualitative approach to build our audience and find the right people to see your work.

“ 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

Targeted  
Email  
Marketing

Marketing  
Consulting with  
Dedicated  
experts

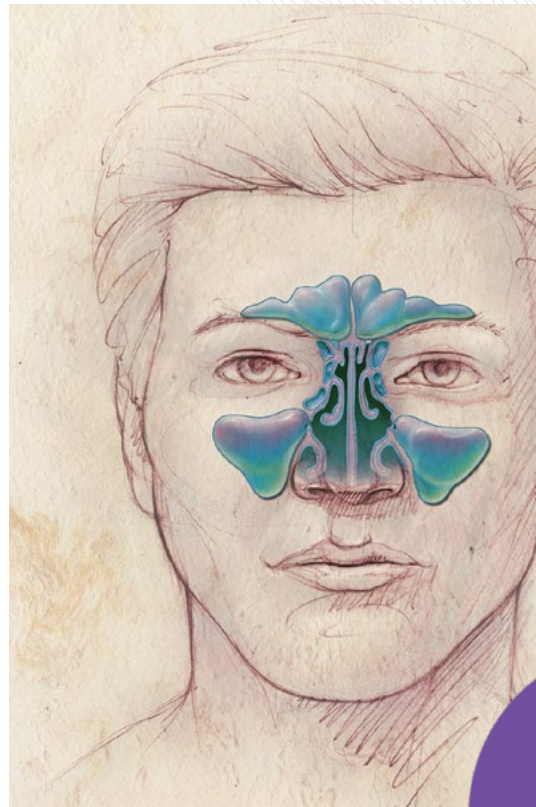
# CREATIVE MARKETING CONSULTANTS

*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.*

**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.

© Scott Bodell



## ADWEEK *Wire*

*Medical Illustration & 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.**

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

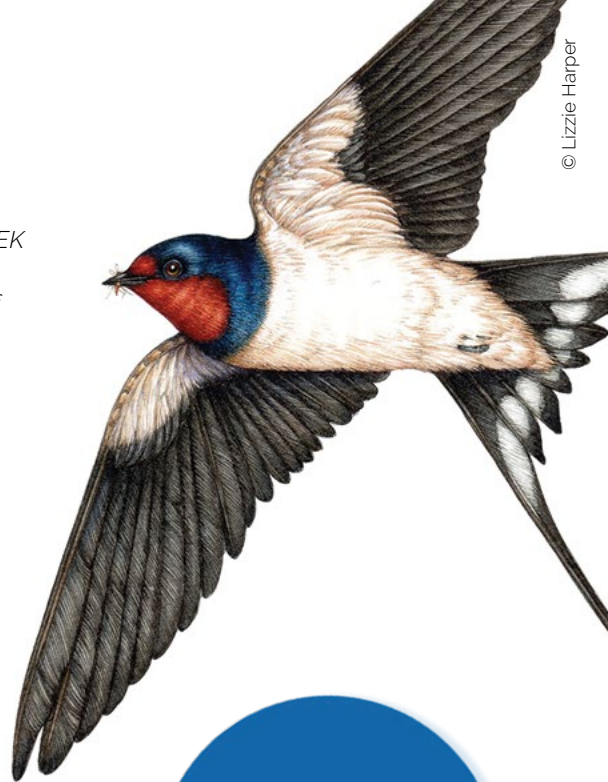
# ADVERTISING IN LEADING SOURCES

### *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).

Direct Mail  
Retargeting

Advertising  
in Leading  
Sources



## START MARKETING TODAY!

*Marketing starts at time of reservation,  
the book is distributed in the Fall of 2024  
and your portfolio runs online through  
September 30, 2025*

### *Program Dates/Rates*

#### DATES

***Artwork Due***  
*February 2, 2024*

***Press Proofs***  
*April 2024*

***Publication***  
*Fall 2024*

#### NON-MEMBER

**Marketing Program  
w/ Double-Page Ad  
Medical Illustration &  
Animation #37**

\$2,460 Annually  
\$205 Monthly (12-Pay)

#### MEMBER RATES

**Marketing Program  
w/ Double-Page Ad  
Medical Illustration &  
Animation #37**

\$2,220 Annually  
\$185 Monthly (12-Pay)





