

Vortex Site of the Dialysis World

RenalWEB™



2014 Media Kit



Your Link to the Dialysis World

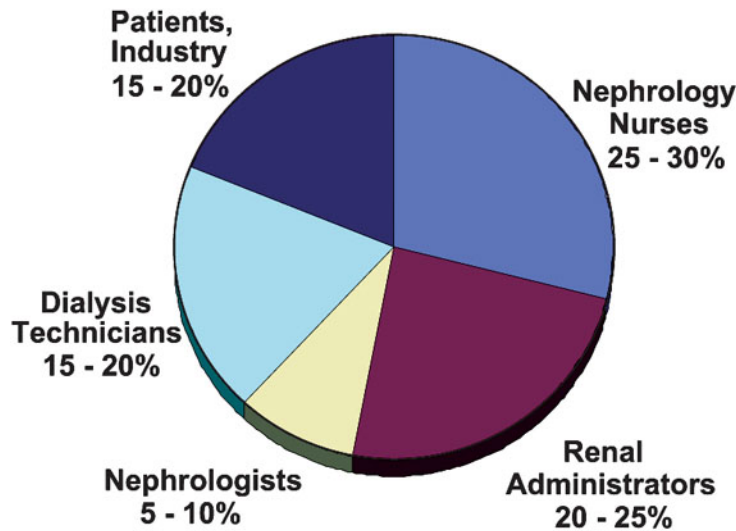
www.renalweb.com
renalweb@renalweb.com

RenalWEB™ Media Kit

RenalWEB History and Services:

Since its debut as the first daily updated dialysis-related news service in June 1999, RenalWEB has been the premier and leading information source for the U.S. dialysis community on the Internet. RenalWEB has specialized in providing unique advertising packages and ad design assistance for medium and small-sized companies. RenalWEB's advertising works to familiarize the dialysis community with your products, increases your name recognition, and helps establish your "brand" in this niche market. RenalWEB's standard long-running ads act as a permanent resource for the dialysis community. RenalWEB receives visits from over 6000 core readers per business day, including virtually all the key decision makers in the industry. RenalWEB can help you reach them in a way that is dynamic, immediate, and effective.

Demographics*



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

Cost Effective, Versatile, and Fast

RenalWEB advertising is more economical than print advertising or other media. RenalWEB has no mailing costs or printing costs and passes these savings onto our advertisers. RenalWEB can also provide a variety of services including product advertising, branding, instant press releases, and recruiting. Ads and press releases can be placed on RenalWEB on a same-day basis. With web-based advertising on RenalWEB, your ads can take advantage of animated graphics, links to valuable resources, and immediate lead request contacts. These are unique features that you won't find in other advertising sources. **RenalWEB can now offer you the opportunity to use animated and interactive ad designs using HTML5 and JavaScript, for optimum visibility across all major platforms and mobile devices.**

RenalWEB is the Information Source for the Professional Dialysis Community

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

- **Renal Administrators** – RenalWEB provides a weekly e-mail news service to 700 members of this group, which drives traffic to RenalWEB features.
- **ANNA** (American Nephrology Nurses Association) – 12,000 members. RenalWEB has provided a similar bi-weekly e-mail news service for ANNA members since 2003.

*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 more than twelve years, these estimates can be provided with a high degree of confidence.

RenalWEB Ad Locations and Specifications

RenalWEB Home Page – www.renalweb.com



Home Page Banner Ad – This graphics ad in the upper right corner of the home page builds branding and name recognition.
Specs: 300 x 50 pixels, JPEG or GIF format.

