



HEALTH Media NETWORK

Programmatic DOOH media kit

2021



Programmatic **footprint**

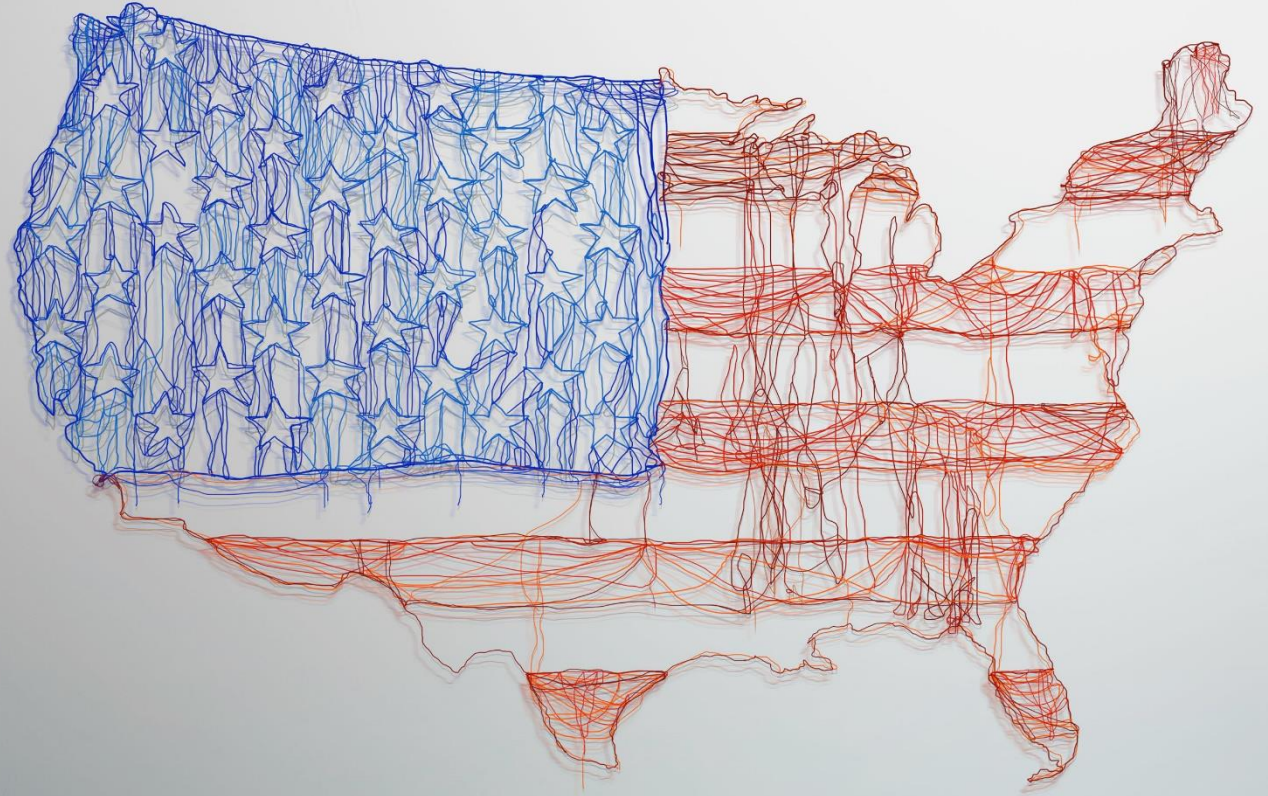
We have over 6,000
medical, vet, & lab
waiting room screens

30M | monthly
impressions¹

top 200+ DMAs

national reach | local precision

consumer and professional audiences



Digital OOH with



HEALTH Media NETWORK



How we transact
programmatically



open RTB

100%

viewable

100%

brand
safe



private
marketplace



programmatic
direct + guaranteed

0

Ad
fraud

0

Ad
blocking

VISTAR MEDIA
Broadsign





Why is the **healthcare audience** so important to reach?