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

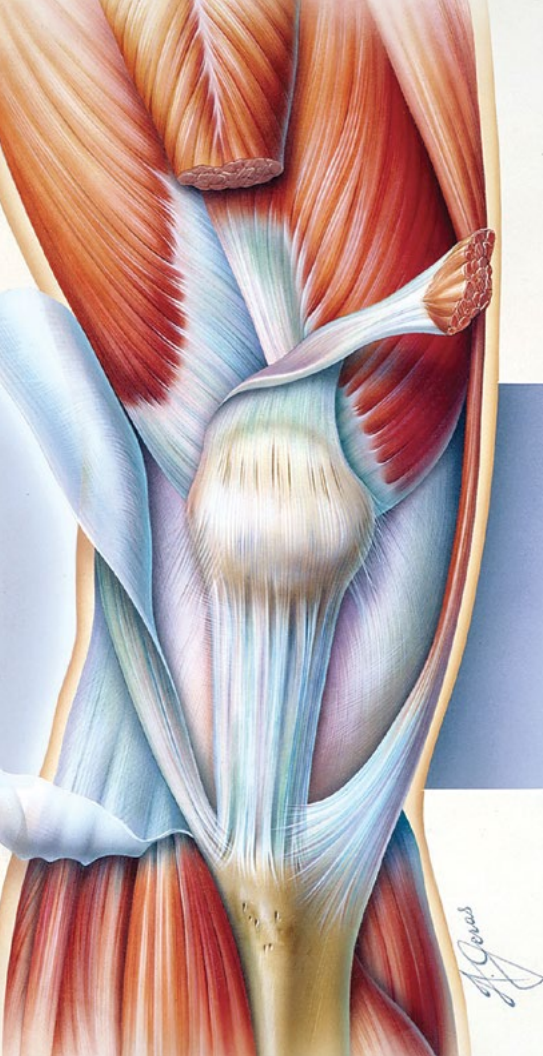
***\$240 Annual Member Discount***

*Save Over 50% 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 discovery, and improving healthcare literacy. There are five membership categories 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 \$240 discount per page on our Marketing Program. A VALID ASSOCIATION OF MEDICAL ILLUSTRATORS MEMBERSHIP NUMBER IS REQUIRED AT TIME OF RESERVATION.

The advertisement for the Certified Medical Illustrator (CMi) program is set against a dark blue background with a subtle grid pattern. At the top, the text "Science Matters. Data Matter. Facts Matter. Diversity Matters. Visuals Matter." is displayed in a light blue, sans-serif font. Below this, "Certification Matters." is written in a larger, bold, light blue font, followed by the tagline "Hire board-certified medical illustrators &amp; animators." in a smaller font. The bottom half of the ad features a large, detailed illustration of a virus or cell with a blue and red textured surface and several light blue, cloud-like structures protruding from it. In the bottom left corner, there is a circular logo with "75 Years" inside. In the bottom right corner, the "CMi" logo is shown in a large, stylized font, with "BOARD CERTIFIED MEDICAL ILLUSTRATOR" written in a smaller font below it, and a small leaf-like icon at the very bottom right.



© Audra Geras

# WHAT YOU DO

— *Make your art*

# WHAT WE DO

— *Market your art*

- ◆ PROVIDE A VISUALLY STUNNING WEBSITE FOR ART BUYERS TO EASILY FIND ARTISTS
- ◆ IDENTIFY & DISTRIBUTE THE BOOK TO 4,500+ HIGHLY QUALIFIED ART BUYERS
- ◆ CRAFT BI-MONTHLY EMAIL MARKETING TO 9,300+ CREATIVE OPT-IN SUBSCRIBERS
- ◆ POST DAILY SOCIAL MEDIA TO 182,000+ FOLLOWERS
- ◆ WRITE EDITORIAL FEATURES FOR CIRCULATION
- ◆ ADVERTISE ONLINE & DIRECT MAIL MARKETING
- ◆ ADVISE ON PORTFOLIO PRESENTATION, BUSINESS DEVELOPMENT & IDENTIFYING NICHE MARKETS FOR YOUR WORK

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

*We'll start promoting your work online as soon as you reserve. Artwork for the book is due February 2, 2024. Your portfolio will remain active through September 2025.*

*Reserve Now!*



**Visit:** <https://join.medillsb.com/reserve-now/>

**Email:** [stacy.brostrom@workbookcreative.com](mailto:stacy.brostrom@workbookcreative.com)

**Call:** (805) 963-0439 ext. 2250



# MEDICAL ILLUSTRATION & ANIMATION

ASSOCIATION OF MEDICAL ILLUSTRATORS

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

