



2009 ONLINE ADVERTISING MEDIA KIT

*Online Display Advertising Opportunities for
Quality Brands in Alignment with Wellness.com's
Mission to Help People Live the Healthiest and
Happiest Lives Possible*

Wellness.com

Reach Millions of Consumers Seeking Better Health and Happiness

The Home of Healthy Living, Prevention Oriented, and Environmentally Conscious Consumers

Wellness.com is an information resource and social networking community serving the healthy living segment.

Wellness.com offers targeted search functions, vertical content channels, community interaction, discussion, networking, and support between consumers and health professionals.

Interactive Features

- Enthusiast and expert blog publishing
- Interactive community and social networking systems
- Interactive rating, comments and recommendation systems for targeting quality information, products, professionals, services, recipes, diets, and other programs
- Health information, news, assessments, calculators, and encyclopedias
- Local professional directories (e.g. find a doctor, find the best health professionals in my area)
- Global marketing profiles for professionals, providers, products, services & destinations



Online for more than 10 years.

Wellness.com and its advertisers benefit from top search engine visibility on thousands of health related terms, providers and destinations. Wellness.com can display your marketing message to targeted visitors by state, city or even zip-code-specific geography. Site-wide advertising is also available to deliver your marketing message to the community at-large.

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Advertising Real Estate Available

MAIN RECTANGULAR BANNER (Premier Unit 300px x 250px)

- Presented at top of most pages including home page, above scroll, below navigation buttons
- Static or mild Flash implementation with refresh rotations & pre-roll/video available
- CPM impression campaigns: Up to 1,000,000 impressions available per month per contract

MAIN TOP HEADER BANNER (Large horizontal bar 728px x 90px)

- Presented at the top of most internal pages above scroll, below navigation buttons
- Static or mild Flash implementation with refresh rotations available
- CPM impression campaigns: Up to 1,000,000 impressions available per month per contract

LEFT BAR WIDE TOWER (Graphical Tower Ad 160px x 600px)

- Located above the scroll on the top left of 99% of the most visited web pages on the site
- Static or mild Flash implementation with refresh rotations available
- CPM impression campaigns: Up to 1,000,000 impressions available per month per contract

GEOGRAPHICAL TARGETING (CPM Graphical Banner Campaigns and Featured Providers)

- Right, Left or Top Bar Banners Available Above the Scroll for CPM campaigns
- Static or mild Flash implementation with refresh rotations available
- CPM impression campaigns: Up to 100,000 impressions available per billing cycle
- Targeting can occur by City, State, or Zip Code (impressions inventory)

