



# OutPatient Intravenous Therapy (OPIT) Source Book

## Advertising Information

Thank you to the following companies for participating in The OPIT Source Book and Web Site for the past 13 years! We have, and will continue to, provided medical professionals world wide with knowledge of products and services available for infusion therapy on the market today in a one-stop shopping source! We welcome you to participate in our newest edition becoming available the first of the year.

3M Healthcare	Abbott Laboratories	Alaris Medical Systems
American Society of Health System Pharmacists		Bard Access Systems
Baxa Corporation	Baxter Healthcare Corp.	B. Braun Medical
BD Medical Systems	Blood Diagnostics, Inc.	BMP, Inc.
Boston Scientific/Medi-Tech®	Cook, Inc.	Deltec, Inc.
Disetronic Medical Systems, Inc.	EPS®, Inc.	Excelsior Medical Corp.
Gentiva Health Services	Germfree Laboratories	Hann's On Software
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I-Flow Corporation	Modular Cleanrooms	North Shore Medical, Inc.
Northwest Management Associates		Repro-Med Systems, Inc.
Tri-State Hospital Supply Corp/Centurion®		Vygon Corporation

We welcome and thank you for your continued support and participation...

The following pages are our advertising information and forms.  
Please do not hesitate to contact us at any time.

OPIT SOURCE BOOK  
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## Office Location

### Mail:

OPIT Source Book  
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Tacoma, WA 98401-1234

### Over night or Priority mail:

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Internet Site: <http://www.opitsourcebook.com>

### Contact:

Sheri Karanasos - Phone: 253-272-0360 - Cell: 253-273-0355  
Marketing Director

## Policy

Advertising must be truthful and not defamatory or deceptive. It must not infringe on trademark, copyright, privacy or the rights of others.

The advertiser assumes full liability for advertising content and agrees to indemnify and hold harmless the OPIT Source Book from all claims, suits and related costs arising by reason of your company's advertisement.

Companies not in the recent edition and who want to participate can begin by placing their information on our web site after all requirements and information is met and received by the OPIT Source Book. All companies participating in the book will automatically be on our web site, FREE OF CHARGE with the information provided for the book. Additional information may require a fee. Updates can be made on the web site along with notification in flyers and newsletters to those who received the book.

## Distribution

The OPIT Source Book has had the support of leading intravenous therapy organizations in the United States. Through their organizations, orders through the Internet, phone, and fax, over 15,000 physicians, nurses, and pharmacists received the book in the past, per year. Our supporting organizations are:

American Academy of Home Care Physicians (AAHCP)  
American Society of Health Systems Pharmacists (ASHP)  
(Section of Home Care Practitioners)  
National Association of Vascular Access Networks (NAVAN)  
League of Intravenous Therapy Education (LITE)  
Oncology Nursing Society (ONS)

## **Rates**

This rate is for participating in the book. All information will be listed on the web site FREE-OF-CHARGE with links to your company site as well.

### **Source Book with Web Site**

One page	\$1,650
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Each additional page is \$1200.

Please send brochures or flyers if you would like additional information listed on the web site. We will put limited additional information up on the web site free-of-charge.

**NEW! We are trying something special. We would like to add video clips to the web site. If you have one showing how your product works, you can include it on the web FOR FREE! This is in a trial state. If you are interested please send your information and contact us. Thank you.**

**Please send payments in with your application and materials or call to make arrangements.  
Thank you.**

## **Graphics**

The OPIT Source Book accepts artwork provided on virtually any form of CD, DVD or by e-mail files. Please save files in a high resolution for best output. Your disk must include your name and phone number and any special fonts used. Brochures can be sent for the Internet and we can design the page for you. Original artwork (photos) to be scanned up to 8.5 x 11 inches. Final size for artwork is 4 x 6.25 inches for the book. Choose backgrounds carefully. Very dark or white backgrounds are not always best. You can send color art work and we will re-scan in grayscale for the book. Any transparencies, negatives or additional camera work will be subject to an additional fee.

