

Technology for Doctors online



Technology for Doctors Online is edited by Jerry Zeidenberg, a journalist who has worked with a wide variety of business and technology newspapers, including the *Globe and Mail*, *Canadian Business* and *Profit* magazine. *Technology for Doctors Online* is published by *Canadian Healthcare Technology* magazine and draws upon its editorial resources. *Technology for Doctors Online* also has its own advisory board:

- Dr. Alan Brookstone, Vancouver
- Dr. Michelle Griever, Toronto
- Dr. Karim Keshavjee, Mississauga, Ont.
- Dr. David Koff, Hamilton, Ont.
- Dr. Jim Swan, Toronto
- Dr. David Zitner, Halifax

Canada's largest IT e-zine for physicians

Technology for Doctors Online is a twice-monthly e-newsletter that's delivered directly to the inboxes of more than 10,000 physicians across Canada. The doctors are both GPs and

specialists working in private practices and public clinics. *Technology for Doctors Online* is the largest electronic publication in Canada dedicated to issues of computerizing and modernizing the physician practice. *Technology for Doctors Online* is a lively and practical source of information for physicians. It delivers short, to-the-point articles that tell physicians what's happening in eHealth – and how they are affected.

Technology for Doctors Online covers:

- What's new in physician EMRs
- New developments in related software and hardware
- Medical devices
 - Government funding for clinical management systems
- Profiles of clinics that are implementing new systems
- Networks with other providers
- Privacy issues

Each issue of *Technology for Doctors Online* contains a mixture of:

- News
- Opinion
- Product announcements and reviews



2010 PUBLISHING SCHEDULE

| | | | | | |
|--------------------|-----------|------------------------|-----------|-----------------------|-----------|
| March | 4 and 18 | July | 8 and 22 | November | 11 and 25 |
| April | 15 and 29 | August | 5 and 19 | December | 9 and 23 |
| May | 13 and 27 | September | 16 and 30 | | |
| June | 10 and 24 | October | 14 and 28 | | |

SIZES AND RATES

| | One month | Three months | Six months |
|---|-----------|--------------|-------------|
| Button ad (180×150 pixels, gif or jpg) | \$900 | \$800/mo. | \$700/mo. |
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All prices are net; no agency discounts. Materials are due one week before publication date. Please send advertising materials to jerryz@canhealth.com. For further information about rates and sizes contact Jerry Zeidenberg, Publisher, jerryz@canhealth.com, or call 905-709-2330.

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