

Alternative Marketing Services that ADD VALUE

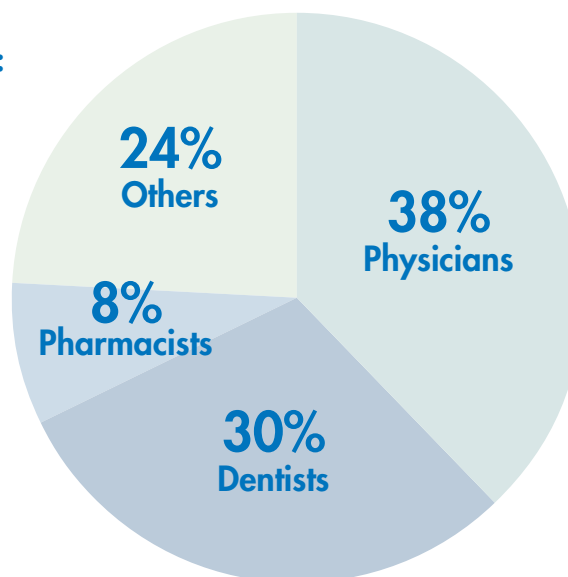
In addition to advertising opportunities in our print, CD-ROM and Online directories, Scott's offers other creative tools and media channels with brand building and lead generation capabilities.

EMAIL BROADCASTING SERVICES

We have over 26,600 emails of Canadian healthcare professionals.

Complement your print campaign with an electronic version that will directly reach your prospects' email inbox. You provide the links and the message and we'll provide the community. We have email addresses for over **26,600** healthcare professionals who subscribe to our network of industry specific e-newsletters, print publications and online subscription accounts.

Primary Job Functions:



Use Scott's email database of healthcare professionals and broadcasting services to deliver your customized message to a large audience of healthcare professionals with decision-making power. Simply select your target audience by industry, job function, geographic location, etc., and let us do the rest. Response is immediate and measurable.

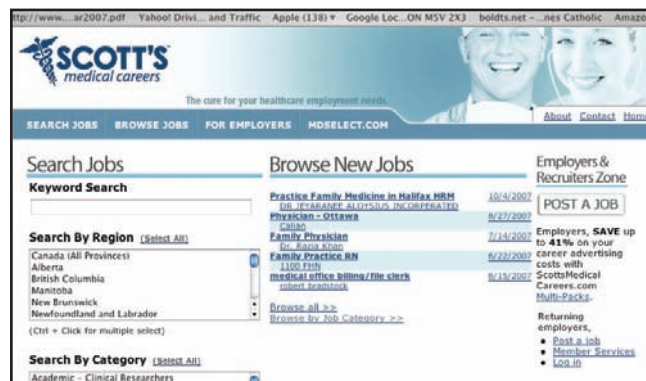
See Over →

CLASSIFIEDS – SCOTT'S MEDICAL CAREERS

The cure for your healthcare recruitment needs.

Looking for qualified healthcare talent? Advertise on Canada's dedicated online careers destination, Scott's Medical Careers. Geared exclusively to healthcare professionals, Scott's Medical Careers is an easy-to-use, results oriented **online job board** where employers and recruiters, like yourself, can post jobs 24/7; receive applicant information and attachments directly; and easily manage your own account from any computer with Internet access.

Post your full-time, part-time and locum positions with Scott's Medical Careers and get the greatest exposure to qualified healthcare talent! Register today at Scott's Medical Careers. It is **fast, easy and free**.



ONLINE BUYERS' GUIDE-ESOURCECANADA.COM

Reach Canada's Business Audience – 350,000+

Reach over **350,000** Canadian business professionals in over **17** key industries by advertising with esource Canada.

Esource is **Canada's B2B online buyers' guide** and trade directory with e-commerce features and services designed to bring buyers and sellers together. With over **562,000 unique visitors** per month, esource offers advertisers vast brand exposure to a targeted reach of business professionals through its 26+ industry specific network of websites.

Whether you service a single industry or sell general business products, esource has brand building and lead generation strategies for you. Esource offers a vast array of online marketing opportunities, including **e-banners**, email **newsletters**, opt' in **email list rentals**, **transition ads**, **key word ads**, **classifieds**, **micro sites** and **webinars**.

