

Media Kit 2003

Vortex Site of the Dialysis World

RenalWEB™



Your Link to the Dialysis World

RenalWEB™ Media Kit – September 2003

RenalWEB Traffic, Revenues, and Visitors:

RenalWEB is the 'daily newspaper' and news source for the U.S. dialysis community. Established in January 1999 and updated daily, it now gets over 30,000 hits per business day and nearly 1,000,000 hits per month. On average, there are 3000-4000 visitors per business day to the RenalWEB web sites. RenalWEB is only nephrology web site that derives its income from advertising and is profitable. The broad range of advertisers on RenalWEB are an indication of the success of its programs

RenalWEB does not require registration in order to view the contents of its web site. Therefore, exact demographic data on visitors is not available. However, after four years of daily monitoring of the web site traffic, these estimates can be provided with a high degree of confidence:

- Nephrology Nurses: 25-30%
- Renal Administrators: 20-25%
- Nephrologists: 5-10%
- Dialysis Technicians: 15-20%
- Patients, Industry: 15-20%

Approximately 85% of visitors are from U.S. and 15% are of international origin.

RenalWEB as Information Source for the Professional Dialysis Community

RenalWEB's services are well established and entrenched in the dialysis/nephrology community.

- **NRAA** (National Renal Administrators Association) – 700 members. RenalWEB is webmaster for their organization. For four years, RenalWEB has provided a weekly e-mail news service for its members. This news service drives traffic to RenalWEB features and news summaries.
- **ANNA** (American Nephrology Nurses Association) – 12,000 members. RenalWEB began providing a similar bi-weekly e-mail news and 'Journal Watch' service for ANNA members starting in April 2003.
- **NANT** (National Association of Nephrology Technicians) – 500 members. RenalWEB is webmaster for their organization.

Cost Effective, Versatile, and Fast

RenalWEB advertising is more economical than print ads or any other media. RenalWEB has no mailing costs or printing costs and passes these savings onto our advertisers. RenalWEB can provide a variety of services including products advertising, branding, instant press releases, recruiting, and “infomercial” article publishing. Ads and press releases can be placed on RenalWEB on a same-day basis.

Tracking Hits and Referrals

Don't just count hits from RenalWEB! As a “daily newspaper”, RenalWEB advertising familiarizes the dialysis community with your product, increases your name recognition and helps establish your “brand”. RenalWEB's standard long-running ads act as a permanent resource for the dialysis community. Unlike paper magazines that change ads every month, our audience knows they can always find the ad information they seek on RenalWEB.

RenalWEB's advertisers find RenalWEB is the source of majority of referred hits from other web sites. The Dialysis Yellow Pages and Dialysis Showcase provide a steady baseline of referred hits. Advertisers also observe a spike of referred hits on days when they are featured in the Daily Highlights or other home page promotions.

RenalWEB is made up of features on three different web sites. Referred hits from RenalWEB can come from any of these three domains:

- www.renalweb.com (209.238.236.135) – news stories, Daily Highlights, Company of the Day, Dialysis Showcase ads
- www.dialysisadvances.com (207.21.219.119) – Dialysis Yellow Pages, Dialysis Showcase ads
- <http://216.64.212.193> - Journal Watch, press releases, other database utilities

Listing of RenalWEB Services

Advertisement Packages

- Standard Ad Package “A”. Designed to provide the high visibility at a discounted price, this incorporates RenalWEB’s most prominent ad types and the press release service into a reduced price package (see included features on following page). \$2000/month.
- Standard Ad Package “B”. Designed for modest advertising budgets, this allows small to medium-sized companies to utilize several of RenalWEB’s ad types and the press release service. \$500/month.

Advertisement Types (see following page for locations)

- RenalWEB Home Page Feature Ad – This large graphics ad on the RenalWEB home page is the most valuable ad space on the web site. These ads can contain several scenes and hyperlinks. Advertisers are also listed as “Company of the Day”. \$2000 per day.
- RenalWEB Home Page Banner Ad – This graphics ad in the upper right corner of the home page builds branding and name recognition. \$3000 per month for daily listing or \$175/day.
- RenalWEB Dialysis Yellow Pages Graphics Ad/Product Showcase Ad – This ad type is the core of the RenalWEB Ad Packages. This large graphics ad appears in both the appropriate Yellow Pages Product Category and the Dialysis Product Showcase.
- RenalWEB Dialysis Yellow Pages Banner Ad – This graphics ad atop the Dialysis Yellow Pages is among the most frequently seen feature on RenalWEB. \$500/month.
- Dialysis Yellow Pages Text Listings. \$35 per category listing per month.
- ‘Journal Watch’ Ads – Small Banner Ads in 1-35 different categories. \$100 per category per month.

