

WEBMD.COM

WebMD®

MEDIA KIT
2022

POINT OF CARE





WEBMD POINT OF CARE

YOUR PATH TO HEALTH AND WELLNESS

WebMD's mission is to enable people to live better lives by empowering them to make well-informed decisions, which can improve overall well-being and health outcomes. Our trustworthy brand does this by offering custom condition guides, "Your Visit" workbooks, and high-impact posters to engage patients during various stages of any condition.

Content to Care

WebMD editors convey health conditions in a straightforward and easy-to-understand context.

Copy is written by health journalists and reviewed by staff medical editors.

Trusted, accurate, and actionable information enables consumers to learn more and make decisions.

Personalization

First-person experiences detail prevention, management, and treatment of common ailments and chronic conditions.

The WebMD brand is a magnet for consumers involved in their own health at a hyper-aware moment.

Medical & Health Innovation

WebMD delivers an unsurpassed breadth and depth of knowledge on the latest health trends, new research studies, and cutting-edge technology, as well as relevant health innovation information to consumers wherever they are in their health journey.

Distribution

WebMD Point-of-Care programs are created with a custom distribution plan including access to 500,000+ physicians in top specialties and care locations, through WebMD.com and interactive digital formats, including a new audio feature.

WEBMD POINT-OF-CARE PROGRAMS

Custom Condition Guides

WebMD custom condition guides offer its audience a fresh and dynamic approach to understanding health and wellness in today's climate. The guide provides personalization on a variety of topics for audience engagement. Inside each guide, you will find up-to-date health content customized to meet an individual's needs. Additional content or videos relating to the condition can be found by using a mobile phone camera to scan the guide's QR code on the cover. WebMD ensures accessible and top-level education for everyone from the patient to the caregiver.



"Your Visit" Workbooks

A print, digital, and mobile-optimized workbook designed to engage the patient in preparation for thoughtful doctor interaction. The reusable workbook, which allows individuals to notate symptoms, prescriptions, and more, is perfect for post-visit support and helps the patient prepare for their next doctor discussion.

FREQUENCY AND CIRCULATION

WebMD condition guides have a bimonthly frequency, with 25 copies distributed to targeted offices.

QR CODE ACTIVATION

WebMD condition guides can be activated with a QR code to launch content or videos aligned with condition education alongside your brand ad. Options include:

- A PDF of the printed edition with your MLR-approved brand ad for digital use.
- A standalone video created by WebMD editors adjacent to your mobile banner ads or pre-roll video.
- Integration with your brand's sponsored editorial destination on WebMD.com.

ADDITIONAL SPECIAL FEATURES

- Inserts
- Individual plastic wrapping
- Spanish language
- Custom display holders
- Counter cards
- Audio feature button

