

# 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 × 60 pixels

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

### Horizontal Banner: 468 × 90 pixels

- \$800/month (net), minimum 3 month commitment
- Format: gif

### Vertical Banner: 120 × 240 pixels

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



## Rectangular units on our e-newsletter

Two blasts each month reaching over 7,500 senior managers and executives in health regions, hospitals and government health ministries across Canada.

### Size: 180 × 150 pixels

\$600/month (net), minimum 3 month commitment  
Format: gif, no animations

### 2012 e-newsletter issue dates

- |                     |                   |                      |
|---------------------|-------------------|----------------------|
| • January 12 and 26 | • May 3 and 17    | • September 6 and 20 |
| • February 9 and 23 | • June 7 and 21   | • October 4 and 18   |
| • March 8 and 22    | • July 5 and 19   | • November 1 and 15  |
| • April 5 and 19    | • August 2 and 16 | • December 6 and 20  |



## Dedicated e-blasts

To 8,900 senior managers or executives in hospitals and health regions, or to 10,600 physicians across Canada.

**Blast only:** \$2,000 per blast

**Package (2 blasts + ad on website + one e-zine button ad):** \$4,000

CANADIAN  
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