



LOSpro Advertising Opportunities

(Rates effective 7/1/09)

Free Courtesy Ad: All medical vendors within a LOSpro community may advertise for free. The ad is limited to name, address and phone number. Courtesy ads randomly populate among other courtesy ads. You may upgrade your ad at any time.

\$500.00 Classic Ad: This ad is for the budget minded. With a LOSpro Classic Ad you will receive a hosted LOSpro page for one year, redundant backups, and quarterly updates as needed. Your ad placement will randomly populate among the other Classic ads in your category. You will have a bold title with address, phone, fax and a photo or your logo*. In addition you will receive:

- A "Map it" feature that provides a Google navigable maps
- A "Mail to a Friend" feature that sends your LOSpro page and tour directly to an email recipient
- A Link to your business or corporate website
- Email link to you – or your designee
- One printable form or brochure
- Monthly tracking of LOSpro hits upon request
- Access to the LOSpro Calendar to highlight your events
- Access to the LOSpro blog and news sections
- A "Read More" page with any or all of the following features: A two – three paragraph summary with description of your business, care options, property amenities, social activities, products and services, rates, insurances, number of beds, FAQs, service area and license number and type.
- 7 day/week Tech Support

With a Classic ad you always have the ability to upgrade to a Premier ad or add **A la Carte Features** such as; videos, slide shows, brochures, referral forms or landing pages for an additional fee.

\$700.00 Premier Ad: If you would like your ad to appear above the Classic ads, then this is for you. In addition to a top tier listing that randomly populates, your summary description will display on the front page in your category instead of on the "Read More" page. You can also highlight services by adding 6 – 8 bullet points on the front page of your category. You also have an opportunity to add a la Carte features and have LOSpro front page banner ad advertising**.

* No charge if provided by you. Photos can be taken by LOSpro for a nominal fee

** Limited availability, varying sizes, at an additional cost