

# 2008 AD ACTIVITY:

SAMPLE COMPANY DATA PG1

ADVERTISER and PRODUCT - \$(thousands) PUBLICATIONS - NO. of AD INSERTIONS	1st QTR	2nd QTR	3rd QTR	4th QTR	2008 YTD	2007 YTD	% CHNG
<b>■ ADVANCED STERILIZATION PRODUCTS</b>	<b>70</b>	<b>67</b>	<b>65</b>	<b>88</b>	<b>290</b>	<b>257</b>	<b>13</b>
DISINFECTANT - CIDEX OPA			23	44	67		
ICT: INFECTION CNT TODAY				1	1		
MANAGING INFECTION CNT			1	3	4		
HC PURCH NEWS			1	1	2		
JNL HC CONTRACTING				1	1		
MATERIALS MGMT			1	1	2		
REPERTOIRE				1	1		
REPERTOIRE (RESOURCE GUIDE)			1		1		
ENDOSCOPE CLEANER/REPROCESSOR - EVO TECH	22	5	9	20	56		
OUTPATIENT SURG	1				1		
OUTPATIENT SURG (SPECIAL ISSUE)	1				1		
ENDO NURSE	2	1	2	1	6		
GASTRO NSG				1	1		
ICT: INFECTION CNT TODAY				1	1		
HC PURCH NEWS				1	1		
HAND SANITIZER - PREVACARE	15	15	10		40		
MANAGING INFECTION CNT	3	3	2		8		
STERILIZATION EQUIP - STERRAD 100 NX	12	36	17	15	80		
OUTPATIENT SURG	1				1		
OUTPATIENT SURG (SPECIAL ISSUE)		1			1		
ICT: INFECTION CNT TODAY		2	1		3		
MANAGING INFECTION CNT		2	2	3	7		
HC PURCH NEWS	1	1			2		
STERILIZATION EQUIP - STERRAD NX	21	12	6	9	48		
OUTPATIENT SURG	1		1		2		
TODAYS SURGICENTER				1	1		
ICT: INFECTION CNT TODAY		1			1		
MANAGING INFECTION CNT	3	1			4		
AORN				1	1		
<b>■ CORDIS CARDIOLOGY/ ENDOVASCULAR</b>	<b>130</b>	<b>88</b>	<b>38</b>	<b>61</b>	<b>317</b>	<b>138</b>	<b>130</b>
CORONARY STENTS - CYPHER	123	68	20		211		
CATH LAB DIGEST	2		2		4		
CIRCULATION	2	2			4		
JACC	3	4			7		
JNL INVASIVE CARD	2	1			3		
CTO CATHETERS - FRONTRUNNER XP	7				7		
JACC	1				1		
DILATATION CATHETERS - SLEEK/SAVVY		20	5		25		
JVIR		1			1		
JACC		1			1		
VASCULAR SPECIALIST		1	1		2		
ILIAC STENTS - S.M.A.R.T.			9	61	70		
JVIR			2	2	4		
JACC				2	2		
VASCULAR SPECIALIST				2	2		
VENA CAVA FILTERS - OPTASE/TRAPEASE			4		4		
JVIR			1		1		
<b>■ RESMED</b>	<b>70</b>	<b>145</b>	<b>128</b>	<b>80</b>	<b>423</b>	<b>665</b>	<b>-36</b>
CPAP MASK - MIRAGE MICRO	28	30	5		63		
SLEEP REVIEW	2	2			4		
HME NEWS	2	3	1		6		