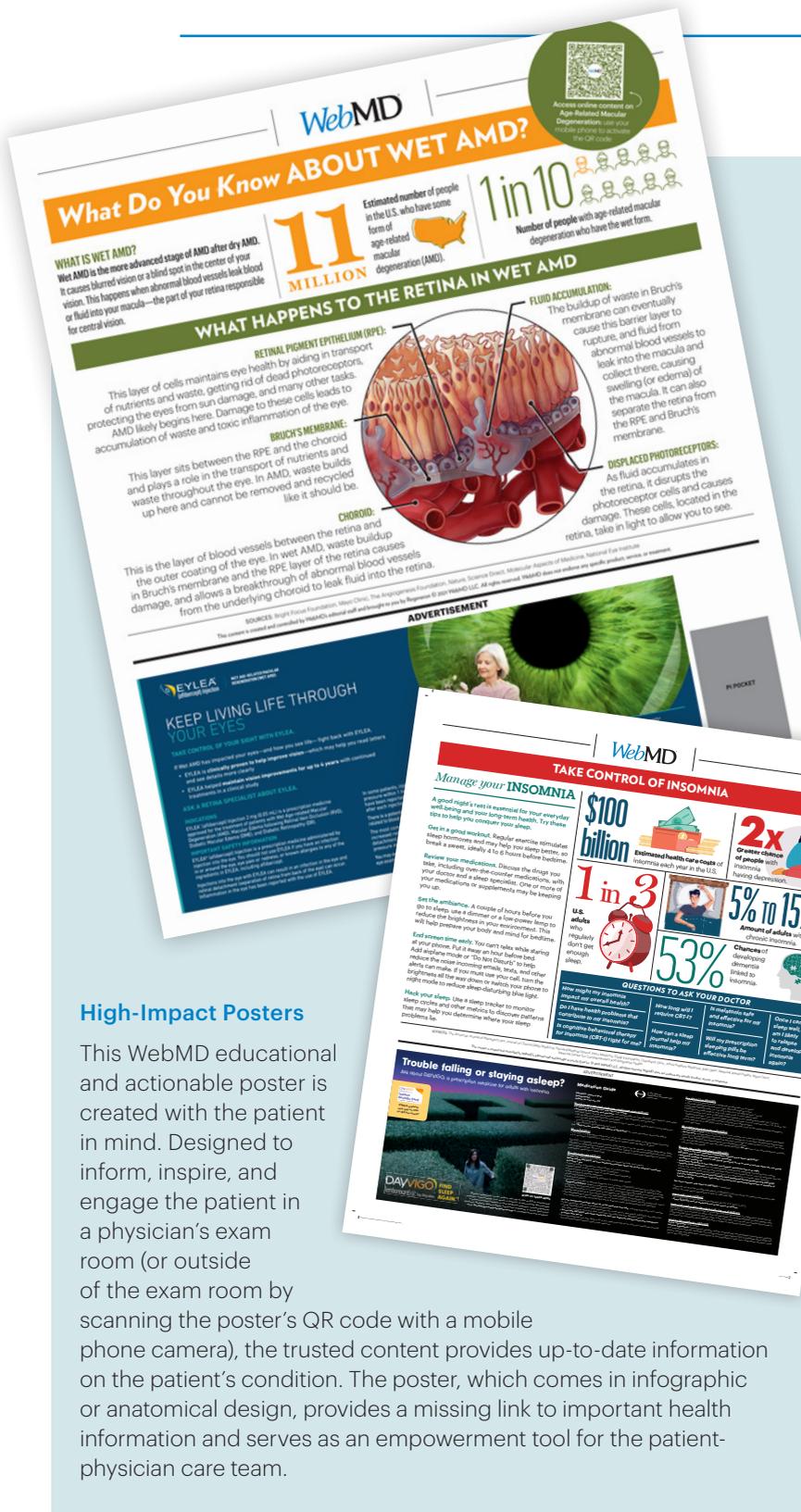
*Additional costs apply

ISSUES & SPECS

WebMD condition guides are available any time for bimonthly distribution. Space close is approximately 14 weeks prior to the desired in-office date. Materials are due approximately 4 weeks prior to the desired in-office date.

GENERAL SPECIFICATIONS	NON-BLEED STANDARD		
Printing Process:	AD PAGE DIMENSIONS		
Offset Full Run.	Spread	15.5	x 10.0
Trim Size: 8.000 x 10.500.	1 pg	7.5	x 10.0
Binding Method: Saddle Stitched.	2/3 v	4.75	x 10.0
Colors Available: 4-color process.	1/2 v	3.375	x 10.0
Covers: 4-color process.	1/2 h	7.5	x 4.5
	1/3 v	2.0	x 10.0

WEBMD POINT-OF-CARE PROGRAMS



High-Impact Posters

This WebMD educational and actionable poster is created with the patient in mind. Designed to inform, inspire, and engage the patient in a physician's exam room (or outside of the exam room by scanning the poster's QR code with a mobile phone camera), the trusted content provides up-to-date information on the patient's condition. The poster, which comes in infographic or anatomical design, provides a missing link to important health information and serves as an empowerment tool for the patient-physician care team.

QR CODE ACTIVATION

WebMD high-impact posters and educational trifolds can be activated with a QR code to launch content or videos aligned with condition education alongside your brand ad. Options include:



- A standalone video created by WebMD editors adjacent to your mobile banner ads or pre-roll video.
- Integration with your brand's sponsored editorial destination on WebMD.com.

ISSUE & CLOSING DATES

WebMD high-impact posters and educational trifolds are available any time of year. Space commitment is due approximately 14 weeks prior to desired in-office date. Materials are due approximately 5 weeks prior to desired in-office date.

AD SUBMISSION

Please submit ad files to John Caggiano, Senior Corporate Production Director at: jcaggiano@webmd.net.

MEASUREMENT & PERFORMANCE

TAP INTO INDUSTRY-LEADING RESEARCH AND ANALYTICS to better understand your consumer.



WEBMD POINT-OF-CARE OFFERS

- HCP Surveys
- Brand Lift Studies
- Third-Party Measurement
 - IQVIA, Crossix, Symphony
- Pre/post Awareness Measurement
- ROI Guarantees

All measurement and performance programs are based upon a minimum six-month contract and deal terms negotiated on a case-by-case basis. WebMD will determine the viability of each program with a thorough pre-sale evaluation and work with the client's preferred third-party vendor.

For in-depth case studies with measurement relevant to your brand, please contact VP, Publisher Vanessa Cognard at: vcognard@webmd.net.

WEBMD POINT-OF-CARE CONTRACTS & EXCLUSIVITY

WebMD Point-of-Care is a free editorial subscription service to the physicians receiving WebMD educational materials. WebMD provides AAM audits and postal receipts for exam room posters and condition guides to confirm production and delivery.

First right of refusal: For contracted specialty offices and Point-of-Care products, WebMD offers first right of refusal to advertisers based upon the contract start and end dates. Specialty office inventory contracts are subject to short rates if a Point-of-Care product is canceled/delayed by the advertiser.

All Point-of-Care programs are subject to short rate fees if delayed to launch in office pending the inventory, timing of the delay, and the WebMD investment in paper, editorial, and design production.