

Canadian
HealthcareNetwork.ca

Profession**Santé**.ca

**YOUR
ONLINE
MEDIA
PLANNER**

2010

**Mission: To be the one-of-a-kind
online destination for healthcare
professionals, where they will learn,
engage, and grow individually
and inter-professionally to advance
better health for all Canadians**

ROGERS™
HealthcareGroup

Share the tools.

THE MEDICAL POST | PHARMACY PRACTICE | DRUGSTORE CANADA | CANADIAN HEALTHCARE MANAGER
L'ACTUALITÉ MÉDICALE | QUÉBEC PHARMACIE | L'ACTUALITÉ PHARMACEUTIQUE | GESTION SANTÉ
CANADIANHEALTHCARENETWORK.CA | PROFESSIONSANTE.CA

Shape the future.

AUDIENCE AND EDITORIAL FOCUS

TARGET

Canadian healthcare professionals including physicians, pharmacists, hospital senior management / healthcare managers and nurse practitioners / nurses

PHYSICIANS

Editorial Focus:

- Political, pharmaceutical and clinical news
- Applied medical research, medical meeting updates

Targeting:

- General practitioners and Specialists

PHARMACISTS

Editorial Focus:

- Drug news, clinical updates, information on drug treatments and patient care
- News and updates on healthcare and pharmacy profession practice issues

Targeting:

- Community and Hospital pharmacists, technicians
- Pharmacy owners and operators, Pharmacy management

NURSE PRACTITIONERS / NURSES

Editorial Focus:

- Nursing news and trends, therapeutic tools and resources, drug information
- Patient communications and safety; public health issues

Targeting:

- Nurse practitioners, nurses
- Grassroots nursing community

HEALTHCARE MANAGERS

Editorial Focus:

- Emerging trends in healthcare management, innovations in healthcare technology
- Healthcare procurement and supply chain, successful initiatives by healthcare facilities
- Government healthcare policy, healthcare human resources, patient safety

Targeting:

- C-suite executives, board members and other senior managers in hospitals, long-term-care facilities and government health organizations (including regions, LHINs and ministries)
- Medical department heads, chiefs of staff, executive physicians, pharmacists and directors of pharmacy in hospitals and other healthcare facilities
- Procurement directors and supply chain managers in hospitals and health regions

**For audience metrics,
please ask your Account Manager**

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DISPLAY ADVERTISING CPM MODEL (COST PER THOUSAND IMPRESSIONS)

	Campaign Length		
	1 Month	3 Months	6 Months
Leaderboard	\$70	\$65	\$60
Big Box	\$70	\$65	\$60
Billboard	\$80	\$75	\$70
Skyscraper	\$70	\$65	\$60

- 20% premium for homepage only placement
- 20% premium for top leaderboard placement only
- 15% premium on geo-targetting
- 10% premium for expandable creative
- 10% discount for Run of Network (Entire CHN or PSQ site)
- Section targeting available

DISPLAY ADVERTISING SPECIFICATIONS

- 3rd party ad serving is available (excluding email / newsletter)
- File types: animated GIF, static JPG, Flash SWF
- FLASH SWF ads are **not** used in the email newsletters
- For FLASH SWF ads, please follow instructions (Flash Banner.ppt)

See page 4 for sizes

[Click here for Billboard Rx Sample flash ad](#)

All ad material due 5 days prior to posting date

eDIRECTS

(single sponsored email)

Pharmacists Eng.	\$5,100
Pharmacists Fr.	\$1,600
Healthcare Managers Eng.	\$1,250
Healthcare Managers Fr.	Rates to come
Nurses Eng.	Rates to come
Nurses Fr.	Rates to come

eDirects / eMail not available for Physicians

Targeting available - please ask for a quote from your account manager

eDIRECT SPECIFICATIONS

For eDirect options, specifications and best practices, [click here](#)

THERAPEUTIC INDEX CATEGORY SPONSORSHIP BUNDLE

Exclusive therapeutic category sponsorships (10+ categories)

Bundle includes: exclusive sponsorship of a chosen category, including every ad unit in this category exclusively

Options

- A full site buy across all Therapeutic categories which includes Physicians, Pharmacists & Nurses. English and French (\$2,000/mth)
- A specific vertical buy in either one of the Physicians, Pharmacists or Nurses sections. English and French (\$1,000/mth)

**Both options include promotion of category sponsorship with one text ad, leaderboard or big box per month within the weekly newsletters, where space is available. 3 months minimum required.*

eNEWSFLASH SPONSORSHIP

2 month consecutive contract minimum

Sponsorship (leaderboard ad) of two monthly breaking news stories

Physician NewsFlash

The Medical Post	\$3,250 / mth
L'actualité médicale	\$1,250 / mth

Pharmacist NewsFlash

PharmacyGateway	\$2,250 / mth
MonPortailPharmacie	\$725 / mth

Healthcare Manager NewsFlash

Canadian Healthcare Manager	\$600 / mth
Gestion Santé	Rates to come

Nursing NewsFlash

English	Rates to come
French	Rates to come

Ad material due 2 weeks prior to first NewsFlash

"ANOTHER POINT OF VIEW"

An exclusive online debate-like discussion feature. Topics include issues facing the healthcare community. For full details contact your account manager. Post your ad in this section.