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SAMPLE COMPANY DATA PG2

ADVERTISER and PRODUCT - \$(thousands) PUBLICATIONS - NO. of AD INSERTIONS	1st QTR	2nd QTR	3rd QTR	4th QTR	2008 YTD	2007 YTD	% CHNG
HME TODAY (contd)	1				1		
HEMOCARE	1	1			2		
CPAP MASK - MIRAGE SWIFT II		5	5		10		
SLEEP REVIEW			1		1		
HME NEWS		1			1		
CPAP MASK - SWIFT LT		5	26	30	61		
SLEEP REVIEW		1		2	3		
HME BUSINESS			3		3		
HME NEWS			2	3	5		
HEMOCARE				1	1		
CPAP UNIT - S8 SERIES II		57	45	18	120		
AARC TIMES		1			1		
ADVANCE MGR RESP		2	1		3		
RESP MGMT		1			1		
SLEEP REVIEW		2	2	1	5		
HME BUSINESS		1			1		
HME NEWS		2	2		4		
HME TODAY		2	3	1	6		
HEMOCARE		2	2	1	5		
HEMOCARE XTRA				1	1		
CPAP UNIT - VPAP ADAPT SV	5	9		5	19		
RT	1	2		1	4		
CPAP UNIT - VPAP MALIBU	5				5		
HME NEWS	1				1		
CPAP UNIT - VPAP W/EASY-BREATHE	32	25	3		60		
AARC TIMES			1		1		
RESP MGMT	1				1		
SLEEP REVIEW	2	3			5		
HME BUSINESS	1				1		
HME NEWS	2	2			4		
HME TODAY	1				1		
CPAP UNITS - VPAP AUTO 25/VPAP ST		5	24	28	57		
RT			2	1	3		
SLEEP REVIEW			2	3	5		
HME NEWS			1	2	3		
HEMOCARE XTRA		1			1		
SLEEP APNEA HOME MONITOR - APNEA LINK		9	20		29		
RESP MGMT			1		1		
RT			1		1		
SLEEP REVIEW		1	1		2		
HME TODAY		1	2		3		
<b>■ SMITH &amp; NEPHEW ORTHOPAEDICS</b>	<b>249</b>	<b>211</b>	<b>175</b>	<b>253</b>	<b>888</b>	<b>295</b>	<b>201</b>
ACETABULAR CUPS - R3	9	13	5	52	79		
AAOS NOW				2	2		
JBJS	1	2	1	2	6		
JNL AAOS				2	2		
JNL ARTHROPLASTY				2	2		
ORTHO TODAY	1	1		2	4		
ORTHOPEDICS				2	2		
DISPOSABLE PLATELET CONCENTRATOR - CAPTION	5		3		8		
AAOS NOW	1				1		
JNL ORTHO TRAUMA			1		1		

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SAMPLE COMPANY DATA PG3

ADVERTISER and PRODUCT - \$(thousands) PUBLICATIONS - NO. of AD INSERTIONS	1st QTR	2nd QTR	3rd QTR	4th QTR	2008 YTD	2007 YTD	% CHNG
EDUCATIONAL PROGRAMS	5				5		
JBJS	1				1		
FRACTURE PLATING SYSTEM - PERI-LOC VLP		7	10	7	24		
JNL ORTHO TRAUMA		2	3	2	7		
HIP PROSTHESES - SL-PLUS		3			3		
JNL ARTHROPLASTY		1			1		
HIP RESURFACING IMPLANT - BIRMINGHAM	22	35	43	44	144		
AAOS NOW			1	1	2		
AMER JNL SPORTS			1	3	4		
JBJS	3	3	3	2	11		
JNL AAOS			2	2	4		
JNL ARTHROPLASTY			1		1		
ORTHO TODAY	2	1	1	1	5		
ORTHOPEDICS			1	2	3		
JOINT FLUID THERAPY INJECTION - SUPARTZ	22	42	23	24	111		
AAOS NOW	1	2	1	2	6		
JNL AAOS	2	1	1	1	5		
ORTHO TODAY		3	2	1	6		
KNEE PROSTHESES - JOURNEY	44	21	13	21	99		
AAOS NOW			1		1		
AMER JNL SPORTS		1	1	2	4		
JBJS	3	3		1	7		
JNL AAOS			1	1	2		
JNL ARTHROPLASTY	1				1		
ORTHO TODAY	2	1		1	4		
ORTHOPEDICS	1				1		
KNEE PROSTHESES - JOURNEY BCS	9		10		19		
JBJS	1		1		2		
ORTHO TODAY	1		1		2		
KNEE PROSTHESES - JOURNEY DEUCE	9	7		3	19		
AMER JNL SPORTS		1		1	2		
JBJS	1	1			2		
ORTHO TODAY	1				1		
KNEE PROSTHESES - JOURNEY PFJ	9	3			12		
AMER JNL SPORTS		1			1		
JBJS	1				1		
ORTHO TODAY	1				1		
KNEE PROSTHESES - LEGION	18	13	11	52	94		
AAOS NOW				3	3		
JBJS	2	2	1	1	6		
JNL AAOS				1	1		
JNL ARTHROPLASTY			1	2	3		
JNL KNEE SURG				1	1		
ORTHO TODAY	2	1		2	5		
ORTHOPEDICS			1	2	3		
MENISCAL REPAIR SYSTEM - ULTRA FAST-FIX		12			12		
ARTHROSCOPY		1			1		
NAILING SYSTEM - TRIGEN		7	10	16	33		
AAOS NOW			1	1	2		
JNL ORTHO TRAUMA		1		1	2		
NAILING SYSTEMS - TRIGEN/ INTERTAN	74	26	10	10	120		

