



**Get your business information in front of Canadians looking for health care information and services.**

## **BeHealthyCanada.com**

BeHealthyCanada.com is a portal-based web site that caters to public demand. It's an up-to-date, comprehensive catalogue designed to make locating medical services and information as easy as possible. The site is a one-stop shop consumers can use to quickly access information or be pointed in the right direction through links to locate what they're looking for.

Advertising with BeHealthyCanada.com puts you directly in front of motivated consumers and health care professionals.

BeHealthyCanada.com is designed to eliminate the need to search many sources in order to discover health information. It contains a comprehensive catalogue of health care information, medical practices, practitioners, related medical applications associated with health care broken down by area, all categorized in myriad ways

With this powerful tool consumers will take control of their own personal health issues. This will ultimately lead to a more informed and therefore, healthier public.

Recently, Canada was named the 3rd most wired and internet connected country in the world. This showcases the willingness of Canadians to use their computers and the internet for everyday activities. And growth in this area is projected to increase at a steady pace as more and more people get connected. Further, convergence between cable and phone companies and their respective technologies is increasing the availability of internet access for all Canadians.

The proliferation of online services in Canada is undeniable. Many companies in the field of health care are already using the internet to put more information into the hands of consumers, who are more educated, more sophisticated and more inquisitive than ever. Companies and organizations that use the internet to put useful information in front of consumers are finding success.

While there are other health information sites out there, these sites fail to offer a comprehensive catalogue of names and addresses of local or national medical and health care practitioners, as well as to provide a direct link to those listings.

## **What Advertisers Receive with BeHealthyCanada.com**

**Display Ad** - Your ad appears on the home and main pages of BeHealthyCanada.com in your province of choice.

**Macro Page** - when consumers click on your display ad, a larger macro page ad appears. This larger space can include your company profile or even a larger display ad which is fully editable by the advertiser. The macro page includes graphics and can include a link to your home page.

You are also able to update your information in the Macro Page any time you like. You can also purchase the provinces and territories you wish, allowing for a customized target audience.

## **The Promotion of BeHealthyCanada.com**

BeHealthyCanada.com is promoted in various media including newspapers, radio and extensively through internet advertising. Currently our ad for the beahealthycanada.com web site is exposed over 1 million times per month through internet advertising, while we average 16,000 visitors per month to the actual site. We anticipate that through our ever-expanding marketing efforts we will attract visitors to the site in 2008-2009, with more each year after that.

As an advertiser you will have the ability to view statistical information about your ad campaign and modify the content of your macro page in real time.

A portion of revenues will be donated to local and/or national charities.

For more information, contact Len Andrusiak at:

204 255.0050 **Office**

866 255-0052 **Toll Free**

204 290.8602 **Cell**

### **Mail:**

BeHealthyCanada.com  
202-1355 Main Street  
Winnipeg, MB  
R2W 3T7  
204 255.0050

[WWW.BEHEALTHYCANADA.COM](http://WWW.BEHEALTHYCANADA.COM)

**WEB SITE ADVERTISING AGREEMENT**

Today's Date: \_\_\_\_\_

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

Annual Cost Per Province or Territory \$650.00ea 2-10 \$550.00 ea Entire Country listing \$4995.00  
One Time Ad Design by BeHealthyCanada.com \$300.00 (If Required).

Circle the area(s) where the ad is to appear:

BC YK NWT NVT AB SK MB ON PQ NB NS PEI NFLD

Method of Payment:  - Cheque  - Credit Card # \_\_\_\_\_

Expiry Date: \_\_\_\_\_ Signature: \_\_\_\_\_

**ADVERTISER INFORMATION**

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Prov: \_\_\_\_\_ Code: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Cell: \_\_\_\_\_ email: \_\_\_\_\_ Web Site Account User

Name Preferred by Client: \_\_\_\_\_ Customer

Signature: \_\_\_\_\_ Netmosphere Management Group Inc.

Agent: \_\_\_\_\_

The above signed agrees to pay Netmosphere Management Group Inc the total amount as indicated upon approval of ad before posting to the BeHealthyCanada.com web site. Make cheques payable to Netmosphere Management Group Inc. If paying by credit card, transaction will appear as Seerx Technologies Inc. Prices are for web site advertising plus any extra configuration of electronic files that is needed. This order and proposed ad are subject to acceptance by management. Payment is for 1 year of web site advertising on BeHealthyCanada.com in specific area(s) purchased. Ad will appear within 4 business days of approval of final ad and contract including payment.

## BeHealthyCanada.com Web Site Advertising Specifications

### Display Ad

Width: 120 pixels (42.33 mm or 1.667 inches)

Height: 160 pixels (56.44 mm or 2.222 inches)

File Size: Maximum 10,000 bytes Format: GIF, JPG or Photoshop

**Macro Page** - The larger promotional space that appears when consumers click on your display ad or your directory listing. This space can include your company profile or even a larger display ad which is fully editable by you.

Header Image Width: 650 pixels (229.31 mm or 9.028 inches)

Height: 130 pixels (45.86 mm or 1.806 inches)

Complete Size Including Header

Width: 650 pixels (229.31 mm or 9.028 inches)

Height: 535 pixels (188.74 mm or 7.431 inches)

File Size: Maximum 60,000 bytes

Format: GIF, JPG or Photoshop

Text: Supplied in Word Font: Arial, Times New Roman

Font Size: 10 pt Text Length: Maximum 200 words or 1500 characters including spaces

NOTE: Increasing or decreasing the height of the Top Image will change the max text length allowed. Different font face and different font size may change the max text length allowed.

### If customer is sending material for Seerx to build the ad:

Copy: Word File of all ad copy and product/service information. Logo: Company logo in JPEG, GIF or Photoshop file, as large and hi-res as possible. Photos: All photos in JPEG, GIF or Photoshop file, as large and hi-res as possible.

### If customer supplies built ad:

Banner Ad - Must be in GIF or JPEG format. 120 x 160 pixels (1.667 inches x 2.222 inches)

Macro Page - Images must be in GIF or JPEG format.

Copy must be sent in Word file for uploading to the web site.

Final space is 650 x 535 pixels.

All material must meet basic specs listed above.