



inHEALTH

STRATEGIC SOLUTIONS FOR YOUR ACCIDENT
BENEFIT AND BODILY INJURY BUSINESS

inHEALTH Web Media Kit 2021

Reach Ontario insurance and legal professionals with targeted advertising in weekly webpages.

PROFILE

inHEALTH is the only resource in Ontario that provides tools and services that are designed to help personal injury insurance adjusters and legal professionals navigate the complex auto insurance scheme.

Our subscribers find our educational resources invaluable. They have access to our LAT research database, targeted Outcome Analysis Reports (OARs), continuing education courses, blog posts and 3 weekly Newsletters specifically devoted to disputed SABS cases ranging from Minor Injuries to Catastrophic Impairment.

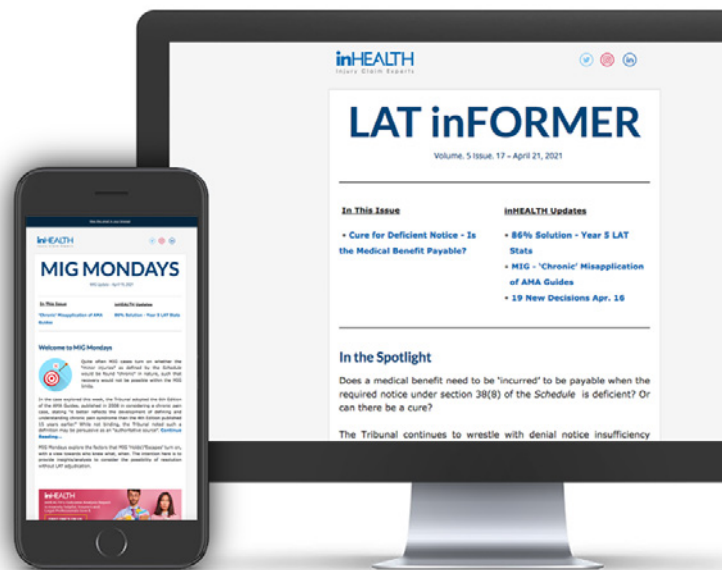
Multiple Plaintiff and Defendant Law Firms, Assessment Facilities, Accounting Firms and 80% of Ontario's Auto Insurers, subscribe to our ever growing services.

Now you can advertise on inHEALTH's website!

inHEALTH receives over 4,500 weekly page views. Newsletter web pages are tagged by subject and archived providing a high return rate and increased exposure for your business.

Advertise on the Following Pages:

- MIG Mondays;
- LAT inFORMER Wednesdays;
- Newly Added LAT Decisions Fridays
- Breaking News (as and when it happens)
- Special Edition LAT inFORMER (Once a month);
- Blogs



Speak to one of our advertising consultants

Emily Gibillini, 416-364-6688 Ext. 2055, service@inhealth.ca. We can help tailor your branding into flexible, individualized, monthly and/or yearly campaigns.

2021 WEB PUBLICATION SCHEDULE

General Audience + Subscribers	Subscribers
MIG MONDAY	LAT INFORMER
July 5, 2021	July 7, 2021
July 12, 2021	July 14, 2021
July 19, 2021	July 21, 2021
July 26, 2021	July 28, 2021
August 2, 2021	August 4, 2021
August 9, 2021	August 11, 2021
August 16, 2021	August 18, 2021
August 23, 2021	August 25, 2021
August 30, 2021	September 1, 2021
September 6, 2021	September 8, 2021
September 13, 2021	September 15, 2021
September 20, 2021	September 22, 2021
September 27, 2021	September 29, 2021
October 4, 2021	October 6, 2021
October 11, 2021	October 13, 2021
October 18, 2021	October 20, 2021
October 25, 2021	October 27, 2021
November 1, 2021	November 3, 2021
November 8, 2021	November 10, 2021
November 15, 2021	November 17, 2021
November 22, 2021	November 24, 2021
November 29, 2021	December 1, 2021
December 6, 2021	December 8, 2021
December 13, 2021	December 15, 2021
December 20, 2021	December 22, 2021
December 27, 2021	December 29, 2021

2021 SPONSORSHIP RATES

WEBSITE PAGES ¹	COST PER ISSUE ²
MIG Monday ³	\$1,250
LAT inFORMER	\$1,000
Blog Page ³	\$1,350
Breaking News ³	\$1,350
Special Edition ³	\$1,350

¹Price includes permanent ad placement

²Applicable Taxes will be added to all rates OR +HST

³Price includes 2 Ad spaces (General and Subscriber page)

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BILLBOARD / LEADERBOARD

All material required 2 week prior to Issue Date

Breaking News released as and when it happens and is the highest trafficked web page. Emailed to the full mailing list and posted to social media through Instagram, Twitter and LinkedIn. To place an ad in a Breaking News Issue, please email service@inhealth.ca and we will notify you of our next release.

PAGE TYPES

AUDIENCE	DESCRIPTION
General	Any individuals who traffic inHEALTH's website. This includes all members who sign up for the general inHEALTH mailing list that receive emails once a week through MIG Mondays, as well as Blog Posts, Special Editions and Breaking News as and when it happens. General audience includes those acquired from social media posts.
Subscriber	Exclusive to members who are on a paid subscription to inHEALTH's LAT Compendium Service

BREAKING NEWS
News Update - June 16, 2021

LAT Has Jurisdiction to Extend Limitation Period

In December 2020, we brought you the breaking news that suggested the apparent imminent Demise of the LAT Act.

650px x 150px — TOP AD

Doctrine of paramountcy does not apply as there is no conflict
The Court turned to the next argument from the insurers, finding however that the doctrine of paramountcy does not apply. The argument was that the insurance Act and SABS provisions were intended to govern SABS disputes and be exhaustive and therefore, the "paramount" legislation and the LAT Act is "subordinate and generic".

650px x 150px — MIDDLE AD

Policy argument favours s.7 power to extend s.66 time limits
The insurers argued as well a "policy argument" specifically that "the purpose of this transfer was to achieve more efficiency, timeliness, certainty and predictability in the handling of SABS disputes."

650px x 150px — BOTTOM AD

AD PRODUCTION REQUIREMENTS:

Leaderboard Ad:

600px wide x 150px high

Big Box Ad:

300px wide x 250px high

- Supply ads as JPG, PNG or GIF.
- File size maximum of 100kb.
- Animated GIFS are not accepted.

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