

Technology for Doctors online



Technology for Doctors Online is edited by Rosie Lombardi. Over the past 10 years, Rosie has worked as editor of *Risky Business*, a PricewaterhouseCoopers publication, senior writer at *ComputerWorld Canada*, and freelance writer for several publications, including *CBC Online*, *Canadian Business*, and *Canadian Security*. Contact her at rosielombardi@hotmail.com. *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

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

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 8,000 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
- Start-ups and entrepreneurs
- 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

The screenshot shows the homepage of Technology for Doctors Online. At the top, it says "Your one-stop source for all your healthcare IT info." and "Are you getting all the news? Healthcare Technology". Below this is the main title "Technology for Doctors online" and a sub-headline "A twice-monthly compendium of key health IT news for physicians. September 29, 2016 - Vol. 7, No. 18". There are several featured articles and advertisements, including "Telus acquisition of Nightingale approved", "Revolutionizing Health Care One Inspiration at a Time", "Need skilled IT or managerial staff? Try the CHT Job Board!", and "Virtual mindfulness site created for cancer patients".

2017 PUBLISHING SCHEDULE

| | | | | | |
|-----------------------|-----------|---------------------|-----------|------------------------|-----------|
| January | 12 and 26 | May | 11 and 25 | September | 14 and 28 |
| February | 9 and 23 | June | 15 and 29 | October | 12 and 26 |
| March | 16 and 30 | July | 13 and 27 | November | 9 and 23 |
| April | 13 and 27 | August | 17 and 31 | December | 14 and 22 |

SIZES AND RATES

| | One month | Three months | Six months |
|---|-----------|--------------|-------------|
| Button ad (180×150 pixels, gif or jpg) | \$800 | \$700/mo. | \$600/mo. |
| Issue sponsorship vertical banner (180×300 pixels) | \$2,295 | \$2,095/mo. | \$1,895/mo. |
| Issue sponsorship horizontal banner (600×120 pixels) | \$2,495 | \$2,295/mo. | \$1,995/mo. |

Issue sponsorship banner ads appear on every page of issue; button ads appear only on first page.

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.