## **Product Description**

The Source Book text block is approximately 6.25 inches across by 2.5 inches in length. Please use no smaller font than 10. We have used the font called Book Antique in the past. It is best to submit your information and we will format it for you and send it back for approval. We can extend and go into more detail on the web.

If you have any questions, please feel free to call us at any time. 253-272-0360.

## **Deadline:**

Web information can be added at any time. Marketing has begun. Please submit information as soon as possible for publication the beginning of the year. Once approved your information will be uploaded to our web site for instant marketing.

Thank you for your continued participation and support.

# APPLICATION

The following information will be kept on file for our records. Please let us know when updates are needed. Please duplicate this form for multiple listings.

Information for our files: COMPANY NAME

Contact Person :

Phone: FAX : e-mail:

Information to be listed on the Web Site:

Company Name: Division :

Mailing Address:

City, State, Zip Code:

Representative:

Phone: FAX :

e-mail: Web Site:

Please check the categories of interest: We are constantly adding new divisions. If your company has a product or service not listed, please check other or contact our office.

## VASCULAR ACCESS

	Catheters	
	Ports	
	Safe Needles, Needleless Systems or Connection Systems	
	Dressings	
	Filters	
	Flushing Devices	
	Prefilled Syringes	
	Prep Swabs	
	Sharps Containers	
	Teaching Aids	
	Other	

## AMBULATORY INFUSION DEVICES

	Membrane Infuser	
	Pressure Controlled Infusers	
	Electronic Syringe Pump	
	Programmable Electronic Pump	

## CLEAN ROOMS AND ALTERNATIVES

## HOODS

## CONSULTING, BILLING AND MANAGEMENT SERVICES

## COMPUTER SOFTWARE

## GROUP PURCHASING

## PUBLICATIONS

## OTHER PRODUCTS OR SERVICES

Please see page 3 for pricing.  
Thank you for your support!

Total \_\_\_\_\_

**Please send text, graphics, table information and payment in with your application.  
If you have any questions about the materials in this package,  
please do not hesitate to call Sheri Karanasos at 253-272-0360.**

## Table Information

*Please provide us with the following information that pertains to your product.  
It is extremely important that this area is not overlooked.*

### Vascular Access Catheters

Material: \*Silicone, Polyurethane  
Lumen: \*Single, Dual, Triple  
Introducer needle: \*3 to 5 Fr or 18 to 15ga  
Introducer Type: \*Peel apart, peelable sheath, breakaway needle  
Staggered or Non-staggered: \*no or yes  
Catheter gauge and French size: \*3Fr-60cm  
Outer and Inner diameter: \*O.D. - 1.2mm - I.D. 0.7 mm  
Priming Volume: \*.3ml  
Tray available along with single, or dual lumen: \*Complete, small, insertion tray

### Port Access Devices:

Access Device: \*over-the-needle, non-coring needles, winged infusion sets

### Ports:

Material: \*Titanium, polysulfone  
Catheter size: \*Single, dual, triple, 4. to 9.5 FR  
Catheter Attachment Style: \*Pre-attached, attachable, unassembled

### Safe Needle Catheters, Devices and Systems

Type: \*peripheral catheter, over-the-needle system,  
Material: \*Polyurethane, stainless steel needle

### Infusion Pumps

Product Name: \*CADD-1®  
Volume: \*10, 50, 100 or external, depending on the pump  
Flow Rate and KVO rate: \*0 to 12 mL/hr, 0 to 75 mL/hr  
Disposable: Yes/No  
Single, Dual, Multidose or Continuous Therapies: Single, Dual, Multiple

**You will receive a faxed review proof of your pages prior to publication. Please review and fax back any corrections as soon as possible. If no corrections are to be made please approve the page with your signature and fax back to our office. Web site information will be placed on the web site with no links until approval from your company.**

**Please send us additional brochures, videos, information, if possible so we can pass information on to interested medical professionals. Thank you.**

\*Examples