News/Press-related

- Press Release Service with News Link – Press release posted on RenalWEB with news link on RenalWEB home page for two business days. \$500 per press release.
- News Notification Service – Instant e-mail notification of up to five individuals of news items pertaining to company’s interests. \$500/month.
- Infomercial Publishing (Article published in ‘Your Words’ Section of RenalWEB or your web site with RenalWEB news link for two business days) – \$500 per article.

Sponsorships

- ‘Topics Pages’ Ads – These pages list the latest resources in 18 different dialysis and nephrology topics. Large banner ads are \$1500 per topic per month for exclusive advertising on page. \$600 per month for shared advertising on page.
- Sponsorship of NANT web site. \$500/month.

Staff Recruitment

- RenalWEB’s Classified Ad Services are \$100 per month per ad. One job listing per ad.

Location of RenalWEB Ads

Renal WEB Home Page Ads

The screenshot shows the RenalWEB Home Page with several ad locations highlighted in orange boxes:

- Home Page Banner Ad**: Located at the top right, with a size of 300 x 50 pixels.
- Home Page Feature Ad**: A large central ad with a size of 400 x 300 pixels.
- Company of the Day**: A small ad for 'The Dialysis Yellow Pages' located below the feature ad.
- Product Category**: A sidebar menu on the right side of the page.
- News Section**: A section titled 'FOR THE DIALYSIS WORLD' with various news headlines.
- Discussion Groups**: A section titled 'RenalWEB Discussion Groups' with moderators listed.
- Of Interest**: A section listing various articles and resources.

Renal WEB Yellow Pages Ads

The screenshot shows the RenalWEB Yellow Pages with several ad locations highlighted in orange boxes:

- Yellow Pages Banner Ad**: Located at the top right of the page.
- Yellow Pages Graphic Ad**: A large central ad with a size of 400 x 300 pixels.
- Yellow Pages Text Listing (text only)**: A smaller ad with a size of 400 x 200 pixels located below the graphic ad.
- Product Category**: A sidebar menu on the left side of the page.
- Product Listings**: A list of products such as 'Hollow Fiber Dialyzers', 'High Flux', 'Paraflo Plate', and 'Pediatric Hemofilters'.

Renal WEB Dialysis Journal Watch Ad

The screenshot shows the RenalWEB Dialysis Journal Watch page. A 'Journal Watch Banner Ad' is highlighted in an orange box, with a size of 120 x 90 pixels. The page content includes:

- Journal Topics**: A dropdown menu for 'Administrative'.
- FACILITY ADMINISTRATION ARTICLES**: A list of articles with titles, authors, and dates.
 - An Integrated Approach to Care for Patients with Chronic Kidney Disease** - Roberta Braun Curtin, Bryan Becker, Paul L. Kimmel, Ossi Sahateli. Date Posted: 9/10/2003.
 - The Incremental Cost of Providing Adequate Hemodialysis** - Ashwin R. Sehgal, MD. Date Posted: 9/5/2003.
 - Trends in the incidence of renal replacement therapy for end stage renal disease in Europe, 1990-1999** - Benedek Stengel, Selma Bilan, Paul C.W. van Dijk, Kirby J. Jager, Frieda W. Dekker, Keith Simpson, and J. Douglas Bragg. Date Posted: 9/1/2003.
 - Telemedicine System Using a Cellular Telephone for Continuous Ambulatory Peritoneal Dialysis Patients** - Hisakazu Nakamoto, Atsushi Kawamoto, Yoshimasa Tanaka, Yoshio Nakagawa, Eishi Nishida, Takashi Aiba, Hisomichi Suzuki. Date Posted: 9/1/2003.
- Journal Watch Banner Ad**: Located on the right side of the page.

Definition of Standard RenalWEB Product Ad Packages

The **Standard Ad Package A** includes:

Price is \$1750/month for a six-month contract period. This ad package contains over \$3800/month of RenalWEB ads and services.

- **RenalWEB Home Page Feature Ad – one day per month** (graphic ad 400x300 pixels, up to 60k in size, format: gif, animated gif, jpg, or Flash). Advertisers are also listed as “Company of the Day”.
- Dialysis Yellow Pages Ad in Specific Product Category – continuous listing, (graphic ad 400x300 pixels, up to 60k in size, format: gif, animated gif, jpg, or Flash)
- Bold text listing in Dialysis Yellow Pages (continuous)
- Dialysis Showcase listing (continuous graphic ad plus text)
- Daily Highlights listings (**four** business days per month) – RenalWEB home page feature. Text listing and associated hyperlink may be up to 16 words and must be related to the product advertised.
- Up to **six** press releases on the RenalWEB News Service per six-month contract period.

