

CD ADVERTISING

Today more and more businesses are adopting digital solutions to streamline their business, increase efficiency, and to become more environmentally conscious. That's why Scott's has created a unique opportunity to showcase your company, product or service on Scott's Medical CD-ROM (CD) directories.

These popular and fully functional CDs offer advertisers increased **brand longevity** and reach through their above-average life expectancy and extended user base. They are an ideal media to reach industry decision makers across a multitude of vertical markets, without the use of ink or paper.

Scott's CD advertising packages include one static Button Ad which appears on the mandatory Load Screen of each Scott's Medical CD released to market. Provide your company's logo or an image from your print campaign to link visitors to a Splash Screen Ad (onscreen version of your print display), where you can further highlight your company or promote your product or service. That's not all. Deliver business leads back to your corporate website with an optional URL 'hot link' at no extra cost; or convert your prospects into customers instantaneously by using the optional 'hot link' to direct prospects to your shopping-cart*.

SCOTT'S MEDICAL CD-ROMS

Scott's CD Titles	Vertical Titles Included	Ad Rate	Published
Canadian Medical Directory	MD Select National MD Select Atlantic MD Select Ontario MD Select Quebec	\$2,295	Jun
Directory of Canadian Healthcare Personnel	National	\$1,260	Dec
Canadian Dental Directory	National	\$1,260	Dec
Canadian Pharmacists Directory	National	\$1,260	Dec
Medical CD Power Package (Includes one ad space in all 4 CD titles. Jump in at any time for a complete 12 month cycle)	All of the above.	\$4,860	N/A

Specifications

Space Availability: 9 per CD title
Button Ad: 120 x 90 pixels Splash
Screen Ad: 475 x 364 pixels
Resolution: 96 dpi
Formats: GIF, JPG/JPEG, PMP, PNG

NOTE: Your advertisement will also appear on all custom and demo CDs that are released to market and that pertain to your selected Scott's CD title.

*Advertisers are responsible for shopping-cart development. Scott's Directories does not host shopping-cart operations.

Sample Mandatory Load Screen (Displayed everytime Scott's CD is opened for use).



Sample Splash Screen Ad

Embedded URL link.

Button Ad
120 x 90
pixels

Splash Screen Ad
475 x 364
pixels