

# ONLINE OPPORTUNITIES

## McKnight's LONG-TERM CARE NEWS

### 2008 Gold ASHPE award-winning site features [www.mcknights.com](http://www.mcknights.com)

**Audience:** More than 40,000 owners, administrators, and directors of nursing. Our site features award-winning news and our comprehensive Industry Directory. Marketing options include video ads, banners, buttons, sponsorships and directory listings. Click-through rates are well above industry averages and page impressions have more than doubled from 2007.

<b>Leaderboard:</b>	\$1250 per month
<b>Large IMU:</b>	\$1950 per month
<b>Small IMU:</b>	\$1250 per month
<b>Button:</b>	\$850 per month

Discounts available for three-, six- and 12-time schedules. Contact your sales representative for details.



### McKnight's Online Expo

McKnight's was first to launch an online exposition in March 2007. This was a two-day event that included five sponsored webcasts, more than a dozen "virtual" exhibitor booths and a unique resource center. Our 2008 version was even more successful. Sponsors enjoy complete transparency in qualified leads generated.

### Don't miss next year's event, scheduled for March 25-26, 2009

*I thought the speaker that I listened to was incredible. I thought the format was fantastic and perfect for those who can't afford the cost of a conference or the time away. I applaud you for offering such a rich conference to everyone. Thanks!*

Carrie Harnish, MSW  
Executive Director  
Bridging Communities, Inc.  
Detroit

*I attended the McKnight's Online Expo and thought it was great! My facility is currently searching for an electronic medical record (EMR) and I was excited to see some vendors there. As a result, we learned more about what those vendors had to offer and have scheduled demonstrations with two of them. All in all, I think it is a great program!*

Cheryl Shirley  
Director of Financial Operations  
Jefferson House  
Newington, CT



### Product Buzz E-Newsletter

Readers want to know which products and services are creating a buzz in the marketplace. Each week, our Product Buzz e-newsletter lets them do just that. Available sponsorships include banner and button options, with a four-week minimum commitment.

- Primary banner: \$3750 per month
- Secondary banner: \$2750 per month
- Tower ad: \$2650 per month
- Button ad: \$1750 per month



### Daily E-Newsletter

Our e-newsletter is distributed to almost 10,000 subscribers keeping them informed about the most critical industry developments each business day. The daily news service is staff written and edited to ensure maximum relevance and impact. Sponsors may include up to 50 words of promotional copy and a link to their site. Premium sponsors' messages also are included on the homepage of [www.mcknights.com](http://www.mcknights.com) along with a link option.

- Premium monthly sponsorship: \$4950
- Standard monthly sponsorship: \$2200



### Webcasts

We have hosted several single-sponsored webcasts, which have each generated hundreds of leads. *McKnight's* webcasts offer a tremendous return in a very manageable fashion for the sponsor. The webcast is promoted aggressively in our print publications, on our Web site and in our daily and weekly newsletters. **Please contact your sales representative for more details.**



### Video Clips

Video clips are an innovative, cost-effective way to brand your firm's products and services. These powerful visual presentations give you a distinct marketing advantage over the competition. Best of all, you won't believe how quick and easy it is to get your video clip up and running!

12 months: \$1500