eNEWSLETTER ADVERTISING

(per insertion)

	Text Message*	Bill-board	Big Box	Leader-board
Physician English	\$2,900	\$2,600	\$2,000	\$1,750
Physician French	\$1,200	\$1,100	\$750	\$650
Pharmacist English	\$1,900	\$1,700	\$1,250	\$1,150
Pharmacist French	\$700	\$600	\$400	\$350
Healthcare Manager Eng.	\$900	\$800	\$500	\$450
Healthcare Manager Fr.	Rates to come			
Nursing English	Rates to come			
Nursing French	Rates to come			

Newsletter Frequency discounts

4-7 insertions are discounted 15%

8+ insertions are discounted 25%

NEWSLETTERS SCHEDULE:

English Physicians	Tuesdays
French Physicians	Tuesdays & every other Friday
English and French Pharmacy	Thursdays
English Healthcare Managers	Tuesdays

NEWSLETTER TEXT MESSAGE SPECIFICATIONS

[Click here for newsletter specifications](#)

Please direct all material to: bpbgcreative@rci.rogers.com

For additional specifications information, please visit: www.iabcanada.com

* [Click here for Newsletter Text Message examples](#)

For samples and sizing, see page 5

Leaderboard

728w x 90h pixels

40kb

Skyscraper

(wide)

160w x 600h pixels

40kb

Sky scraper

(narrow)

120w x

600h pixels

40kb

Billboard

300w x 600h pixels

40kb

[Click here for Billboard Rx Sample flash ad](#)

Big box

300w x 250h pixels

40 kb

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Medical Laboratory Management Conference - Nov 24-25, 2009

(Presented in English and French with simultaneous translation)

Hotel Mortagne
Boucherville, Quebec

Join us for this two day forum and gain a better understanding of the critical components of a good laboratory management program.

Topics include: - Developing, maintaining and monitoring an effective lab safety program - Human resources within the lab environment - Quality management system within the lab - Monitoring analysis performed outside the lab.

[Click here for more info.](#)

**TEXT-BASED AD DIMENSIONS**

- 50-75 words with link
- Logo can be used (40K max file size)
- Supply logo in EPS or high quality JPG or GIF format.

H Turning Healthcare Green

A Canadian Healthcare Manager symposium

Turning Healthcare Green

Join this one-day learning and networking event and learn about successful implementations of environmentally sustainable strategies and solutions for healthcare facilities.

Registration and agenda available at www.hfconferences.ca/greenhealthcare

IMAGE/TEXT COMBINED AD DIMENSIONS

- Supply image files in GIF or JPG format (40K max file size)
- 50 words with link

Your non-prescription prescription

Cetaphil cleansers and moisturizers help enhance therapeutic outcomes when used in combination with prescription skin care regimens. Gentle formulas balance dry, sensitive skin and help maintain healthy skin with daily use.

Use 2x daily to help enhance therapeutic outcomes. *Only as needed.*

Cetaphil www.Cetaphil.ca
Every Age. Every Stage. Every Day.™

Your non-prescription prescription. www.cetaphil.ca

IMAGE-BASED AD DIMENSIONS

- Supply image files in *GIF or JPG format (40K max file size)
- Supply one line of text to be inserted below the image as a clickable text alternative

* GIFs can be static or animated

* [Click here for specifications](#)

CUSTOM ON-DEMAND PROGRAMS

MICROSITES

- 1-4 page custom microsite, including design, development, hosting and promotion

<i>CanadianHealthcareNetwork.ca</i>	from \$5,000 per month
<i>ProfessionSante.ca</i>	from \$2,500 per month

PREMIUM CUSTOM MICROSITES

- A** Audio podcast with or without content chapters
- B** Video and audio microsite with or without PowerPoint slides
- C** Event program microsite, audio with PowerPoint slides
(i.e conference, meeting coverage, plenary session)

PREMIUM CUSTOM MICROSITES ELEMENTS

- Agenda points for content navigation
- Time synchronized/printable and scrollable transcript
- Resources area for posting white papers, product briefs, clinical guidelines, patient materials
- "Invite a Colleague" function to enable pass-along
- "Ask a Question" function to allow users the ability to submit a question to Rogers or sponsor
- Search functionality
- Speaker/presenter/author bio and photo
- Bookmarking
- Data collection, management and reporting (include a survey or in-program polling)

PREMIUM CUSTOM MICROSITE ARE

- Unique marketing opportunities
- Highly responsive and engaging
- Full service/turn-key (including audio and video)
- Measurable
- Stand-alone or complementary to print
- Audience targeting: Physicians, pharmacists, nurse practitioners/nurses, and/or healthcare managers (segmenting within each profession also available, ask for details i.e. GP's, specialists, community, hospital pharmacists, technicians, provincial, etc.)
- Includes development, translation, hosting, promotion, reporting

[Click here for more information including samples and rates](#)

PHARMACY ONLINE CONTINUING EDUCATION

- Over 10,000 CE lessons done each month with Canada's premiere CE program.
- Launched online in 2006, with now over 25,000 registrants, this CE program ensures high visibility, promotion, and completion rates.
- Choose this unique print and online CE program, or online only.

[Click here for more information and rates](#)

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