

internet sponsorship

EFFECTIVE JANUARY 1, 2008

“Extend your reach and capture your target audience online. Your banner ads can **click through to your site** or material of your choice.”

Average online statistics for the period of January 2007 – July 2007
 The Canadian Journal of Cardiology Website
 (WebTrends data)

STATS		
	Average hits per month	232,063
	Average page views per month	118,855
	Average length of visit	11.5 minutes
	Average number of unique users per month	11,512

<p>GOLD \$10,000 per issue</p>	<ul style="list-style-type: none"> > Banner (468 x 60 pixels) advertisement in the primary position throughout the journal site (with the exception of the Search results page) > Half-banner (234 x 60 pixels) below the fold > E-TOC (Table of Contents) e-mailed to registrants and society members > Registration to full-text site for your brand sales force > Pulsus ½ page B&W advertisement in the print journal acknowledging brand support > Market category exclusivity
<p>SILVER \$8,000 per issue</p>	<ul style="list-style-type: none"> > Skyscraper banner (120 x 600 pixels) in secondary position throughout the journal site > Skyscraper banner on the Search results page > Registration to full-text site for your brand sales force (maximum of 75) > Pulsus ½ page B&W advertisement in the print journal acknowledging brand support
<p>BRONZE \$6,000 per issue</p>	<ul style="list-style-type: none"> > Badge (125 x 125 pixels) advertisement in tertiary position throughout the journal site > Registration to full-text site for your brand sales force (maximum of 25) > Pulsus ½ page B&W advertisement in the print journal acknowledging brand support

Mechanical Specifications: Please find all advertising specifications at: www.pulsus.com/mechspecs.pdf