\$1T
HOSPITAL CARE



\$635B
PHYSICIAN CARE



\$325B
Rx DRUGS

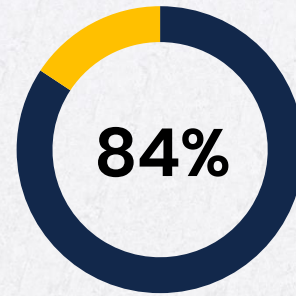


\$20B
VET CARE

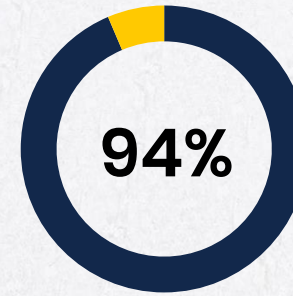
We **spend more** on healthcare today than we have at any point in the past!

Everyone goes to the doctor

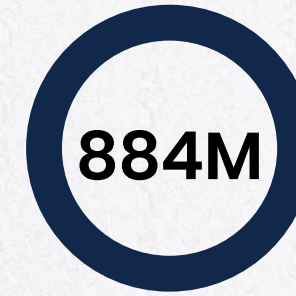
(Y)our audience



of Adults 18+ have seen a doctor in the past year




of Kids have seen a doctor in the past year



office based physician visits in the US



**So what does our
audience look like?**



Demographically rich audience



women
51%



men
49%



median hhi
\$60K



college grads
73%



privately
insured **67%**



married
70%

Audience **profile** and **action bias**

Post-visit actions taken

64%

engaged
in at least
one action

Attended advertised sporting event, festival, concert

