

OVERVIEW OF ONLINE MEDIA
OPPORTUNITIES FOR 2011

Longwoods.com

*Best practices, policy and innovations in the administration of healthcare.
For administrators, academics, insurers, nurses, policy pundits and suppliers.*

70,000 Unique Visitors Every Month

Early 2010, Longwoods.com launched its first major redesign since 2005, offering readers a cleaner and more pleasing online experience. The Canadian healthcare industry has chosen Longwoods.com as the primary source of academic and scientific information.



Areas of Interest

Publications

Longwoods publishes six journals, two databases, case study libraries and various essays focusing on leading practices, policy, governance, information technology and trends – all available online.

Learning and Events

Longwoods has a long established reputation of hosting some of the most informative and educational events in Canadian healthcare. All events offer presentations by Canada's most influential leaders in healthcare, including Matt Anderson, CEO, William Osler Health System; Dr. Robert Bell, CEO, University Health Network; and Richard Alvarez, CEO, Canada Health Infoway.

Recruitment and Human Resources at <http://jobs.longwoods.com>

Visitors to Longwoods.com consistently access and review our healthcare executive careers section to learn about current openings and career enhancements information.

E-newsletters

Often referred to as “my weekly must-read,” Longwoods e-newsletters are some of the best reads in the industry, always reviewed from start to finish, focusing on trends, breaking news, recommended reading, transitions and careers.

Online Traffic and Audience

Site Traffic

Average monthly unique visitors	70,000
Average monthly visitors	300,000
Average monthly page views	700,000

E-newsletter Opt-In

Longwoods eLetter	10,000 plus
eHealthRecord	2,500 plus
HR Resources	1,000
Table of Contents Alerts	11,500 plus

Visitor Demographics*

Average annual salary	\$156,000
Monthly readership	70% of our readers each month are from healthcare facilities, universities and government agencies
Readership titles	32% of our readers hold the title of vice-president or higher
Readership by geography	55% Canada, 22% United States, 23% international

*Sources: Google Analytics, internal reader survey and subscription database.

Media Opportunities

Leaderboard banner	\$1,000/month
Skyscraper banner	\$800/month
Big box	\$800/month,
Rich media expandable	Not available
Floating	Not available
Transition	Not available
Premium location	Leaderboard cost plus \$1,000/month
Page-/site-specific banner*	Leaderboard cost plus \$250/month; page/site not deemed premium location

Longwoods eLetter	\$1,000/issue
eHealthRecord	\$500/issue
HR Resources	\$250/issue
Table of Content Alerts	\$1,500/6 issues

*Detailed page-specific views and visits are available on request.

Partnership and Sponsorship Opportunities

Programs are custom built to suit your requirements. Opportunities range from event sponsorship, award sponsorship and audio and video sponsorship to a custom corporate micro-site within Longwoods.com, custom think tanks and events.

Advertising Specifications

Leaderboard banner	728 pixels wide x 90 pixels tall
Skyscraper banner	160 pixels wide x 600 pixels tall
Big box	300 pixels wide x 250 pixels tall
E-newsletter banners	Text based, in client corporate colour
File formats	.gif, .jpeg at 72 dpi and Flash files

Guidelines

Longwoods.com and Longwoods Publishing follow the guideline standards provided by the Interactive Advertising Bureau of Canada. Guidelines can be found at this link: http://www.iabcanada.com/standards/onlinead_standards.shtml#one.

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