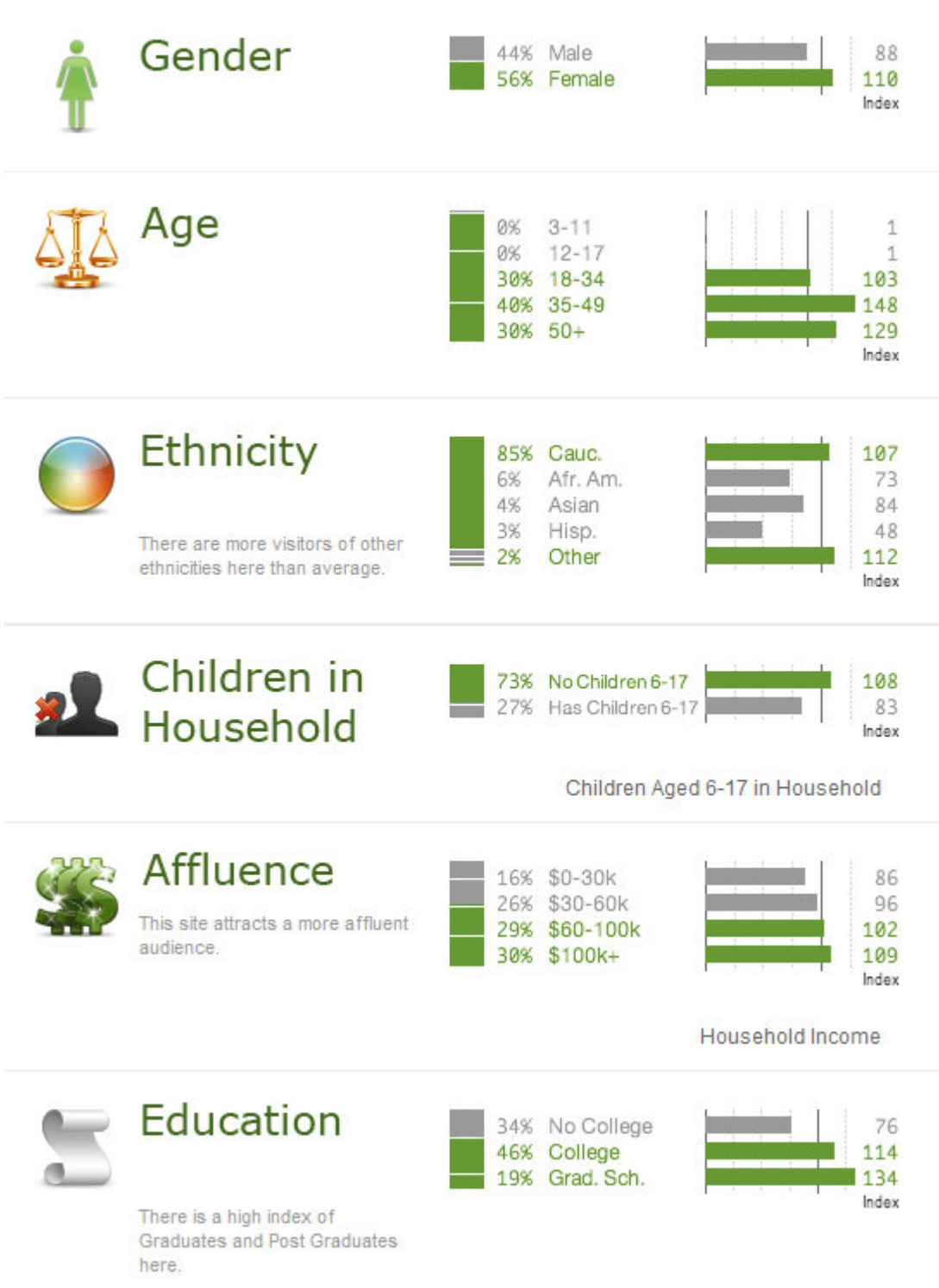
CATEGORY TARGETING (Rectangle, Left or Top Bar Banners Available Above the Scroll)

- Static or mild Flash implementation with refresh rotations available
- Ad/page impressions: Up to 100,000 available per billing cycle
- Selected targeting categories available are below (complete list available on request):

Spas	Massage Therapy	Doctor Categories	Dental
Mental Health	Diet and Fitness	Age/Gender	Holistic
Conditions	Weight Loss	Cosmetic & Beauty	Eye Care

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Visitor Demographics



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Visitor Traffic

Visitor traffic to Wellness.com is currently approximately 2,500,000 unique visitors per month, resulting in more than 5 million page views and 15,000,000 ad impressions per month. Our visitor base is growing each month as well. In the event that a CPM campaign slightly exceeds the available inventory of impressions, the advertiser will receive first priority for additional impressions the following month until completely fulfilled.

Ad Sizing and Locations



2009 Rate Card

PREMIER RECTANGLE	Cost: \$20 CPM
TOP HEADER BANNER	Cost: \$18 CPM
LEFT BAR TOWER	Cost: \$15 CPM
GEO-TARGETED ADS	Cost: \$39 CPM
CATEGORY-TARGETED ADS	Cost: \$39 CPM

Other Considerations

- Volume pricing options available
- Minimum contract 100,000 impressions
- Advertisers must be reasonably aligned with the mission of Wellness.com
- Special offers may end at any time
- Availability on a first-come first-served basis

Contact Us

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