

WEBMD.COM

WebMD®

MEDIA KIT  
2022

POINT OF CARE





# WEBMD POINT OF CARE

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## 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

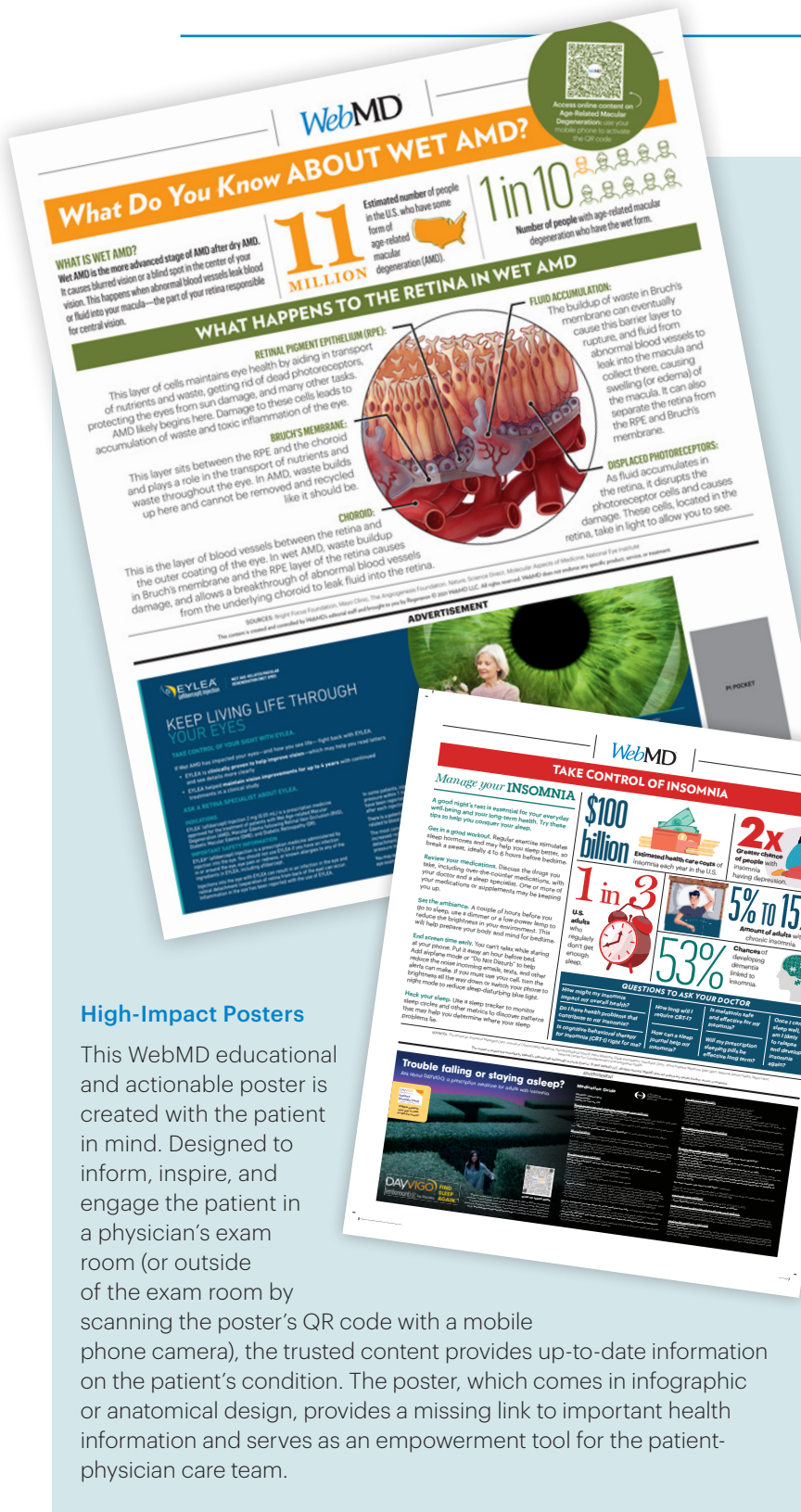
\*Additional costs apply

## 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.

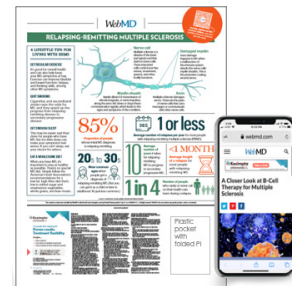
GENERAL SPECIFICATIONS	NON-BLEED STANDARD		
Printing Process:	AD PAGE DIMENSIONS		
Offset Full Run.	Spread . . . . .	15.5	x 10.0
Trim Size: 8.000 x 10.500.	1 pg . . . . .	7.5	x 10.0
Binding Method: Saddle Stitched.	2/3 v . . . . .	4.75	x 10.0
Colors Available: 4-color process.	1/2 v . . . . .	3.375	x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



## 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](mailto:jcaggiano@webmd.net).

## 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.

# MEASUREMENT & PERFORMANCE

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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](mailto:vcognard@webmd.net).

## WEBMD POINT-OF-CARE CONTRACTS & EXCLUSIVITY

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**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.