



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 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 & Newsletters:

- 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.

2021–2022 WEB PUBLICATION SCHEDULE

General Audience + Subscribers	Subscribers	
MIG MONDAY	LAT INFORMER	NEWLY ADDED
November 1, 2021	November 3, 2021	November 5, 2021
November 8, 2021	November 10, 2021	November 12, 2021
November 15, 2021	November 17, 2021	November 19, 2021
November 22, 2021	November 24, 2021	November 26, 2021
November 29, 2021	December 1, 2021	December 3, 2021
December 6, 2021	December 8, 2021	December 10, 2021
December 13, 2021	December 15, 2021	December 17, 2021
December 20, 2021	December 22, 2021	December 24, 2021
December 27, 2021	December 29, 2021	December 31, 2021
January 3, 2022	January 5, 2022	January 7, 2022
January 10, 2022	January 12, 2022	January 14, 2022
January 17, 2022	January 19, 2022	January 21, 2022
January 24, 2022	January 26, 2022	January 28, 2022
January 31, 2022	February 2, 2022	February 4, 2022
February 7, 2022	February 9, 2022	February 11, 2022
February 14, 2022	February 16, 2022	February 18, 2022
February 21, 2022	February 23, 2022	February 25, 2022
February 28, 2022	March 2, 2022	March 4, 2022
March 7, 2022	March 9, 2022	March 11, 2022
March 14, 2022	March 16, 2022	March 18, 2022
March 21, 2022	March 23, 2022	March 25, 2022
March 28, 2022	March 30, 2022	April 1, 2022
April 4, 2022	April 6, 2022	April 8, 2022
April 11, 2022	April 13, 2022	April 15, 2022
April 18, 2022	April 20, 2022	April 22, 2022
April 25, 2022	April 27, 2022	April 29, 2022
May 2, 2022	May 4, 2022	May 6, 2022
May 9, 2022	May 11, 2022	May 13, 2022
May 16, 2022	May 18, 2022	May 20, 2022
May 23, 2022	May 25, 2022	May 27, 2022
May 30, 2022	June 1, 2022	June 3, 2022
June 6, 2022	June 8, 2022	June 10, 2022
June 13, 2022	June 15, 2022	June 17, 2022
June 20, 2022	June 22, 2022	June 24, 2022
June 27, 2022	June 29, 2022	July 1, 2022
July 4, 2022	July 6, 2022	July 8, 2022
July 11, 2022	July 13, 2022	July 15, 2022
July 18, 2022	July 20, 2022	July 22, 2022
July 25, 2022	July 27, 2022	July 29, 2022

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2021-2022 SPONSORSHIP RATES

LEADERBOARD ¹	COST PER ISSUE ²	3 PACK ²
MIG Monday ³	\$250	\$750
LAT inFORMER (Includes Special Editions ³)	\$250	\$750
Newly Added	\$250	\$750

¹Price includes permanent ad placement.

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

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

ADDITIONAL SERVICES	COST
Ad Design Services	\$100
Breaking News Leaderboard*	\$300
Blog Leaderboard	\$300

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

All material required 2 week prior to Issue Date

PAGE TYPES

AUDIENCE	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.

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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BREAKING NEWS

News Update - June 15, 2021

LAT Has Jurisdiction to Extend Limitation Period

On December 2020, we brought you the breaking news that suggested the apparent imminent Denial 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, leading 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 by re-negotiating and therefore, the "paramount" legislation and the LAT Act is "subordinate and generic".

650px x 150px

MIDDLE AD

Policy argument favours a power to extend a set time limit.

The insurers argued as well a "policy argument" specifically that "the purpose of this transfer was to achieve more efficient timeliness, certainty and predictability in the handling of SABS disputes".

650px x 150px

BOTTOM AD