

MedicarePhD.com

MASTERING THE MEDICARE MAZE

2010 Advertising Rate Card

Homepage Banner Ads

Left Rail Ad Large - Sample A
120 x 240 pixels
\$260 per month

Left Rail Ad Small- Sample B
120 x 90 pixels
\$160 per month

Right Rail Ad Large- Sample C
120 x 240 pixels
\$300 per month

Right Rail Ad Small- Sample D
120 x 90 pixels
\$200 per month

Leaderboard Ad - Sample E
500 x 100 pixels
\$260 per month

Standard Banner Ads

Left Rail Ad Large - Sample A
120 x 240 pixels
\$130 per month

Left Rail Ad Small - Sample B
120 x 90 pixels
\$80 per month

Right Rail Ad Large- Sample C
120 x 240 pixels
\$150 per month

Right Rail Ad Small- Sample D
120 x 90 pixels
\$100 per month

Leaderboard Ad - Sample E
500 x 100 pixels
\$130 per month

Ad Production

\$75 for ad design, per ad. Contact ads@medicarephd.com for more information.

Send camera-ready ads to ads@medicarephd.com in a JPG or GIF format (30k max.) and specify the destination URL. All ads will be posted within 5-10 business days after receipt of payment.

Discounts

A 25% discount will be applied to six month advertising contracts.

A 25% discount will be applied to each additional page an ad is displayed (limit three) per month.

EXAMPLE: Standard Right Rail Large Ad on 3 pages for one month will be \$375 (\$150 +\$112.50 +\$112.50)

Please contact ads@medicarephd.com if you have questions.

MedicarePhD.com

MASTERING THE MEDICARE MAZE

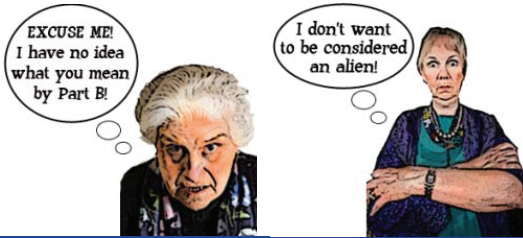
- Home
- Introduction
- Magnitude of Medicare
- Learn Your ABC and Ds
- 12 Most Asked Questions on Part A and B
- Alternatives to Original Medicare
- Agent and Company Agendas
- Marketing Abuse
- How Do I Educate Myself?
- Financial Assistance
- Appeals
- Fraud
- Legislation and Reform
- How Do I Make a Decision?
- My Personal Selection
- Accessing Answers and Advertising
- Glossary

Printer Friendly

LEARN YOUR A B C & Ds

Medicare is simply a federal health plan for people 65 and older and some categories of disabled individuals that are under 65. For reasons that we are not going to question, Medicare is divided into four areas; A, B, C, & D. Each of these letters signifies a separate area of Medicare coverage and we are going to assume that this is the first exposure for many of you to these four segments.

A quick aside should make you feel better if you are a complete novice in the field. Knowing absolutely nothing about Medicare, I attended my first community meeting sponsored by a major insurance company. The agent almost immediately started discussing "Part B" and I raised my hand and informed him I did not know what "Part B" meant. He looked at me like he basically had never encountered a life form such as myself, and gave a very brief explanation. The moral of the story is, **IF YOU DO NOT WANT TO BE VIEWED AS AN ALIEN**, finish reading this website.



sample
C

sample
D

PART A - HOSPITAL

OK, Part A is the hospital section of Medicare and provides coverage for inpatient hospital stays, skilled nursing facility care, limited home health care, and hospice. There are applicable deductibles and co-pays as we have already informed you that Medicare does not pay all of your medical expenses.

PART B - PHYSICIANS

The Part B division pertains to doctor's visits, outpatient care, lab services, preventative care such as flu shots, colorectal and prostate screenings, mammograms plus most x-rays and durable medical equipment (wheelchairs, etc.) As with Part A, there are deductible and co-pays.

sample
A

PART A AND B - BENEFITS

Part A & B are generally described as "Original Medicare" and almost everyone 65 and over is eligible for these medical benefits. An entire website could be devoted to the A & B benefits and the exceptions pertaining to each item, but we provide below a quick reference of services covered and those not eligible. A complete breakdown is included in the government publication "Medicare & You" which we will later tell you how to obtain, and is the only publication outside of this website that you might want to acquire.

Please realize that the following are generalizations with most services having some qualifications, time limits, co-pays, and deductibles. Medicare Part A & B are designed to assist you with health care expenses, not provide complete coverage.

PART A PROVIDES:

- Inpatient hospital services
- Drugs administered in the hospital

sample
B

While they definitely relieve you of the majority of deductible and co-pay expense associated with Part A & B, they do require a premium payment (unlike many Medicare Advantage policies) and they provide no prescription drug coverage. More details are forthcoming in a later section.

Go to Next Section:
12 Most Asked Questions on Part A and B >>

sample
E



Advertising Contract

YOUR INFORMATION

Company Name _____

Mailing Address _____

City/State/ZIP _____

Contact Person _____

Phone _____ Email _____

ADVERTISING OPTIONS

Standard Ad

Right Rail Large: Quantity 1 2 3 Specify page(s): _____

Right Rail Small: Quantity 1 2 3 Specify page(s): _____

Left Rail Large: Quantity 1 2 3 Specify page(s): _____

Left Rail Small: Quantity 1 2 3 Specify page(s): _____

Leaderboard: Quantity 1 2 3 Specify page(s): _____

Homepage Ad

Right Rail Large Right Rail Small Left Rail Large Left Rail Small Leaderboard

Please indicate number of months to display ad: _____ *** 25% discount applies with a six month contract*

I will email my camera-ready ad to ads@medicarephd.com

I would like to have my ad designed (\$75)

Please send this completed form to one of the following:

1. Mail to: The MedicarePhD.com Inc., Box 3129, Clearwater Beach, FL 33767
2. Scan and email to: ads@medicarephd.com

Once this form is received, you will be sent (via email) an invoice for the total amount due for the advertising options you selected, along with further instructions for submitting payment and/or ad preparation. All ads will be displayed within 5-10 business days of receiving payment.