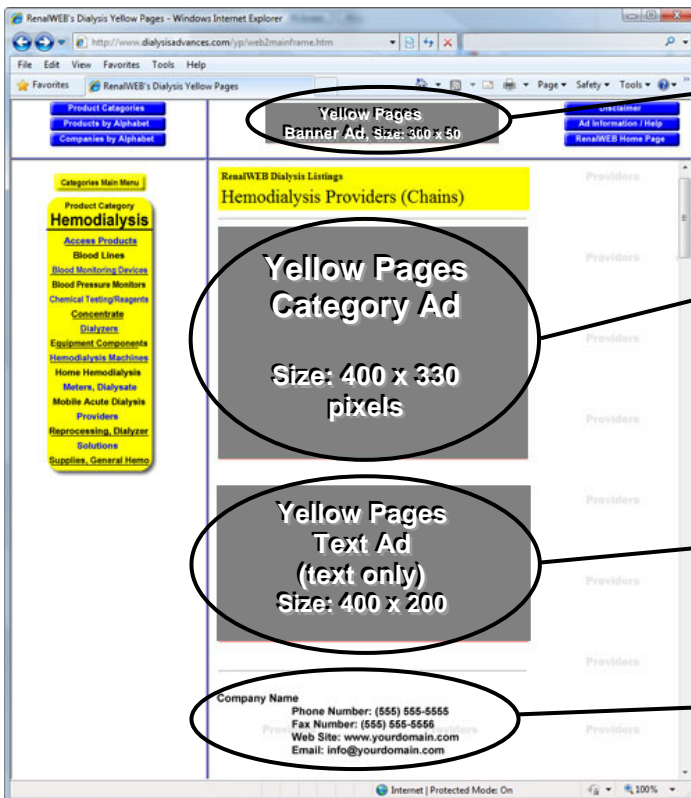
Daily Highlights Listing – 16 word text highlight on the home page, linking to your full ad or Web site.
Specs: 16 words with hyperlink

Home Page Feature Ad – This large graphics ad on the RenalWEB home page is the most valuable ad space on the site. These ads can contain several scenes and hyperlinks.
Specs: 400 x 330 pixels, JPEG, GIF, or Flash up to 250k in size

Press Release Service with News Link – Press release posted on RenalWEB with news link on RenalWEB home page for one business day.
Specs: Text document or web site link

Company of the Day – A text listing of your company name and link to your full graphic ad.
Specs: Company name with hyperlink

RenalWEB Yellow Pages - www.dialysisadvances.com/yp/web2mainframe.htm



Dialysis Yellow Pages Banner Ad – This graphics ad atop the Dialysis Yellow Pages is among the most frequently seen feature on RenalWEB.
Specs: 300 x 50 pixels, JPEG or GIF format.

Dialysis Yellow Pages Category 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.
Specs: Same as Home Page Feature Ad

Dialysis Yellow Pages Medium Text Ad – Text only ad space with company name and contact information.
Specs: 400 x 200 pixels

Dialysis Yellow Pages Bold Text Listing – Bold text to set off company listing from others. Includes company name and contact information.

RenalWEB Ad Locations and Specifications (cont.)

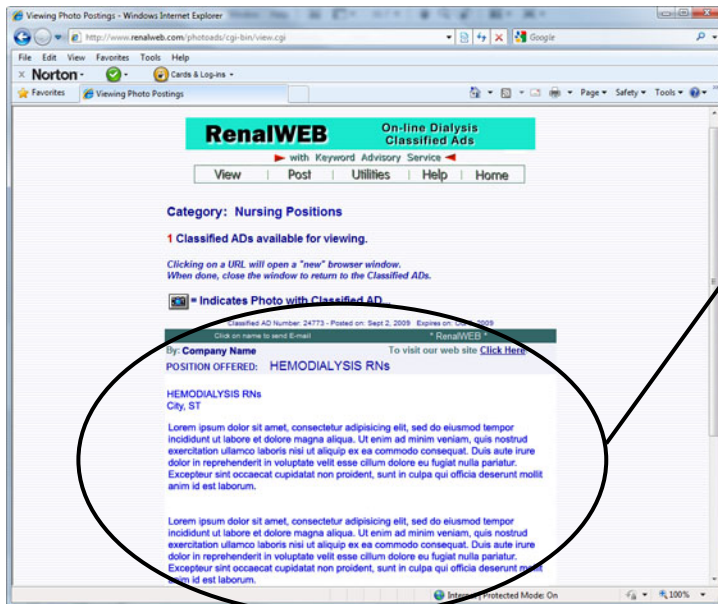
Dialysis Showcase – www.renalweb.com/newads/showframe_tn.htm