15%

Recommended product/brand

20%

Visited social media site, posted to blog/social media

24%

Saw advertised movie or TV show

25%

Visited website/searched online

28%

Visited advertised store, restaurant, other business

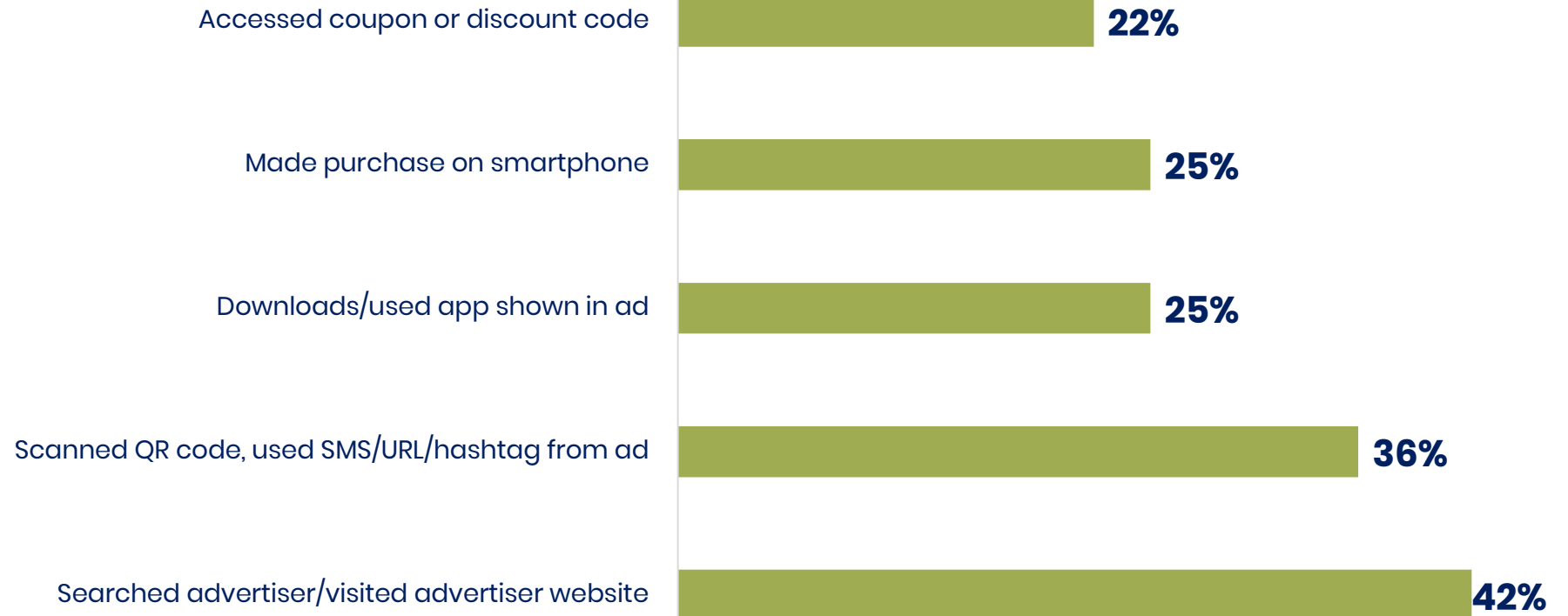
32%

Audience **profile and action bias**

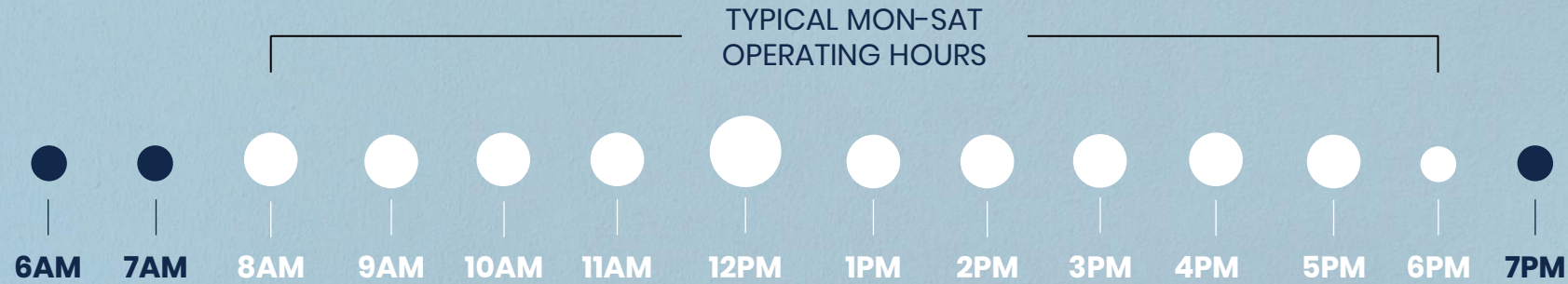
Mobile/smartphone actions taken

54%

engaged
in at least
one action



They are a captive audience
spending at least **30 minutes exposed** to our screens



They are an **engaged** audience



The HMN **environment**

Clutter-free

Family-friendly

Quiet

Immersive

Primary media

95%

watch our screen while
waiting for their appointment¹

90%

have a more favorable brand
opinion after viewing an ad on
our screens versus in-home¹



