

Lyme Disease Service Directory

Advertising Rate Card

Let the World Know About Your
Lyme Disease Products or Services!



Open Letter to Advertisers:

I am writing to inform you of a new advertising opportunity. I am the sales manager for BioMed Publishing Group, and we publish literature (books, CDs, and DVDs) on Lyme Disease. You can see our website by visiting <http://www.lymebookstore.com>.

You may be familiar with our two most popular books, written by Bryan Rosner: ***Lyme Disease and Rife Machines*** and ***The Top 10 Lyme Disease Treatments***. Together, these books have sold over 10,000 copies in just 2.5 years!

We are publishing a new book, actually more of an annual newsletter, which is to be released in January of 2008. The title is ***2008 Lyme Disease Annual Report: A Yearly Update For Doctors and Patients***, and the book will be authored by Bryan Rosner. The final pages of the book will contain a "Lyme Disease Service Directory," which we would like to invite you to participate in. This service directory will contain both full-page and half-page feature display advertisements. By advertising in this directory, your company will gain a significant amount of quality market exposure.

Why should you advertise your Lyme Disease product or service in this book? Here are a few reasons:

- 1. We are the most well-known publisher of Lyme Disease materials in the world.**
- 3. Our email list contains over 6,000 Lyme Disease sufferers, researchers, and practitioners. Many of these customers purchase our books right away—right after publication—affording your company instant exposure.**
- 4. When you advertise with our company, you are accessing your PRECISE target market—our entire focus centers on Lyme Disease, as you can see by viewing our website (<http://www.lymebookstore.com>).**
- 5. We do not have many advertisers, so your ad will not get lost in a sea of other ads.**
- 6. We offer complementary advertising programs as well, which can reinforce the advertising you do with us. Our most popular program is a flyer-insert program whereby we insert your printed flyers in with each of our book orders. The cost for the flyer-insert program is an additional \$100 per month.**

As you know, reaching the Lyme Disease target market is a difficult task. In fact, it is nearly impossible to do effectively. We are the premier provider of Lyme-related literature, and advertising with us will allow you to have unique access to this market.

To view the technical requirements and pricing of this advertising opportunity, please see next page.

Phone: 801.925.2411
Email: admin@lymebook.com
Website: LymeBookStore.com

BioMed Publishing Group
1157 Early Dawn Trail
South Lake Tahoe, CA 96150

"Our Books Are
Recommended By
Patients And Physicians
Worldwide!"

Advertising Mechanical Specifications and Pricing

The page size of the new book is 7"x10". You will need to provide your own artwork. The following are sizes and specifications:

Artwork Specifications and Pricing	Available Sizes	
	<i>Full Page</i>	<i>Half Page</i>
Artwork Specifications	6" wide x 9" tall	6" wide x 4.25" tall
Price	\$850	\$550

Artwork and payment are due November 15, 2007. We accept Visa, MasterCard, check, money order, or PayPal. To arrange payment, please email us at admin@lymebook.com to let us know how you would like to pay. You may also use this email address to send your artwork.

Feel free to visit our website at <http://www.lymebookstore.com> to get a feel for our company. Should you have any questions, contact me at 801.925.2411, or admin@lymebook.com. Also, if you are interested in our flyer-insert program, I would be more than happy to assist you.

Thank you for your time.

Sincerely,

Leila Kempf
BioMed Publishing Group

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