Dialysis Product Showcase Ad – A full page incorporating your feature ad and additional product information is continuously placed in this featured section

**Specs: Same as Home Page Feature Ad
Plus full web page for additional text**

Classified Advertising – www.renalweb.com/photoads/viewads.html



Staff Recruitment – RenalWEB's classified job ad service

Specs: 250-word text job posting with web links

Standard RenalWEB Ad Packages

The RenalWEB ad packages offer the best value and most comprehensive placement on the site. These packages offer the combination of ad types and design services that work best together to maximize your visibility with the core RenalWEB audience.

Standard Ad Package A - \$1,950 per month for a six-month contract period (\$11,700).

Designed to provide the highest visibility at a discounted price, this package incorporates RenalWEB's most prominent ad types and the press release service at a reduced price. This package includes the following features during the six month program:

- **Home Page Feature Ad** – one day *per month*
- **Company of the Day** – two days per six month program
- **Daily Highlights listings** – four days per month
 - 16 word text listing and hyperlink
 - Must be related to the product advertised
- **Dialysis Product Showcase Ad** – continuous placement
 - Graphic ad plus a full page of text
 - Listed alphabetically by company name
- **Dialysis Yellow Pages Category Ad** – continuous placement
 - Graphic ad placed in specific product category
 - Bold text listing in specific product category
- **Press Releases** - up to six press release postings
- **Classified Job Ads** – two concurrent listings

This ad package is a value of over \$4,000/month of RenalWEB ads and services.

Standard Ad Package B - \$600 per month for a six-month contract period (\$3,600).

Designed for small to medium-sized companies, this package utilizes several of RenalWEB's ad types and the press release service. This package includes the following features during the six month program:

- **Home Page Feature Ad** – one day per six month program
- **Company of the Day** – one day per six month program
- **Daily Highlights listings** – two days per month
 - 16 word text listing and hyperlink
 - Must be related to the product advertised
- **Dialysis Product Showcase Ad** – continuous placement
 - Graphic ad plus a full page of text
 - Listed alphabetically by company name
- **Dialysis Yellow Pages Category Ad** – continuous placement
 - Graphic ad placed in specific product category
 - Bold text listing in specific product category
- **Press Releases** – up to three press release postings
- **Classified Job Ads** – two concurrent listings

This ad package is a value of over \$1,200/month of RenalWEB ads and services.

Specifications and Cost of Individual Advertisement Features

There are nine internet-based advertising vehicles available through RenalWEB:
(* included in Packages A and B)

- I. Home Page Feature Ad*
- II. RenalWEB banner ads
 - A. Rotating Home Page Banner Ad
 - B. Permanent Home Page Banner Ad
 - C. Rotating Dialysis Yellow Pages Banner Ad
- III. Daily Highlights Listings with E-mail Hyperlinks*
- IV. Dialysis Yellow Pages Category Ads / Dialysis Product Showcase Ads*
- V. Dialysis Yellow Pages Medium Text Ad
- VI. Dialysis Yellow Pages Bold Text Listing*
- VII. Dialysis Topic Pages (sponsors have ads and provide content on these pages.)
- VIII. Press Release Service*
- IX. Classified Job Ads*

I. Home Page Feature Ad – Included in Packages A and B

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. RenalWEB will provide up to four hours of ad design and creation. RenalWEB specializes in transforming existing marketing material into dynamic web-based ads.

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.

The ad has the same format as the Dialysis Yellow Pages Category Ads / Dialysis Showcase Ads, 400 pixels wide by 330 pixels high (see previous ad description). These ads may be produced in several different formats including gif, jpg, animated gif, Flash, or combinations of these formats. The file size should be under 250K to assure reasonable download times.

SIZE:

400 wide x 330 high pixels.

LIST PRICE:

\$2,200 per day

II. RenalWEB Banner Ads – 3 options

A. Rotating 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 usually link to the RenalWEB Dialysis Showcase introduction web page, where a copy of your company banner ad will be prominently displayed. A rotating banner ad must be in either jpg or non-animated gif format.

