inHEALTH

STRATEGIC SOLUTIONS FOR YOUR ACCIDENT
BENEFIT AND BODILY INJURY BUSINESS

inHEALTH
Media Kit 2021

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

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, 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 be part of our digital newsletters!

Three times a week we send out over 9,000 digital newsletters reaching 3,000 legal, insurance and medical professionals.

inHEALTH's weekly newsletters include:

- MIG Mondays;
- LAT inFORMER Wednesdays;
- Newly Added LAT Decisions Fridays

Other on-demand newsletter publications:

- Breaking News (as and when it happens);
- 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 EMAIL PUBLICATION SCHEDULE (117 Newsletters)

General Mailing List + Subscribers	Subscribers	
MIG MONDAY	**LAT INFORMER**	**NEWLY ADDED**
April 5	April 7	April 9
April 12	April 14	April 16
April 19	April 21	April 23
April 26	April 28	April 30
May 3	May 5	May 7
May 10	May 12	May 14
May 17	May 19	May 21
May 24	May 26	May 28
May 31	June 2	June 4
June 7	June 9	June 11
June 14	June 16	June 18
June 21	June 23	June 25
June 28	June 30	July 2
July 5	July 7	July 9
July 12	July 14	July 16
July 19	July 21	July 23
July 26	July 28	July 30
August 2	August 4	August 6
August 9	August 11	August 13
August 16	August 18	August 20
August 23	August 25	August 27
August 30	September 1	September 3
September 6	September 8	September 10
September 13	September 15	September 17
September 20	September 22	September 24
September 27	September 29	October 1
October 4	October 6	October 8
October 11	October 13	October 15
October 18	October 20	October 22
October 25	October 27	October 29
November 1	November 3	November 5
November 8	November 10	November 12
November 15	November 17	November 19
November 22	November 24	November 26
November 29	December 1	December 3
December 6	December 8	December 10
December 13	December 15	December 17
December 20	December 22	December 24
December 27	December 29	December 31

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2021 SPONSORSHIP RATES

LEADERBOARD[1]	COST PER ISSUE[2]
MIG Monday	$650
LAT inFORMER	$500
Newly Added	$500
Special Edition[3]	$650

ADDITIONAL SERVICES	COST
Ad Design Services	$100
Breaking News Leaderboard[4]	$650
Blog Leaderboard	$650

All material required 2 week prior to Issue Date
[1]Price includes permanent ad placement.

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

[3]Special edition LAT inFORMERs will be released once a month. For the latest
schedule, navigate to inhealth.ca/advertising-opportunities-through-inhealth/

[4]Breaking News released as and when it happens. Emailed to the full mailing list and
is the most trafficed email. To place an ad in a Breaking News Issue, please email
service@inhealth.ca and we will notify you of our next release.

LIST TYPES

LIST TYPE	DESCRIPTION
General Mailing List	All members who sign up for the general inHEALTH mailing list receive emails once a week through MIG Mondays, as well as Blog Posts and Breaking News as and when it happens.
Subscriber	All members who are on a paid subscription to inHEALTH's LAT Compendium Service, receive emails 3 times a week with MIG Mondays, LAT inFORMER Wednesdays, Newly Added Fridays, as well as Blog Posts and Breaking News as and when it happens.

PRODUCTION REQUIREMENTS:

Leaderboard Ad: 600 pixels wide x 150 pixels high
Big Box Ad: 300 pixels wide x 250 pixels high

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

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