



Healthlinks.Net Media Kit

Rates Effective January 1, 2012



Celebrating our 16th year, the Healthlinks website is a free World-Wide Directory - Portal Service for healthcare professionals and consumers. Our main focus is to assist in the task of locating medical and healthcare information, products, resources, services and practitioners on the World-Wide-Web. We also provide a series of forums for healthcare discussions and the largest listing of hospitals – doctors - dentists on the Internet.

What is Healthlinks?

Healthlinks is an Internet site that provides cutting-edge information and networking knowledge of a group of healthcare, Internet and computer experts to bring our audience of professionals and consumers, healthcare sites on the World-Wide Web. The core of Healthlinks is our searchable database of over 274,000 links growing at the rate of up to 0.005% per month. We take pride in the fact that 99% of the links in our database are unique. Our vision is for Healthlinks to be the most complete and comprehensive starting point for locating healthcare resources on the web.

We have created an electronic community where visitors can access a number of free services:

- A very comprehensive on-line discussions - forum area that allows visitors to post questions and comments for others to respond to at a later time.
- Continuing healthcare education.

Additionally we have a number of associations including:

- Centerwatch where you will find extensive information on clinical trials
- Absolutely Healthcare, a placement service for healthcare professionals
- HealthiNation, a provider of interactive healthcare content.
- Howdini, a provider of quality healthcare video content.

Our Focus and Expertise

Our focus is on making the Internet a practical tool for research and collaboration within the healthcare community. Toward this end, the technical expertise of your hosts is balanced with the healthcare experience of our board of advisors who upon request review the web sites in the Healthlinks.net directory to ensure credibility. The staff at Healthlinks are on the Internet every day looking for new resources that bring real value to healthcare consumers and professionals. We also encourage healthcare providers to place a link into our database.

Our Mission To create a virtual community for health care consumers and professionals which provides a number of ways for the exchange of ideas and opinions with others. To facilitate user friendly access to healthcare information of value while creating shelter from Internet hype and complexity.



Service Offerings

Healthlink's is one of the most popular websites for locating healthcare resources on the Internet! We have been gaining online visitors for the last 16 years as we were early to the Internet (1995). This has given us tremendous name recognition and millions of repeat visitors...actually over two million visitors each year viewing 24 million pages.

Healthlink's is currently averaging over 50,000 visitors a day (100,000 - 150,000 hits per day) — and, remember, these are people who are specifically interested healthcare. Now you can benefit from our affordable advertising programs.

Keyword Purchase

While visitors to Healthlinks like to browse our categories - subcategories, most end up using our search box to locate specific information. Because we do not allow key words with free submissions, the purchase of a keyword package will allow you to gain a substantial advantage over listings not having keywords. Searches prioritize listings by keyword, title and description therefore listings with keywords are returned ahead of those without them. Keywords may be purchased in blocks:

1. Basic Listing with 10 Keywords \$19.95 (annually)
2. Basic Listing with 35 Keywords \$49.95 (annually)
3. Basic Listing with Logo \$65.00 - \$115.00 (annually)
4. Priority Placement (Sponsored Links) \$150.00 (annually)

Logo Placement

The strategic placement of your listing in the Healthlinks directory can make a substantial difference in the number of referral visitors to your site. Combining location with an eye catching visual logo dramatically increases the opportunity for visitors to immediately see your listing and provides the potential to increase revenue opportunities for your organization. Costs for Logos are:

1. Static Logo annual fee \$65.00.
2. Animated Logo annual fee \$115.00.

Priority Placement

Your listing will be placed directly following those listings with logos and will appear alphabetically with other priority placed listings (this is typically on the top page of a given category). Priority Placement Listings are limited to 25 per category. Priority Placement also includes a "select site" (You may substitute your own 200x100 logo) logo and 25 keywords - search terms. Positioning is ***guaranteed**. (Your priority listing will appear within the first 40 results returned on keyword searches).

Priority Placement \$150.00/year



Featured Sites

A featured site box appears at the top of a subcategory page and contains both a listing and a logo. It will appear on every page of the subcategory. The featured site box is the very first thing to catch a visitor's eye when the page is displayed. A properly crafted message will generate considerably more traffic than a standard listing or listing with logo. Only one featured site box is displayed per subcategory. The purchase of a featured site placement also includes 50 keywords and a guarantee that your site will be at or near the top on searches. Costs for featured sites:

1. Listing, no logo \$200.00/month (minimum 6 months)
2. Listing with logo \$300.00/month (minimum 6 months)

Banner Advertising

Banner advertising on Healthlinks is tightly targeted and highly qualified. At the heart of Healthlinks.net is our searchable directory of over 257,000 unique web sites, 45 categories and thousands of subcategories.

Attractive Rates:

Healthlinks.net is growing rapidly and we offer some of the lowest advertising rates on the Internet. By contracting for banner space now, you can take advantage of this opportunity. Discounts are available for multiple listing placement.

Impressions	Cost Per 1,000 (CPM)	Total Price
5,000	\$30.00	\$150.00
10,000	\$25.00	\$250.00
25,000	\$20.00	\$500.00
50,000	\$15.00	\$750.00
100,000	\$12.00	\$1,200.00
500,000	\$10.00	\$5,000.00

- Impressions are the number of times your ad is shown
- CPM (Cost per 1,000)

Additional Advertising Opportunities

Healthlinks also has available selected advertising locations on our index page as well as other pages and will be happy to customize an ad campaign to meet your specific needs. Depending upon location, prices vary from US \$50 per month upwards. Please call 831 471-9901 for additional information.



Advertising Rates

Inventory

Prices effective 1/1/2012

125x125 pixel Home Page	\$200.00/month
125x125 pixel Directory Pages	\$100/month per category
125x125 pixel Directory Pages (5 to 10 categories)	\$90/month per category
125x125 pixel Directory Pages (10 to 25 categories)	\$75/month per category
125x125 pixel Directory Pages (26 or more)	Negotiable per month
125x125 pixel (All other pages)	\$100/month
Featured site box text/Graphic entry	\$200/\$300 per month
Text link (24 characters maximum) Home Page (Limit 12 each side)	\$150 per month
Text link (36 characters maximum) Home Page (Limit 6) Related Sites	\$200 per month
Text link (24 characters maximum) per directory category (10 to 25 categories) 20% discount	\$80 per month per category
Text link (24 characters maximum) per directory category (26 to 50 categories) 35% discount	\$65 per month per category
Text link (24 characters maximum) per directory category (50 plus - call for quote)	
125x600 pixel Directory pages	\$200/month per category
125x600 pixel Directory pages (5 to 10 categories)	\$150/month per category
125x600 pixel Directory pages (10 to 25 categories)	\$100/month per category
125x600 pixel Directory pages (26 or more)	Negotiable per month
125x600 pixel (All other pages)	\$175/month

* All placements require a six month contract with prepayment. 10% discount with a one year prepayment.

All graphic designs are the responsibility of the advertiser.



For additional Information about category, subcategory or home page sponsorships or Custom Rates, Please contact:

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