

EYE ON SGI

REACH

2,200

GYNECOLOGIC AND REPRODUCTIVE CLINICAL
INVESTIGATORS AND SCIENTISTS

MEDIA KIT

EVERY WEEK



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B/1 SKYSCRAPER/LOWER SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C/1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E FEATURED COMPANY


Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD


Leverage the power of words with a 15-word text ad to drive traffic to your website.

This message contains images. If you don't see images, click here to view. [Click here to advertise in this news brief.](#)

A




Mobile version RSS Subscribe Unsubscribe Archive Media Kit Aug 3, 2011



Eye on SGI


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B




Building muscle mass may lower diabetes risk
 Building muscle mass with resistance training exercise may play a role in lowering the risk of type 2 diabetes, a study shows. The findings are published in the September issue of the Journal of Clinical Endocrinology and Metabolism. [MORE](#)

C



Intuitive Surgical
 Taking surgery beyond the limits of the human hand

D



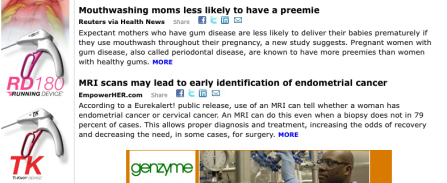
Product Showcase

- Active Risk Management**
- Biomek® EXP Laboratory Automation Workstation**
- YVR® Soft Nitrile Examination Gloves**

PREMIER PHYSICIANS

Premier Physicians participates in active risk management designed to identify, evaluate, reduce and/or eliminate risk of injury and loss to patients, employees and visitors thus minimizing the actual and potential financial impact upon the healthcare provider and/or organization.


B1



Mouthwashing moms less likely to have a preemie
 Expectant mothers who have gum disease are less likely to deliver their babies prematurely if they use mouthwash throughout their pregnancy, a new study suggests. Pregnant women with gum disease, also called periodontal disease, are known to have more preemies than women with healthy gums. [MORE](#)


MRI scans may lead to early identification of endometrial cancer
 According to a EurekAlert! public release, use of an MRI can tell whether a woman has endometrial cancer or cervical cancer. An MRI can do this even when a biopsy does not in 79 percent of cases. This allows proper diagnosis and treatment, increasing the odds of recovery and decreasing the need, in some cases, for surgery. [MORE](#)

C1



What's making pregnant women have more strokes?
 Stroke rates are up in women who are pregnant and who recently gave birth, a new study shows. Researchers from the Centers for Disease Control and Prevention looked at hospital-discharge data and found that between 1994-95 and 2006-07, the rate of stroke hospitalization rose 47 percent for expectant mothers, while climbing 83 percent for women in the three months after giving birth. The results are published in Stroke: Journal of the American Heart Association. [MORE](#)


F



Featured Companies

- Better solutions together**
 We're always looking for ways to make things a little simpler and a little easier to understand. That means creating products that are intuitive. [MORE](#)
- Lantheus Proven Success**
 Discovering, developing and marketing innovative medical imaging agents provides a strong platform from which to bring forward new breakthrough tools for the diagnosis and management of disease. [MORE](#)

E



Study: DHA during pregnancy helps protect babies from colds
 Los Angeles Times
 Pregnant moms who take DHA supplements with the intent of boosting their babies' brains are also giving them some added protection against common colds, a new study suggests. [MORE](#)

Busy career women put biological clock on freeze
 The Tennessean via USA Today
 Egg freezing, which has been most commonly performed on cancer patients before chemotherapy hampers their reproductive options, is growing in popularity for women who have been too busy with their professions or too particular about a mate to have a baby in their 20s or early 30s. Egg freezing had patchy results in the past, but success rates have greatly improved since vitrification — a new flash-freezing technique — was developed. Although the American Society for Reproductive Medicine advises against marketing egg freezing to non-cancer patients, some fertility clinics are doing it. [MORE](#)

Eye on SGI
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[Download media kit](#)

Recent Issues
 July 27, 2011

Kellie Mack, Content Editor, 469.420.2637
[Contribute news](#)

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Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 2,200 subscribers (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper/Lower Skyscraper
\$2000/\$1750

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k

Lorem ipsum dolor



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Product Showcase
\$1500

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**
Max File Size: **30k**



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Featured Company Text Ad
\$1350

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size: **30k**



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Traditional Text Ad
\$500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size: **15k**

CONTACT US

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EYE ON SGI, POWERED BY MULTIBRIEFS, PROVIDE WEEKLY NEWS AND INFORMATION TO CLINICIANS, SCIENTISTS AND RESEARCHERS WITH A FOCUS IN WOMEN'S REPRODUCTIVE HEALTH.

Eye on SGI tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of 2,200 leading investigative women's reproductive health professionals around the world, updates keep professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

EYE ON SGI
IS A PROFESSIONAL RESOURCE FOR

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN EYE ON SGI



CREDIBLE SOURCE

For almost 60 years, our members have turned to the association as the informational authority of the industry. Advertising in Eye on SGI solidifies your place among weekly information provided to SGI members.



TARGETED DISTRIBUTION

Advertising in Eye on SGI allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to Eye on SGI have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, Eye on SGI ensures your ad will be seen every week by our 2,200 subscribers.



AFFORDABLE

Advertising in Eye on SGI is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Eye on SGI has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Eye on SGI.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.