

Health Imaging Hub



Global Reach, Local Focus

Education, News and Technology hub for the international medical imaging and IT community

MEDIA KIT 2011



SALES:

Gregg Haunroth

Director of Sales

(O) 608-562-6537

(C) 608-548-0253

sales@healthimaginghub.com

Health Imaging Hub

An OTech Media Company

2001 East Oak Shores Drive

Aubrey TX 76227

Tel: (469) 532 2239

info@healthimaginghub.com

www.healthimaginghub.com

About Health Imaging Hub:

Health Imaging Hub is a leading medical imaging and healthcare IT website with an emphasis on e-learning, online education, global news and industry resources that began with an aim to provide readers and advertisers a global perspective with regionally focused coverage. Since its inception in April 2010, Health Imaging Hub has significantly increased its subscriber database and today is considered one of the top preferred online destinations for medical imaging and healthcare IT professionals worldwide.

Health Imaging Hub is registered in the U.S. under OTech Media, Inc. Imaging technology experts, medical imaging scientists and online marketing specialists launched Health Imaging Hub after carefully evaluating the need assessment for e-learning and regionally focused information by connecting imaging experts to developing countries all over the world. This not only filled an existing knowledge gap but has also opened up numerous opportunities for imaging companies to expand their business globally.

Why Advertise Online?

Internet is the fastest growing medium in history. Over 90% of all businesses use the Internet, with over 75% utilizing it for their purchasing decisions and sales lead generation. With online advertising, you can instantly reach a global audience and maintain a consistent presence in front of potential buyers.

Why Advertise on Health Imaging Hub?

Health Imaging Hub achieved in a few months what other imaging-centric websites took years to accomplish. Our user base is growing by 30% monthly and we are considered the 2nd preferred online destination for health imaging professionals. Since the site went live in June 2010, the Hub has achieved:

- ◆ Alexa Ranking of 189,000
- ◆ Over 7,500 indexed pages in Google
- ◆ Over 52,000 monthly unique visitors
- ◆ Over 125,000 monthly page views
- ◆ 36,000+ registered visitors
- ◆ 30,000+ newsletter subscribers
- ◆ 9:38 minutes on site per user
- ◆ 5.50 page views per viewer

Advertising Options

With Health Imaging Hub, you reach a global audience at one of the lowest cost per thousand (CPM) in the industry. The Hub offers an array of promotional options, including:

- ◆ Banner Ads
- ◆ Inline Ads
- ◆ Fully Optimized Business Directory
- ◆ vDHIMS
- ◆ Media Partnership
- ◆ E-blast / Newsletter ads
- ◆ Communities & Regional Portals
- ◆ On-demand Media (Webcast, White-Paper, eAdvertorial, etc.)

Health Imaging Hub is a content rich medical imaging portal with an emphasis on online learning, community networking and outreach on a regional level. The Hub reaches physicians, administrators, technologists, sonographers, and other imaging professionals in over 181 countries with 125,000+ loyal visitors generating more than 423,000 page views. Since June 2010, 80,274 viewers have accessed editorial content, Hub's Online University, Radiology teaching files, and Other educational content. Health Imaging Hub leverages 15 years in generating original content on *Technology, Clinical Practice and Business Operations*.

The site has over 7,500 pages indexed (Source: Google); visitors view an average of 25.0 unique pages per day and spend approximately 42 seconds on each page view for a total of 46 minutes on the site per visit. (Source: Alexa)

Health Imaging Hub is the international resource for medical imaging professionals providing:

- Medical Imaging Education
- Free E-learning (Online University)
- Radiology Teaching Files
- Regionally Focused News
- Regular Technology Webcasts
- vDHIMS
- Premium Content
- Community Networking
- Full-feature Business Directories
- Imaging Multimedia
- Job Board

Today's global economy requires an international marketing program. Health Imaging Hub can help you reach administrators and practitioners in over 170 countries with one of the lowest CPMs in online media.

