

Vortex Site of the Dialysis World

RenalWEB™

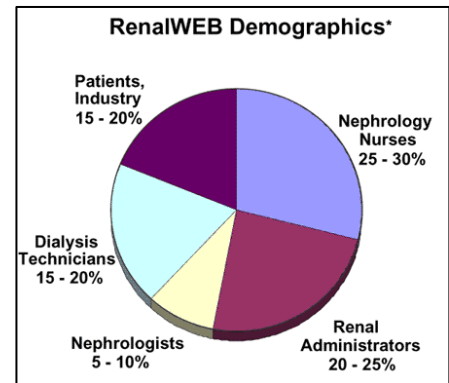


Your Link to the Dialysis Market

RenalWEB offers you the best access to your target audience. RenalWEB is the 'daily newspaper' and news source for the U.S. dialysis community — established in 1999 and updated daily.

- 30,000 hits per business day
- Nearly 1,000,000 hits per month.
- Over 5,000 visitors per business day.

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



RenalWEB is the Information Source for the Professional Dialysis 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 provides a similar bi-weekly e-mail news and 'Journal Watch' service for ANNA members.

Cost Effective, Versatile, & Fast

RenalWEB advertising is more economical than print ads or any other media. RenalWEB has no mailing or printing costs and passes these savings onto our advertisers.

Versatile RenalWEB Services

- Product advertising
- Ad design
- Branding
- Instant press releases
- Recruiting
- "Infomercial" article publishing

Ads and press releases can be placed on RenalWEB on a same-day basis.

*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.

Dynamic Ad Message

Your RenalWEB promotion can take advantage of Web-based ad design. The promotional ad packages are based on a Flash format, which allows for dynamic multimedia presentations.

Ad Program Features

- Dynamic animated graphic and text content — for greater visibility and interest
- Multiple message presentations — communicate more detailed information
- Links to contact forms or e-mail requests – for immediate feedback
- Access to an electronic document library — create an on-line customer resource
- Links to specific pages on your Web site — capture visitor interest

These are features you won't find in any print advertising or other media sources.

Home Page Visibility

Ads are placed on multiple locations throughout RenalWEB site, including the home page. Our **Home Page Feature Ad** is the prime location on the site.

- The first thing visitors see on RenalWEB
- Greater visibility for your message
- Increased name recognition
- Your best way to reach thousands of key decision makers in the dialysis community



It's All Taken Care Of

Ad packages on RenalWEB include a **high-impact ad design service**. We will create a dynamic Flash-based ad presentation built to your specifications. This service is a value-added part of your ad package. We will take care of everything you need to get started.

WWW.RENALWEB.COM

Visit the RenalWEB site to see first hand what it's all about. The broad range of advertisers you see on RenalWEB is an indication of the success of its programs.

Contact us today to find out how we can help you reach your target audience and get the most out of your advertising dollar.

E-mail: renalweb@renalweb.com
Phone: (508) 303-8101