

ONLINE ADVERTISING

With Internet usage on the rise and the increasing demand for mobile business applications around the world, it comes as no surprise to many that Online Advertising is a great way to create brand awareness on a global scale. At Scott's we offer Online Advertising on our exclusive Membership sites for companies, professionals and consultants seeking to solicit or brand their products and services to a **highly targeted** and **influential audience**.

Our Members access Scott's Online Medical Directories by logging into their account to maximize their success on a variety of business initiatives, such as creating research reports; reaching decision-makers, potential clients and partners; or to find new high yielding suppliers within Canada's healthcare market sector. Simply put, Scott's Online Medical Directories are great homes for your e-banner displays to get the visibility they deserve and deliver **targeted business prospects** and buyers directly to you.

Scott's Online Directories	6-Month Display Rate	12-Month Display Rate
Canadian Medical Directory: (mdselect.com)	\$2,295	\$4,365
Directory of Canadian Healthcare Personnel: (canadianhealthcarepersonnel.com)	\$1,260	\$2,295
Canadian Dental Directory: (canadiandentalselect.com)	\$1,260	\$2,295
Canadian Pharmacists Directory: (canadianpharmaselect.com)	\$1,260	\$2,295
Medical Online Power Package (Includes one ad space in all 4 URL sites. Jump in at any time for a complete 6 or 12 month cycle)	\$4,860	\$9,000

Specifications

Space Availability: 6 per URL site

Space Closing: Sold on a first-come, first-serve basis.

Material Closing: 4 weeks prior to run date.

NOTE: speak with your Scott's Sales Representative regarding space availability and positioning. Ad Size: 120 x 90 pixels File Size: 7-8 kb maximum Formats: GIF, JPG/JPEG (Rich Media and Flash are also accepted.) Note: There are no limits on animation excluding anything that hampers the user's experience. For details on Esource, please call us today.



Sample online ads on ScottsInfo.com

Button Ad
120 x 90
pixels

Big Box Ad
300 x 250
pixels

Leader Board Ad
300 x 250 pixels

Sample online ads on eSourceCanada.com



Skyscraper
Ad
160 x 600
pixels