Monthly Averages

- 52,000 unique viewers — more than one-third are returning viewers
- 5.5 page views per visitor
- 125,000 page views

Media Partnerships

Health Imaging Hub is a media partner with leading healthcare IT and medical imaging associations worldwide. These events are also a great resource for increasing traffic and visibility to the website. Several current events where Health Imaging Hub is the media partner include:



VISITS OVERVIEW

Statistics from June-December 2010

Parameter	Statistics	Brief explanation of parameter
Total visitors	80,274	The number of visits made by 'Total visitors'
Unique Visitors	51,805	The number of people who visited the site
New visitors	64.25%	The number of visits that were by new visitors, ie they had not visited the site before. The number of visits that were by returning visitors (this counts visits for those who had visited the site before, and those visits by people who returned to the site after visiting for the first time during the month)
Returning visitors	35.75%	
Top pages	Home Teaching Files Jobs Registration RSNA 2010 Online University Downloads Business Directory Webcast E-Books	The Ten most popular pages, based on the number of times the page was viewed.
Total Page Views	423,000	The number of pages viewed by total visitors
Average Page views	5.50	The average page views by one visit
Time on Site	00:09:38	The average time on site per user
Countries	181	Visits are coming from more than 120 countries
Top Countries	United States Egypt United Kingdom India Saudi Arabia Australia Netherlands	Canada Germany United Arab Emirates Turkey Italy France

Traffic Sources:

Parameter	Percentage	Brief explanation of parameter
Direct Traffic	28.38%	Those who know the website and directly browsed it without searching or referrals.
Referring Sites	28.39%	Those who are coming from other sites where www.healthimaginghub.com linked there
Search Engines	40.13%	Those who are coming from search engines like Google, Yahoo and Bing



- Search Engines (40.13%)
- Referring Sites (28.39%)
- Direct Traffic (28.38%)
- Other (3.10%)

The number of visitors from referring sites continue to increase each month and is attributed to our viral marketing efforts through forums, blogs, web 2.0 properties, social media and global groups.

Direct traffic is further proof of our reader loyalty and the informational and educational value of Health Imaging Hub. The Hub is well optimized for all search engines; Google continues to lead in the Hub's search engine traffic.

HOW WE DID IT



Over 85% of Internet traffic is generated through search engines. With a large percentage of imaging professionals relying on internet search results for information relating to their purchasing decision, the power of internet marketing can help inform and persuade potential customers. At Health Imaging Hub, we employ a strong Search Engine Optimization (SEO) team that is always striving to strengthen the Hub's online presence, including the use of social media networking sites and Web 2.0 properties.

Within a few months of its launch, Health Imaging Hub now appears in the top results of major search engines for keywords related to health imaging and healthcare IT. This is where the secret of internet marketing lies! You can have many online advertising options for your business, but with Health Imaging Hub you'll also receive real organic traffic and buzz for your products and services. Our site will help increase your visibility through SEO, so your business can benefit from continued Internet traffic separate from the exposure generated by your banner ad—this is what we call viral marketing.

Health Imaging Hub uses a combination of techniques to drive traffic to the Website.

SEO (search engine optimization) - more than 9,844 keywords

Links from social media—over 680 referring sites

Facebook – **Health Imaging Hub** hosts two groups totaling more than 4,000 members

LinkedIn – 500+ active users and growing

Statistics from June-December 2010

Keywords: More than 9,844 Keywords lead to the Health Imaging Hub website, and in many instances, Health Imaging Hub is listed on the first page of results. Google, Yahoo, AOL, Search, Bing, Ask and Baidu are the search engines driving the most traffic to the Hub. Following are some of the keywords that lead to the

rsna 2010	medica 2011	online pacs training
medical imaging	mri radiographer	radiologist salaries 2010
health imaging	rsna	free medical webinars
rsna 2010 news	vendor neutral archive	ge ehealth image exchange
osirix for ipad	3d mammogram in europe	introduction to pacs
vdhims	pacs companies	meaningful use radiology
arab health 2011	radiologist salaries	dicom companies
imaging hub	mri radiographer job description	radiology news
rsna live	recent radiology news	radiology teaching files
dicom viewer ipad	rsna case of the day	toshiba low dose ct
philips ingenia	ultrasound companies in usa	3d mammogram
rsna2010	free pacs training	himss 2011