The **Standard Ad Package B** includes:

Price is \$500/month for a six-month contract period. This ad package contains over \$1100/month of RenalWEB ads and services.

- Dialysis Yellow Pages Ad in Specific Product Category (graphic ad 400x300 pixels, up to 60k in size, format: gif, animated gif, jpg, or Flash)
- Bold text listing in Dialysis Yellow Pages (continuous)
- Dialysis Showcase listing (continuous graphic ad plus text)
- Daily Highlights listings (**two** business days per month) – RenalWEB home page feature. Text listing and associated hyperlink may be up to 16 words and must be related to the product advertised.
- Up to **three** press releases on the RenalWEB News Service per six-month contract period.
- **RenalWEB Home Page Feature Ad – one day per six-month contract period** (graphic ad 400x300 pixels, up to 60k in size, format: gif, animated gif, jpg, or Flash). Advertisers are also listed as “Company of the Day”.

Explanation and Technical Details of Advertisement Features

There are seven Internet-based advertising vehicles available through RenalWEB:

- I. Dialysis Yellow Pages Text Listings
- II. Dialysis Showcase Ads/Dialysis Yellow Pages Category Ads
- III. RenalWEB Home Page Feature Ad
- IV. Daily Highlights Listings with E-mail Hyperlinks
- V. Dialysis Topic Pages (sponsors have ads and provide content on these pages.)
- VI. RenalWEB banner ads
- VII. NANT banner ads

I. Dialysis Yellow Pages Text Listing

The Dialysis Yellow Pages is one of the most popular and widely used features on RenalWEB. Similar in format and function to conventional Yellow Pages directories, the Dialysis Yellow Pages has become the most widely used resource for dialysis product information on the Internet. Used by both new and experienced dialysis personnel, RenalWEB's Dialysis Yellow Pages are the only comprehensive listing of dialysis products on the Internet that includes 120 different dialysis product classifications as well as web site links to the companies.

The Dialysis Yellow Pages were recently upgraded to an on-line database and a separate URL. These changes make it much easier to update the Dialysis Yellow Pages and will allow other web sites to utilize the information in the database. Visitors to RenalWEB do not notice any difference and are unaware of these "behind-the-scenes" changes.

A Dialysis Yellow Pages Text Listing includes the company name, phone number, web link, and e-mail address. A listing will also include your company in the Dialysis Yellow Pages alphabetical company listing.

For less than ten text listings, the list price is \$35 per category listing per month. 6 month minimum.

II. Dialysis Product Showcase Ads/Dialysis Yellow Pages Category Ads

These ads are seen by visitors to a specific Dialysis Yellow Pages category and the Dialysis Showcase. The Category/Showcase Ads appear in the Dialysis Yellow Pages Categories above the basic text listings. The Dialysis Product Showcase includes all of the Category/Showcase ads.

Like the large graphics ads one finds in conventional Yellow Pages directories, these ads bring immediate attention and interest to your company's products. Many of these ads are like mini-PowerPoint™ presentations, including animations, interactivity, sound, video, and several different "scenes". This new generation of web-based, multimedia ads will surpass traditional paper-based ads in terms of marketing impact. These ads can contain multiple hyperlinks to different web pages within the advertiser's web site. In addition, web-based advertising makes it possible to include e-mail contacts within the ads, which makes it even easier and

more convenient for potential customers to contact company representatives and give feedback.

To ensure that these ads get maximum exposure, the Category/Showcase Ads are displayed in two separate sections of RenalWEB. These ads appear in the appropriate Dialysis Yellow Pages category (120 different categories) and in the Dialysis Showcase. In the Dialysis Yellow Pages category these ads appear before any of the basic listings. Users must scroll down past the Category/Showcase Ads before they see any basic listings. The Dialysis Product Showcase section of RenalWEB provides for easy viewing of all Dialysis Yellow Pages Category Ads, just one click away from the RenalWEB Home Page.

The maximum size of the Category/Showcase ads is 400 pixels wide and 300 pixels high. Ads can be changed once per month, production time not to exceed 30 minutes per ad for these changes. These ads may be produced in several different formats including gif, jpg, animated gif, Flash from Macromedia, or combinations of these formats. The size should be under 60 kbytes to assure reasonable download times. The list price of one Category/Showcase ad is \$500/month.

III. RenalWEB Home Page Feature Ad

This large graphics ad on the RenalWEB home page is the most valuable ad space on the web site. All visitors to the RenalWEB home page, the most visited page on the web site, will immediately see this ad.

