



McCrone Publications Inc.

HEALTHbeat

www.mccronehealthbeat.com

"The Top National Healthcare Publication in Print in Canada and Online World Wide at www.mccronehealthbeat.com."

Increase the traffic to YOUR website by advertising on www.mccronehealthbeat.com

HEALTHbeat Online Website Rate Card

ONE MONTH POSTING WITH PRINT AD

Includes:

- Listing with Logo
- Email Link, Contact Information & Link to Website
- Link to full copy of print ad online (pdf version).
- **Cost included in print ad**

BASIC POSTING WEB ONLY

Includes:

- Complete ad with graphics & logo
- Email Link, Contact Information & Link to Website
- One time design – no updates
- One posting to Featured Jobs, Education Listings and Resources Pages
- **Cost* - \$300/Month**
\$1500/6 Months (Two additional Months Free);
\$2500/12 Months (Three additional Months Free)

*GST not included.

MECHANICAL REQUIREMENTS

All website images/logos should be 72 dpi, GIF or JPEG – RGB images. All text information should be in a format for easy editing. Please ensure all email/web links are in working order.

PREMIUM POSTING WEB ONLY

Includes:

- Listing on Home Page as well as Featured Job Page
- Complete ad with graphics & logo
- Unlimited Postings to Featured Jobs, Education Listings and Resources Pages
- Updated Daily (filled positions removed and new ones added)
- Email link, Contact Information & Website Link
- **Cost* - \$500/Month**
\$2500/6 Months (Two additional Months Free);
\$4500/12 Months (Three additional Months Free)

144 x 54 PIXEL ROTATING BANNERS

Includes:

- Full run of site with banners on every page
- Link to your website
- Rotates four messages/images
- **Cost* - \$250/Month**

Rates effective as of January 2005.

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