[Download full list of keywords leading to Health Imaging Hub](#)

Referring Site: Health Imaging Hub is very active in social media such as Facebook, LinkedIn, Twitter and Blogspot. Following are the visits coming through referring site:

www.facebook.com(8348)
www.linkedin.com(4760)
stumbleupon.com(681)
maktoob.yahoo.com(409)
www.otechimg.com(349)
en.wikipedia.org(337)
www.radrounds.com(300)

www.pacsgroup.org.uk(252)
www.twitter.com(1500)
www.otpedia.com(135)
blog.ictforhealth.com(118)
www.leighrss.com(113)
www.radiologyworkers.com(113)
googleads.g.doubleclick.net(112)

Quick Monthly Stats:

Monthly Visitors	7,727
Page Impressions	29,084
Countries	120

Leading Keywords:

- Radiology Jobs in United States
- General Radiology Forum
- Health Imaging News
- Medical Imaging News
- Radiology News (2nd page)
- SIIM 2011
- RSNA 2010
- DICOM iPad
- PARCA Certification
- Free PACS Courses
- Free HL7 Training/Courses
- Mammography Teaching Files

Top Countries:

- United States
- Egypt
- India
- United Kingdom
- Saudi Arabia
- Australia
- Netherlands
- Canada
- Germany
- United Arab Emirates
- Turkey
- Italy
- France

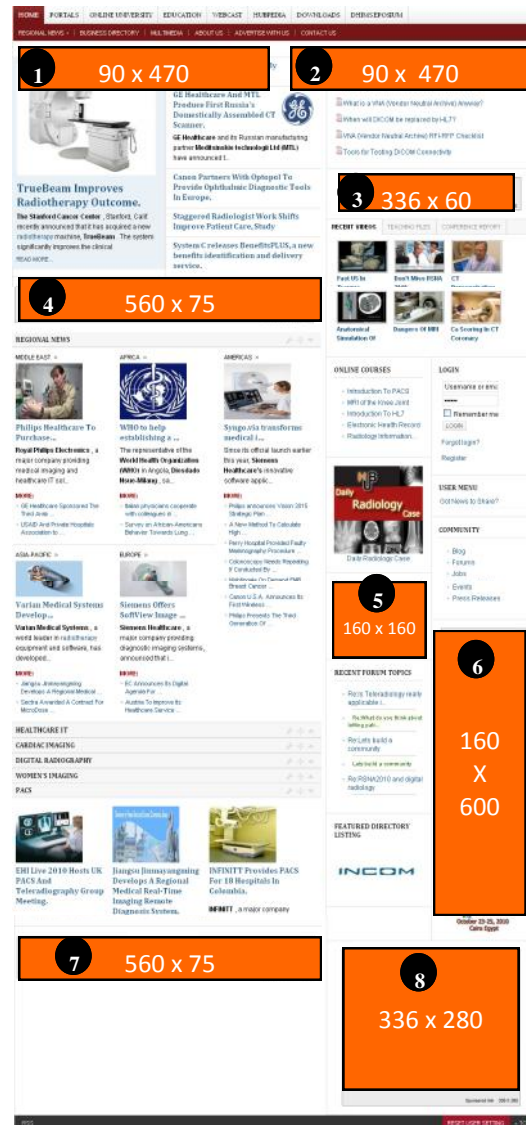
Rate Card:

- Position 1 & 2: \$750/month
\$7,500/year
- Position 3: \$650/month
\$6,500/year
- Position 4: \$600/month
\$6,000/year
- Position 5: \$400/month
\$4,000/year
- Position 6 & 8: \$500/month
\$5,000/year
- Position 7: \$550/month
\$5,500/year

Overview:

As with most Internet sites, the Health Imaging Hub home page is the most viewed page on our website. The home page is designed to provide as much information as possible for our valued readers. This also creates high volume branding opportunities for our advertisers. Positions vary in size and location to accommodate different marketing budgets and exposure needs. A variety of readers visit the homepage for news, premium content, radiology teaching files, industry updates, multimedia, and more! The home page leads to other valuable resources inside the Hub and is a great place to increase visibility of your product or service.