The ad has the same format as the Showcase Ads/Dialysis Yellow Pages Category Ads, 400 pixels wide by 300 pixels high (see previous ad description). These ads may be produced in several different formats including gif, jpg, animated gif, Flash from Macromedia, or combinations of these formats. The size should be under 60 kbytes to assure reasonable download times.

The list price of these ads is \$1750 per day.

IV. Daily Highlights Listings:

Daily Highlights are the most visible text listings on RenalWEB. These text listings appear at the top of the RenalWEB home page and are seen by all RenalWEB visitors. The Daily Highlights include two hyperlinks. One text hyperlink appears within the 16-word text message and links to a designated web page, a Category/Showcase ad, or an information request form. The other hyperlink is an e-mail graphic that generates an e-mail form preaddressed to any designated individual or department within your company.

Each Daily Highlights text listing will appear on RenalWEB's home page for a minimum of two business days. After a two-day display on RenalWEB's home page, the Daily Promotion listing is then will be moved to an archive page (which is one link away from the home page). Each Daily Highlights text listing will appear on the archive page for a minimum of one month. Daily Highlights are limited to sixteen words and should be submitted to RenalWEB by e-mail at least 24 hours prior to the desired posting date.

Daily Highlights are limited to sixteen words and must be directly related to the content of the Category/Showcase ads.

Pricing is: \$1200/month for a once a week listing, \$800/month for a twice a month listing, and \$450/month for a once a month listing. Each listing is for two business days.

V. Sponsorship of Dialysis Topics Pages

The RenalWEB Dialysis Topics Pages organize the best Internet resources available for the purpose of assisting dialysis professionals and patients in staying up-to-date with news, research, and renal education. Both banner ads and text hyperlinks can be utilized for advertising.

Shared sponsorship banner ad size is 300 pixels by 50 pixels. **Exclusive sponsorship** banner ad size is up to 600 pixels by 100 pixels, with ad appearing at top and bottom of page. The ads include a hyperlink to any designated web page. If a six-month agreement is signed, RenalWEB will provide up to four hours of production time to creation the banner ad. The ads can be in jpg, gif, animated gif, or Flash format.

RenalWEB will also provide up to four text links on a sponsored Dialysis Topics web page to specific pages on your company web site(s). Sponsors are also encouraged to provide original "infomercial" papers of 200-1000 words to RenalWEB on a regular basis (monthly) for publication on these Dialysis Topics pages.

Cost: \$600/mo each for shared sponsorship, \$1500/mo each for exclusive sponsorship. Up to four companies can share sponsorship of a page.

VI. RenalWEB Banner Ads

RenalWEB Home Page Banner Ad - RenalWEB displays a **rotating** banner ad in the upper right corner of its **home page**. The size of the ad display is 300 pixels by 50 pixels. Up to five different ads will be displayed in successive positions in this rotating banner ad in intervals of approximately 3.5 seconds. The banner ad will link to the RenalWEB Dialysis Showcase introduction web page, where a copy of your company banner ad will be prominently displayed. A RenalWEB home page rotating banner ad displaying every day is available at a cost of \$3000/month. This feature is also available on a \$175/day basis. A rotating banner ad must be in either jpg or non-animated gif format.

A company can display a **permanent** 300 x 50 graphics ad in the top one-half of the RenalWEB Home page (to be placed directly below the News section or Daily Promotions section) for a cost of \$9500/month. This would include a hyperlink to any web site or page specified by the company. A permanent banner ad can be in either jpg, gif, animated gif, or Flash format.

Dialysis Yellow Pages Banner Ad – This ad is seen by all visitors to the Dialysis Yellow Pages. Located at the top of all Dialysis Yellow Pages screens, it is a revolving banner ad that includes up to 10 different ads in sequence. Banner ads are done in Flash from Macromedia. List price of this ad is \$500 per month.

Journal Watch Banner Ads - RenalWEB's Journal Watch is a on-line proprietary database of recently published scientific articles on dialysis topics. The ads can be linked to a specific ad in the Dialysis Yellow Pages or can be linked to any specified web page. Size is 120 pixels wide by 90 pixels high. List price is \$100 per month per category.

VII. NANT Banner Ads

In addition to the RenalWEB site, RenalWEB plays the role of webmaster for both the NRAA (National Renal Administrators Association) and NANT (National Association of Nephrology Technicians) web sites.

RenalWEB is authorized to sell advertising on the NANT web site.

A company acting as a web site sponsor of the NANT web site receives a banner ad on the respective home page. These banner ads are 120 pixels wide by 90 pixels high. The ads can be in jpg, gif, animated gif, or Flash format.

Banner ads on the NANT site are \$500 each per month.

Terms

Prices are valid for 60 days. Payment is due 30 days after an ad begins appearing on the RenalWEB and/or NANT web sites.

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