

Medimap facilitates hyper-local, real-time access to walk-in clinics and allied health practices across the entire country.



Medimap is an online platform that links together existing healthcare facilities in a virtual network



This network provides patients with one entry point, enabling them to view and compare clinic availability locally



Clinics can mark themselves as open for business, at capacity, or closed with a touch of the button or even integrate their calendars and EMRs - controlling both demand and capacity for their practice

Transforming the way patients connect with healthcare providers

OUR HISTORY



Canada's leading
healthcare search
& booking service



We're changing the way Canadians access healthcare.

Founded in 2015 to connect patients with available walk-in clinics

Medimap has expanded its platform to include a network of **more than 4200 practices**, pharmacies, and walk-in clinics across the country

We have helped **over 12 million Canadians** find the care they need when they need it

Every month **over 250,000 Canadians** rely on Medimap as their means of finding same-day, and often last-minute, non-urgent access to care

Medimap has become the **largest patient network in Canada**

OUR PARTNERS



OUR AUDIENCE

250K

Avg. monthly traffic

650K

Avg. monthly page views

+12M

Canadians finding care

56/43

Female/Male (%)

67%

Mobile Access

Coverage across the entire 18-64 age spectrum

OVER 30 MAJOR NEWS MENTIONS
IN LOCAL AND NATIONAL OUTLETS

CityNews
Everywhere

Global
NEWS

CTV
NEWS


CBCradio

VANCOUVER SUN

PRICING

ROS standard placement: \$70 CPM

TERMS

Fixed term, fixed impression, and rolling campaigns are all available.

SPECS






- PNG, JPEG, GIF (animation accepted)
- No flash
- Resolution 72 dpi
- Maximum file size 1 MB

Note

Click through rates for Banner Ads ranges between 0.15% to 0.30%. This range is greatly dependent on ad format, copy and target audience.

Comparable campaigns were consistently above 0.25%

SUPPORTED IAB AD SIZES

Device	Name	Size(px)
 Desktop	Skyscraper	160*600
 Desktop	Leaderboard	728*90
 Desktop	Map Banner Medium	468*60
 Desktop/Mobile	Smartphone Banner	320*50
 Desktop/Mobile	Medium Rectangle	300*250

Contact us: advertising@medimap.ca