Our regionally focused news, segmented by country and topic, makes it easy for readers to locate and explore the latest health imaging and IT information through our comprehensive homepage.



Quick Monthly Stats:

Monthly Visitors	2,716
Page Impressions	10,342
Countries	73

Leading Keywords:

- x ray imaging companies in europe
- healthcare informatics suppliers directory usa
- medical imaging directory
- radiation oncology dealers united states
- diagnostic imaging directory
- interventional radiology companies
- medical imaging distributors in philippines
- ultrasound companies
- breast health imaging companies
- dermatologist in yemen
- dicompacs suppliers jordan
- health imaging companies
- health imaging it companies
- listing of radiology companies
- mobile healthcare company new zealand
- mri companies
- radiology imaging companies
- radiology medical product china
- teleradiology directory

Top Countries:

- United States
- United Kingdom
- India
- United Arab Emirates
- China
- Germany
- France
- Saudi Arabia
- Australia
- Brazil

Rate Card:

Free Basic Listing

Professional

Membership: \$750 per year

Overview:

Increase awareness of your products and services, support your sales efforts and post multimedia content with a fully optimized Business Directory listing! Your listing will be seen by thousands of our loyal viewers. Plus, the Hub's Business Directory is designed to maximize our expertise in SEO and viral marketing.

Why your company should have full optimized listing?

Health Imaging Hub will help drive more traffic to your website through various marketing opportunities. Your professional business directory listing will include:

- ◆ Rotating Logo on the Home Page and one of the portals of your choice.
- ◆ Full contact information
- ◆ Listing will link back to your website
- ◆ List of product and services / sales collateral
- ◆ Multimedia
- ◆ Ability to edit your page at any time
- ◆ Optimized profiling for search engines
- ◆ Whitepapers & Case Studies Upload to your listing
- ◆ Friendly View
- ◆ Ability to add more options if it's required
- ◆ Exposure through our partner websites.

The screenshot shows the website's navigation menu with options like HOME, PORTALS, ONLINE UNIVERSITY, EDUCATION, WEBCAST, HUBPEDIA, DOWNLOADS, DHIMS EPOSUM, and RSSA. Below the navigation is a search bar with a list of letters (A-Z) and an 'Add Entry' button. The main content area features a listing for 'ICT For Health' with a logo and contact information. The contact details include: Address: 53 Ahmed Kasem Goda, Abbas El Akkad, Naser City, Cairo, Egypt; Contact Info: Contact us, Phone: 0020108523040, http://www.icthforhealth.com. Below the listing is an 'Overview' section with a description of ICT For Health's services. At the bottom, there are buttons for 'Company Profile', 'Product/Services', and 'Links/Articles', along with a 'Multimedia' section containing a video player.

CONTACT US



To further discuss your advertising needs and how we can help, contact:

SALES INQUIRIES

Sales Director

Gregg Haunroth

Tel: 608 562 6537

Cell: 608 548 0253

sales@healthimaginghub.com

Business Directory Sales

Suzanne Hunter

Tel.: 469 532 2239

Suzanne@healthimaginghub.com

CORPORATE RELATIONS

Herman Oosterwijk

Vice President & CTO

Tel: 940 367 4446

Herman@healthimaginghub.com

Zaheer Abbas

Vice President & CEO

Tel: 580 740 5644

Zaheer@healthimaginghub.com

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2001 East Oak Shores Drive
Aubrey TX 76227
Tel: (469) 532 2239
info@healthimaginghub.com
www.healthimaginghub.com