

ELECTRONIC ADVERTISING



Banner ads on the *Canadian Healthcare Technology* or *Technology for Doctors* websites

Website hit rate approximately 190,000-210,000 hits/month; between 7,500 and 10,000 unique visitors a month.

Horizontal Banner: 468 x 60 pixels

\$ 700/month (net), minimum 3 month commitment. Format: gif

Vertical Banner: 120 x 240 pixels

\$ 600/month (net), minimum 3 month commitment. Format: gif



Rectangular units on our e-newsletter

Two blasts each month reaching 10,000 senior managers and executives in health regions, hospitals and government health ministries across Canada.

Size: 180 x 150 pixels

\$ 600/month (net), minimum 3 month commitment. Format: gif

2014 e-newsletter issue dates

- January 9 and 23
- April 3 and 17
- July 10 and 24
- October 9 and 23
- February 6 and 20
- May 8 and 22
- August 7 and 21
- November 6 and 20
- March 6 and 20
- June 5 and 19
- September 4 and 18
- December 4 and 18



Canadian Healthcare Technology White Papers

Canadian Healthcare Technology's White Papers are sent out once a month, via e-mail addresses, to 10,000 senior managers and executives in Canadian hospitals and health regions. The monthly blast contains summaries and links to White Papers issued by various organizations, providing cutting-edge information about topics of interest to healthcare decision-makers.

White Papers	One month	3 months	6 months	12 months
	\$ 800	\$ 700/month	\$ 600/month	\$ 500/month



Dedicated e-blasts

Sent to Canadian Healthcare Technology's e-Messenger list of 10,000 senior managers or executives in hospitals and health regions:

e-Messenger list	One blast	2 blasts
	\$ 2,500	\$ 4,500

Sent to Technology for Doctors Online's list of 10,600 physicians across Canada:

Technology for Doctors list	One blast	2 blasts
	\$ 2,500	\$ 4,500



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