Multi-screen interactions

The impact of **two screen** engagement



50%

are interacting with our screens via their smartphones¹

22%

took a photo of screen content to refer back to¹

34%

used their smartphone to search for info related to screen content¹

3x

ctr to brand site vs. mobile alone¹



Mobile activity



texting
88%¹



email
70%¹



facebook
62%¹



camera
60%¹



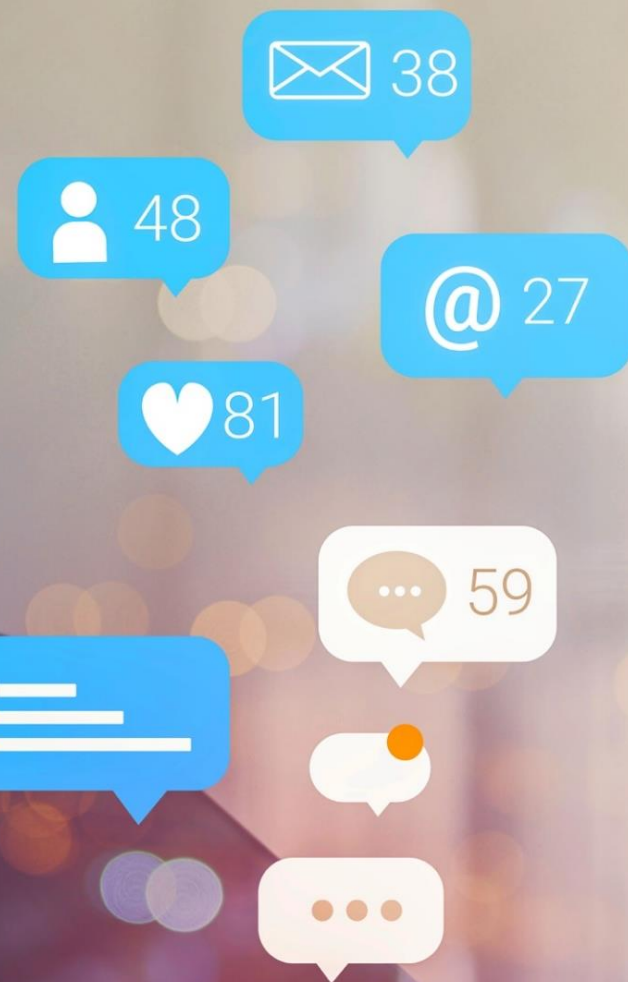
reading news
58%¹



on-line
shopping
56%¹



checking
weather
54%¹



Where they spend their time

Office **size**

80% | large practices

20% | SME

Office **profiles**

75% | human care practices

25% | pet care practices

Average annual **visits**

3 | total audience

6 | women's health network

3 | pet care TV network



Opportunities to work together

Ways to **target**

Audience

Age group
Ethnicity
Gender
HHI
Insurance

Lifestyle

Diet & nutrition
Family-friendly
Health & Wellness

Wellness

Behavioral
Cardiovascular
Endocrinology
Oncology
Pediatrics
+ 35 more!

Contextual

Business & tech
Entertainment & News
Food & Recipes
Travel
Weather

Geography

National
Regional
State
DMA
Zip

Time Based

Daypart
Event & Happenings
Time-of-day

Audience targeting **example**

HMN is the pDOOH partner
to reach women

67%

female
audience

2,500+
screens

6M+ monthly
impressions

We're at the center of **women's commitment** to health



we invite your brand to be a part of the journey

Campaign **example**

Automotive Campaign

AutoNation wants to reach men 25-54 in the market for a new car, close to one of their dealerships ..



Programmatic footprint

- ❖ 65 offices within 5 miles of an AN dealer
- ❖ 110K Individuals weekly
- ❖ 585K Impressions weekly
- ❖ Mobile retargeting extension

Campaign **example**

OTC Healthcare Campaign

ICY Hot Smart Relief wants to reach adults 35-64 with chronic pain ..



Audience

Adults 35 - 64



Office targets

General Practitioners
Internal Medicine
Men's Health
Pain Specialists
Women's Health



Dayparts

Mon. - Sat.
8a - 6p



Retail locations

Hoboken
Jersey City
Newark
New York City



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Programmatic footprint

- ❖ 45 offices within 5 miles of pharmacies
- ❖ 75K Individuals weekly
- ❖ 405K Impressions weekly
- ❖ Mobile retargeting extension (e.g. coupons and QR codes)

Campaign **example**

QSR Campaign

Burger King wants to reach busy moms on-the-go ..



Audience

Women 25 – 44
with kids



Office targets

Family Medicine
OB/GYN
Pediatricians
Primary Care
Women's Health



Dayparts

Mon. – Sat.
10a – 2p
4p – 7p



Restaurant locations

Austin
Dallas
Houston
San Antonio



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Programmatic footprint

- ❖ 40 offices within 5 miles of BK locations
- ❖ 65K Individuals weekly
- ❖ 475K Impressions weekly
- ❖ Mobile retargeting extension (e.g. coupons and QR codes)

Case studies

Case study

OTC health brand

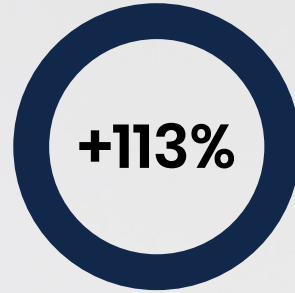
Brand objective:

Measure HMN campaign effectiveness

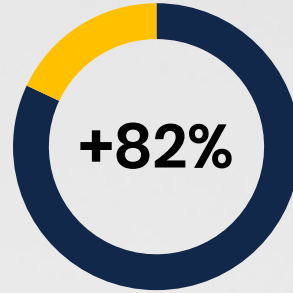
Methodology:

An in-office intercept survey of adults 18+

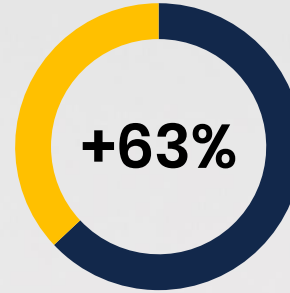
HMN campaign results



Purchase brand in the next 12 mos.



