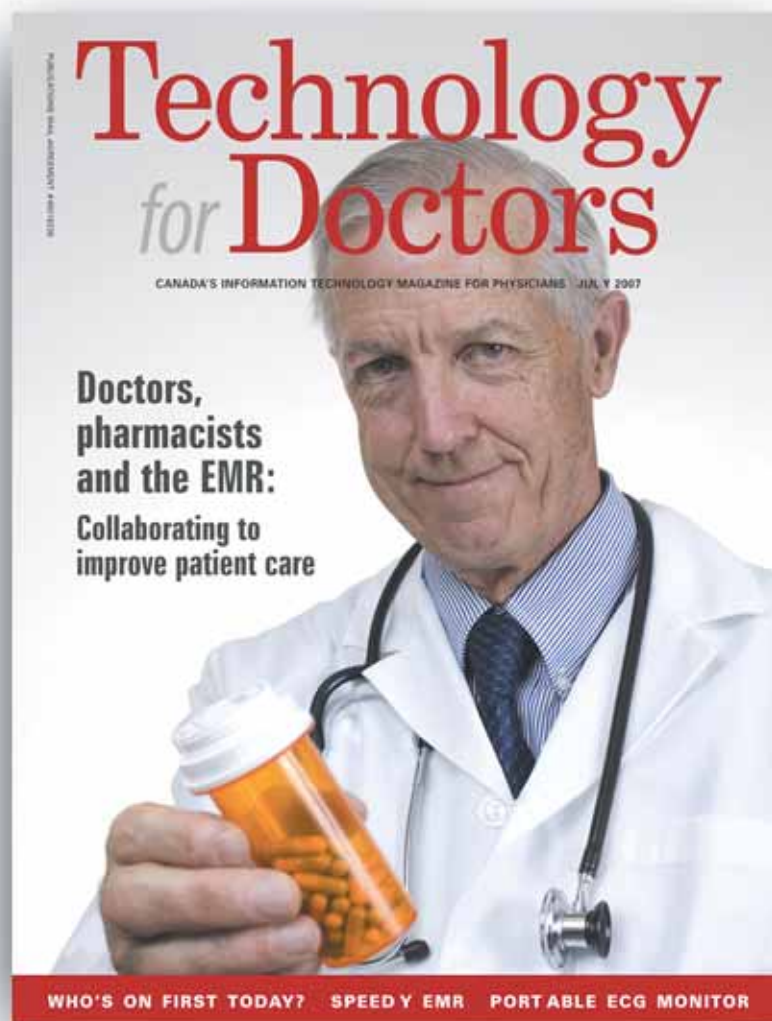


From the publishers of
CANADIAN
Healthcare Technology



Canada's information technology
magazine for physicians.

Technology for Doctors

Advertising in *Technology for Doctors* is an excellent method of raising the profile of your company and demonstrating your leadership role in this growing marketplace. For more information, contact Jerry Zeidenberg, Publisher. jerryz@canhealth.com or 905-709-2330

Technology for Doctors
1118 Centre Street, Suite 207
Thornhill, Ontario, Canada L4J 7R9
Telephone: (905) 709-2330
Fax: (905) 709-2258
Internet: www.canhealth.com
E-mail: art@canhealth.com

Now in its fourth year, *Technology for Doctors* is a quarterly magazine aimed at physicians who are computerizing their practices. The magazine currently reaches over 11,000 primary care physicians and specialists across Canada. They include GPs and specialists working in small practices and large clinics.

Increasingly, Canadian physicians are implementing technology to improve patient care and workflow in their offices. Due to the complex issues involved when planning and installing I.T., doctors are seeking high-quality sources of information to help make the jump into computerized medicine. *Technology for Doctors* has quickly become the 'must read' source of news and information about computerizing the physician practice.

Technology for Doctors is positioned as a lively and practical source of information for physicians. It delivers news and analytical articles about:

- The business case for invest-

ing in computers and clinical software solutions.

- Networks with patients, hospitals, pharmacies.
- Political developments – such as the Ontario.MD program in Ontario, and the Physician Office Systems Project (POSP) in Alberta.
- Case studies – how doctors have implemented IT,



including lessons to be learned.

- New ways in which physicians and patients are using information technology solutions.
- Decision support systems, including medication-checking systems, both handheld and web-based.
- E-learning and CME;
- Chronic disease management

programs that make use of computerized networks.

- Privacy of personal and medical information.
- Practical advice on computer and telephony solutions.
- IT trends – new and useful technologies and products.

Technology for Doctors is written and edited by an experienced team of journalists, academics and physicians. The group is headed by Jerry Zeidenberg, Publisher of *Canadian Healthcare Technology* magazine, which has provided news and analysis of developments in Canada's healthcare I.T. sector for over a decade.

Moreover, *Technology for Doctors* is edited by Issie Rabinovitch, PhD, a highly regarded writer and commentator on I.T. issues in Canada.

