KEYWORD TARGETING

PUT YOUR ADS IN FRONT OF THE RIGHT READERS.

The Internet is centred on discovery. The right context encourages readers to explore content related to what they are reading... items that interest them at that moment.

Dermatology Cardiology

Oncology Nutrition Neurology

Diabetes Nutrition Psychiatry Respirology

Obstetrics/Gynae

Geriatrics Orthopaedics Lifestyle Pediatrics Psychiatry

Infectious Diseases

Respirology Rheumatology

Oncology Nutrition

Pain Management

Alternative Medicine Obstetrics/Gynaecology

Rheumatology Infectious Diseases

Psychiatry

Rheumatology Jutrition

Diabetes

Respirology Diabetes

Dermatology Pediatric

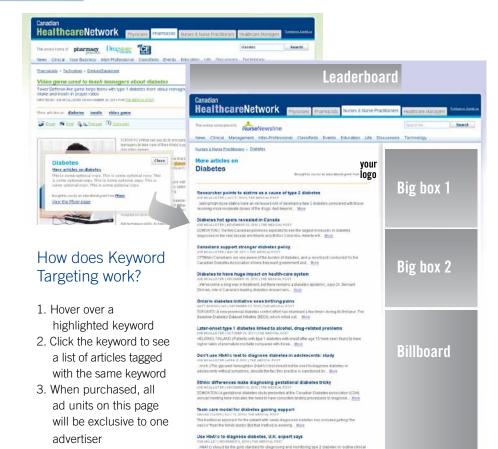
Pain Mana

WHAT IS KEYWORD TARGETING?

- An opportunity to target interested readers with ad exclusivity
- A linking system driving readers to related content
- A mix of In-text and keyword contextual advertising

BENEFITS:

- Effectively target ads to qualified healthcare professionals
- **High visibility** within articles across the site
- **Integration** across the entire site wherever your keyword is mentioned
- Display ads to readers in context
- Ability to 'dominate' therapeutic content*
- Wide selection of therapeutic and nontherapeutic keywords available*
- Subsidizes new editorial content surrounding your topic
- * Subject to availability



Choose from Therapeutic or Non-therapeutic Keyword programs.

For details, pricing, and a complete list of therapeutic and non-therapeutic categories please contact your Rogers Healthcare Account Manager.

THERAPEUTIC

THERAPEUTIC KEYWORDS OFFER:

- Ad exclusivity across articles within a selected therapeutic category (leaderboard, one or two big boxes, billboard or skyscraper)
- In-text keyword links in text / article content
- Corporate logo and / or text placement in pop-up boxes
- Ad exclusivity and logo placement on 'related content resource' pages

POPULAR THERAPEUTIC TOPICS INCLUDE:

Alternative Medicine Cardiology Dermatology Diabetes Lifestyle Geriatrics

Nutrition Neurology Obstetrics/Gynaecology Oncology Orthopaedics Pain Management Pediatrics Psychiatry Respirology Rheumatology Urology Gastroenterology

Infectious Diseases

NON-THERAPEUTIC KEYWORDS OFFER:

- In-text keyword links in all text content
- Logo and / or text placement in pop-up boxes
- Ad exclusivity and logo placement on 'related content resource' pages

Both Programs Include:

- Online promotion
- Project Management
- Performance metrics (impressions, click through rates)
- Content development for two new editorial eNewsletter articles per month (writing, editing, translation if applicable)



FOR MORE DETAILS AND PRICING, PLEASE CONTACT YOUR ROGERS HEALTHCARE ACCOUNT MANAGER.

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