Recommended brand



Brand relevance

HMN campaign impact



said the ad was more believable because the ad was shown in a doctor's office vs in home

Brand engagement:



have a more favorable brand opinion after campaign exposure



will purchase the brand within the next 12 months



"I'm listening to advice more carefully at the doctor's office."

Case study

Healthy juice drink

Brand objective:

Change brand perception as a mature, well-known healthy lifestyle product

Methodology:

An in-office intercept survey of targeted patient groups

HMN campaign results



Purchase intent



Fits lifestyle

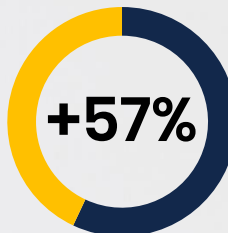


Likelihood to recommend



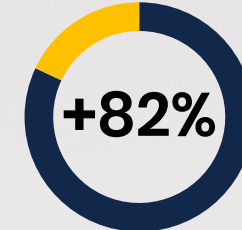
Brand relevance

HMN campaign impact



have a more favorable opinion of the brand after viewing in their doctor's office

Brand engagement:



will visit a retailer within 24 hours of HMN office visit



to purchase brand
to recommend brand

Case study

Pet care brand

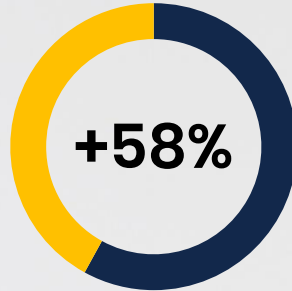
Brand objective:

Measure HMN campaign impact on brand awareness, intent favorability

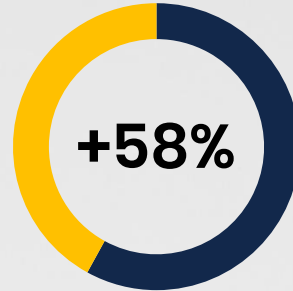
Methodology:

An in-office intercept survey of pet parents in veterinary offices

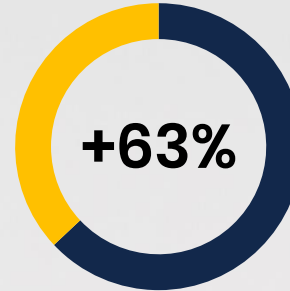
HMN campaign results



Learned something new about the brand



Associate tagline with the brand



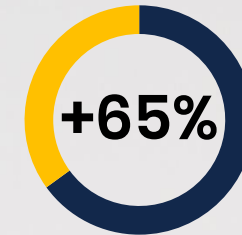
Brand relevance

HMN campaign impact



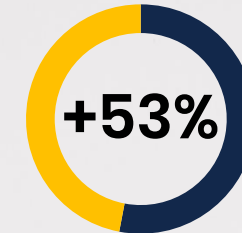
to purchase brand
to recommend brand

Brand engagement:



of pet parents will discuss the brand with their veterinarian at their next visit

Brand favorability:



had a more favorable brand opinion after seeing ad on PetCare TV

Creative + specs

Advertising **specifications**

Specifications for advertiser provided content

All advertiser provided content will be displayed on 32" or 42" LCD screens with a 16:9 ratio

Any content provided with a resolution other than 1280 x 720 may not fill the screen properly

- **Video:** avi, mpg, mpeg2, mp4, mov
- **Codecs:** Divx, Xvid, H.264
- **FPS:** 29.97, 25
- **Bit rate:** up to an average of 4,000 kbps
- **Flash:** swf in versions 6 or 8 (must have background layer included with EOS instructions, FS Command)
- **Static:** jpg, jpeg, png with a 150 dpi or higher

Submission & file uploads

Upload digital files to Dropbox or the file sharing server of your choice.

Share the file link to the file(s) with our content manager, Mike Smith.

Thank **you.**