The advisory panel includes: Dr. Alan Brookstone; Dr. Michelle Greiver; Dr. Karim Keshavjee; Dr. David Koff; and Dr. David Zitner.

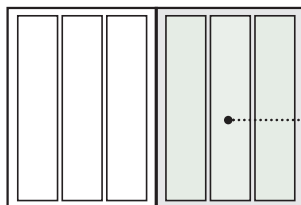
PUBLISHING SCHEDULE

Issue Date	Editorial Deadline	Feature Coverage	Ad Closing	Materials Due
Jan. 2008	Nov. 1, 2007	I.T. Resource Guide	Dec. 4, 2007	Dec. 13, 2007
Apr. 2008	Feb. 1, 2008	Practice Management Systems	Mar. 11, 2008	Mar. 20, 2008
July 2008	May 1, 2008	Chronic Disease Mgmt Tools	June 10, 2008	June 19, 2008
Oct. 2008	Aug. 1, 2008	Care-giver Networks	Sept. 9, 2008	Sept. 18, 2008

RATES

Magazine page

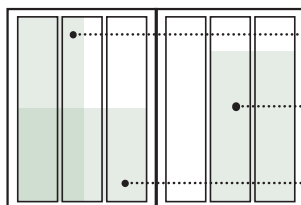
	1x	4x
Black and white	\$ 2,495	\$ 2,295
Black + one colour	\$ 2,995	\$ 2,795
Four colour	\$ 3,495	\$ 3,295



Live area:
7" x 10"
Trim size:
8 1/8" x 10 7/8"
To bleed:
8 3/8" x 11 1/8"

Half magazine page

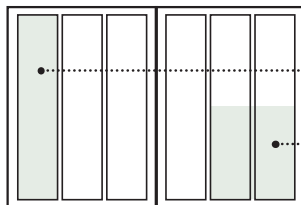
	1x	4x
Black and white	\$ 1,995	\$ 1,795
Black + one colour	\$ 2,295	\$ 2,095
Four colour	\$ 2,695	\$ 2,495



3 1/2" x 10"
or
4 3/8" x 7 1/4"
or
7" x 5"

Third magazine page

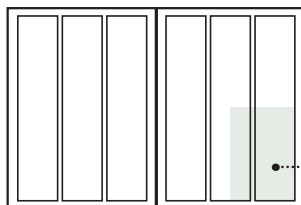
	1x	4x
Black and white	\$ 1,795	\$ 1,595
Black + one colour	\$ 2,095	\$ 1,895
Four colour	\$ 2,395	\$ 2,195



2 1/4" x 10"
or
4 3/8" x 5"

Quarter magazine page

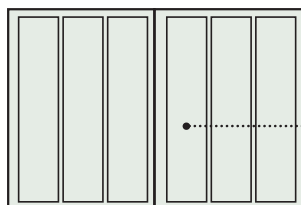
	1x	4x
Black and white	\$ 1,595	\$ 1,395
Black + one colour	\$ 1,895	\$ 1,695
Four colour	\$ 2,095	\$ 1,895



3 1/2" x 5"

Magazine page spread

	1x	4x
Black and white	\$ 3,895	\$ 3,395
Black + one colour	\$ 4,695	\$ 4,195
Four colour	\$ 5,195	\$ 4,695



Live area:
15 1/8" x 10"
Trim size:
16 1/4" x 10 7/8"
To bleed:
16 1/2" x 11 1/8"

Special positions

	1x	4x
Outside back cover	\$ 3,995	\$ 3,695
Inside back cover	\$ 3,795	\$ 3,495
Inside front cover	\$ 3,795	\$ 3,495

Agency commission

Discount is 15% to properly accredited advertising agencies.

Contact: Jerry Zeidenberg, Publisher
Tel: 905-709-2330 Fax: 905-709-2258
E-mail: jerryz@canhealth.com

Mechanical requirements

Preferred materials: PDF/X1a files. Colour should be CMYK only. Pictures should be high-resolution (minimum 300 dpi recommended). Supply a colour proof with digital material.

Line screen/film density: 133-line screen is recommended for best reproduction. The total screen percentage of all screens used in a single advertisement, when added up, should not exceed 280%. Maximum highlight dot is 85%. Minimum highlight dot is 5%.

Colour: True PMS inks are not available. PMS matched colours are created from process inks. Publisher does not guarantee exact PMS colour reproduction.

Publisher assumes no responsibility for poor reproduction of advertisements with screen values higher than those recommended. Publisher does not guarantee colour reproduction of ads for which colour proofs were not struck directly from materials supplied. Publisher assumes no responsibility for reproduction quality of material received after materials deadline.

Formats and sizes

Printing method: Web-fed offset on coated stock.

Binding method: Saddle stitched.

Trim size: 8 1/8" x 10 7/8"

Type page: 7" x 10" (3 columns)

Live area: keep 3/8" from trim on full pages only

Full page bleed: 8 3/8" x 11 1/8"

Full page spread bleed:
16 1/2" x 11 1/8"

Shipping instructions

All materials should be sent to:

Technology for Doctors
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