

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.*



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 non-therapeutic keywords available*
- Subsidizes **new editorial content** surrounding your topic

* Subject to availability

Canadian HealthcareNetwork

Search

Diabetes

More articles on Diabetes

Diabetes

Researcher points to status as a cause of type 2 diabetes

Diabetes hot spots revealed in Canada

Canadians support stronger diabetes policy

Diabetes to have huge impact on health-care system

Ontario diabetes initiative sees birthing pains

Later-onset type 1 diabetes linked to alcohol, drug-related problems

Don't use HbA1c test to diagnose diabetes in adolescents: study

Ethnic differences make diagnosing gestational diabetes tricky

Team care model for diabetes gaining support

Use HbA1c to diagnose diabetes, U.K. expert says

Leaderboard

Big box 1

Big box 2

Billboard

How does Keyword Targeting work?

1. Hover over a highlighted keyword
2. Click the keyword to see a list of articles tagged with the same keyword
3. When purchased, all ad units on this page will be exclusive to one advertiser

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

NON-THERAPEUTIC

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,
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