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SAMPLE COMPANY DATA PG4

ADVERTISER and PRODUCT - \$(thousands) PUBLICATIONS - NO. of AD INSERTIONS	1st QTR	2nd QTR	3rd QTR	4th QTR	2008 YTD	2007 YTD	% CHNG
AAOS NOW (contd)	2	2	1	1	6		
JNL ORTHO TRAUMA	3	1			4		
JNL ORTHO TRAUMA (SUPPLEMENT)	3				3		
NAILING SYSTEMS - TRIGEN/META-NAIL		11	22	16	49		
AAOS NOW		1	1	1	3		
JNL ORTHO TRAUMA			3	1	4		
SHOULDER PROSTHESES - PROMOS		2			2		
JNL SHOULDER/ELBOW		1			1		
ULTRASOUND BONE HEALING SYSTEM - EXOGEN 4000+	21	5	5	9	40		
JBJS	2	1			3		
JNL ORTHO TRAUMA	2			1	3		
ORTHO TODAY	1		1	1	3		
VERTEBROPLASTY BONE CEMENT - SPINE-FIX	4	4	11		19		
AJNR: AMER JNL NEURORAD	2	2	1		5		
JVIR			2		2		
<b>■ TOSHIBA AMERICA MEDICAL SYSTEMS</b>	<b>118</b>	<b>110</b>	<b>118</b>	<b>155</b>	<b>501</b>	<b>599</b>	<b>-16</b>
ANGIO/INTRV SYSTEM - INFINIX-i	19	24	9	17	69		
ACC CARD REVIEW JNL	1				1		
CATH LAB DIGEST	1		1	2	4		
DIAGNOSTIC/INV CARD		2			2		
JACC: CARD IMAGING	1	1	1	1	4		
CORPORATE	7		7		14		
HC INFORMATICS	1		1		2		
CT SYSTEM - AQUILION	78	40	5	47	170		
DIAG IMG (CARD IMG SUPP)	2			1	3		
DIAG IMG (RSNA IN REVIEW/ RSNA ADVISOR)	1				1		
DIAGNOSTIC IMG	1	2		1	4		
IMG TECHNOLOGY NEWS				1	1		
RADIOGRAPHICS	1	1		1	3		
RADIOLOGY	2	1	1	1	5		
ACC CARD REVIEW JNL	1				1		
DIAGNOSTIC/INV CARD				1	1		
CT SYSTEM - AQUILION ONE			24	40	64		
DIAG IMG (RSNA IN REVIEW/ RSNA ADVISOR)				1	1		
DIAGNOSTIC IMG			1		1		
IMG TECHNOLOGY NEWS				1	1		
RADIOGRAPHICS				1	1		
RADIOLOGY			1		1		
CT SYSTEM - AQUILION w/ SURE PLAQUE				14	14		
DIAGNOSTIC/INV CARD				1	1		
MRI SYSTEM - VANTAGE TITAN		37	63	34	134		
APPLIED RAD		1	2		3		
DIAGNOSTIC IMG		1	2	1	4		
RADIOGRAPHICS		1	1	1	3		
RADIOLOGY		1	1	2	4		
MRI SYSTEM - VANTAGE/ NON-CONTRAST PROTOCOLS	14	4			18		
DIAGNOSTIC IMG	1				1		
RADIOLOGY	1	1			2		
ULTRASOUND SCANNER - ARTIDA		6	11	3	20		
JACC: CARD IMAGING			1		1		
JASE: JNL ECHOCARD		2	3	1	6		

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