SIZE:

300 x 50 pixels.

LIST PRICE:

Rotating Home Page Banner Ad: \$200 / day or \$3,300 / month

B. Permanent RenalWEB Home Page Banner Ad - A company can display a permanent 300 x 50 graphics ad in the top one-half of the RenalWEB Home page (to be placed within the News section or Daily Highlights section) for a cost of \$10,000/month. This includes 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.

SIZE:

300 x 50 pixels

LIST PRICE:

Permanent Home Page Banner Ad: \$10,000 / month

C. 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 five different ads that display in succession at intervals of approximately 3.5 seconds. A rotating banner ad must be in either jpg or non-animated gif format.

SIZE:

300 x 50 pixels

LIST PRICE:

Dialysis Yellow Pages Banner Ad: \$550 / month

III. Daily Highlights Listings – Included in Packages A and B

Daily Highlights are the most visible text listings on RenalWEB. These text listings appear near the top of the RenalWEB home page and are seen by all RenalWEB visitors. The Daily Highlights include a text hyperlink that appears within the 16-word text message and links to a designated web page, or Category/Showcase ad.

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 Highlights listing is also included on an archive page (which is one link away from the home page). 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.

SIZE:

Limited to sixteen words and must be directly related to the content of the Showcase Ads/Yellow Pages Category Ads.

LIST PRICE:

\$1,325 / month for a once a week listing

\$875 / month for a twice a month listing

\$500 / month for a once a month listing [Each listing is for two business days]

IV. Dialysis Yellow Pages Category Ads / Dialysis Product Showcase Ads – Included in Packages A and B

These ads are seen by visitors to a specific Dialysis Yellow Pages category as well as the Dialysis Showcase. The Category/Showcase Ads appear in the Dialysis Yellow Pages Categories above the basic text listings. These ads have the same format as the Home Page Feature Ad.

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 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 330 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 250k to assure reasonable download times

SIZE:

400 x 330 pixels

LIST PRICE:

\$600 / month for each ad

V. Dialysis Yellow Pages Medium Text Ad

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.

A Dialysis Yellow Pages Medium Text Ad 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.

SIZE:

200 high x 400 wide pixels

LIST PRICE:

\$200 / month for each category ad

VI. Dialysis Yellow Pages Bold Text Listing – Included in Packages A and B

A Dialysis Yellow Pages Bold 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.

LIST PRICE:

\$50 / month for each category ad

VII. Dialysis Topics Pages Sponsorship

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). Only exclusive sponsors may provide original "infomercial" papers of 200-1000 words to RenalWEB on a regular basis (monthly) for publication on these Dialysis Topics pages.

SIZE:

Shared: 300 x 50 pixels

Exclusive: 600 x 100 pixels

LIST PRICE:

Shared: \$660 / month for each for shared sponsorship. [Up to four companies can share sponsorship of a page].

Exclusive: \$1,650 / month for exclusive sponsorship.

VIII. Press Release Service – Included in Packages A and B

Press Release Service with News Link – Press release posted with news link on RenalWEB home page for one business day.

SIZE:

Text document or web page link

LIST PRICE:

\$550 per press release

IX. Classified Job Ads – Included in Packages A and B

Classified Advertising – RenalWEB's classified ad services include 250-word job listings posted in the category of your choice.

LIST PRICE: \$125 per month per ad

Tracking Hits and Referrals

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 as the Home Page Feature Ad, in the Daily Highlights, or other home page promotions. For those companies wishing to track referrals, RenalWEB suggests creating unique web pages that are only linked to by RenalWEB.

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 – Home Page, news stories, Daily Highlights, Company of the Day, Dialysis Showcase ads
- www.renalweb.org – press releases, weekly newsletters, Journal Watch.
- www.dialysisadvances.com – Dialysis Yellow Pages, Dialysis Showcase ads

Terms

Prices are valid for 60 days. Payment is due 30 days after an ad begins appearing on the RenalWEB web site.

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RenalWEB

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