



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

### 144 x 54 PIXEL ROTATING BANNERS

*Includes:*

- Link to your website
- Rotates four messages/images
- **Cost\* - \$250/Month**

### 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**

### POSTING WEB ONLY

*Includes:* Email/Website Link, Contact Info.

- Single Posting - 60 Day Run - **Cost\* - \$300**
- Three Postings - Use within 6 months - **Cost\* - \$800**
- Five Postings - Use within 6 months - **Cost\* - \$1200**

**\*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.

### BASIC POSTING WEB ONLY

*Includes:* Email/Website Link, Contact Information.

- 1-50 Postings - Use within 6 months - **Cost\* - \$2000**
- 1-50 Postings - Use within 12 months - **Cost\* - \$3500**

### VALUE POSTING WEB ONLY

*Includes:* Logo, Email/Website Link, Contact Info.

- 51-100 Postings - Use within 6 months - **Cost\* - \$4500**
- 51-100 Postings - Use within 12 months - **Cost\* - \$6500**

### PREMIUM POSTING WEB ONLY

*Includes:* Logo & Picture, Email/Website Link, Contact Info.

- 101-200 Postings - Use within 6 months - **Cost\* - \$5000**
- 101-200 Postings - Use within 12 months - **Cost\* - \$8000**

Rates effective as of October 2006.

Edmonton Head Office  
#319, 9768 – 170 Street  
Edmonton, AB T5T 5L4  
Tel: 780.413.9342 Fax: 780.413.9328



McCrone Publications Inc.

Vancouver Branch Office  
#200, 100 Park Royal  
West Vancouver, BC V7T 1A2  
Tel: 604.913.9026 Fax: 604.913.9042

Toll Free Phone: 1.800.727.0782 Toll Free Fax: 1.866.413.9328