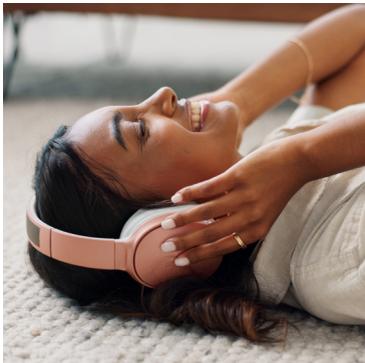


WEBMD.COM

WebMD®

MEDIA KIT  
2025

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 informed decisions, which can improve overall well-being and health outcomes. Our trustworthy brand does this by offering custom condition guides and workbooks, high-impact posters, and health handbooks 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 smartphone camera to scan the QR code on the cover of the guide. Spanish language is also available for this product. WebMD ensures accessible and top-level education for everyone from the patient to the caregiver.

## 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. Digest and digest plus sizes are also available. Contact: [vcognard@webmd.net](mailto:vcognard@webmd.net).

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

## FREQUENCY AND CIRCULATION

WebMD condition guides can be contracted at a bimonthly and/or quarterly 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

- Custom display holders
- Counter cards
- Trifold brochures
- Postcard displays
- OTC product samples

\*Extra costs apply

# WebMD

POINT OF CARE

Our mission at WebMD comes with a continued commitment to acknowledge, draw awareness of, and address the disparity of health access, health outcomes, and health literacy in the U.S. Everything from our point-of-care content development, visual imagery, in-language offerings, distribution plans, and even our in-house talent, takes action toward achieving healthy equity.

## THROUGH OUR LENS

With nearly 345+ million people living in the United States, WebMD has a responsibility to produce health content that diverse audiences can not only relate to but learn from as well. Many communities don't have the access to care that they need, both logistically and financially. In view of this, we want to put a spotlight on achieving health equity and breaking barriers with our Through Our Lens condition guide series.

- In TOL, we provide a rich content experience that highlights health equity and elevates health literacy across all conditions.
- The content offers a special focus on racial, ethnic, and cultural disparities—in English and Spanish.
- We help empower audiences to become their best advocate for their health care needs.



## COMMUNITY DISTRIBUTION

Due to a variety of reasons, many underserved communities may not be able to access our current posters and condition guides, which are distributed to a select group of doctors offices nationwide. With that in mind, we improved our audience reach through community and public place distribution, which targets more than 19,000 locations in the United States, including youth and civic centers, libraries, churches, beauty salons, barber shops, and more.

- The states with the highest populations for Hispanic/Latinx and African Americans include California, Florida, Georgia, Illinois, New York, and Texas.

Our goal is to help bridge the gap and meet people where they are.



### Laura J. Downey, Executive Editor, WebMD Point-of-Care Products

Laura brings her commitment to health literacy and journalistic integrity to convey health conditions in a straightforward context. She is a graduate of the 2022 Maynard 200 Fellowship's Executive Leadership track. The Robert C. Maynard Institute is a nonprofit dedicated to expanding diversity in new media and advancing equity, inclusion and belonging in journalism. Laura is the president of the Georgia Chapter of the Society of Professional Journalists. She is the first Black president since the official founding of the chapter in 2014.

- Full BIO: [linkedin.com/in/laura-downey-509a0758/](https://www.linkedin.com/in/laura-downey-509a0758/)

# WEBMD POINT-OF-CARE PROGRAMS



## My Visit. Our Plan.

This WebMD exclusive patient and physician workbook is designed to facilitate mutual discovery in diagnosis and treatment. It is a conversational, educational tool for today's visit, which is meant to help the patient overcome communication barriers and comprehend the physician's information more effectively.

This workbook was created to foster a closer partnership between patient and doctor. It can be used as a tool to build trust, gain knowledge, and earn mutual respect.



## QR CODE ACTIVATION

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



- A standalone 3D video created by WebMD editors. Option to include pre-roll banners.
- Integration with your brand's sponsored editorial destination on WebMD.com.

## High-Impact Posters

This WebMD educational and actionable poster is created for the patient, intended to foster patient-physician dialogue. Designed to inform, inspire, and engage the patient in a physician's exam room, 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.



## ISSUE & CLOSING DATES

WebMD high-impact posters 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 Michele Leopold, Production Director at: [mleopold@webmd.net](mailto:mleopold@webmd.net).

# NEW AND ADD ONS



## DISCOVERY TO RECOVERY:

Utilizing the power of proximity, WebMD point of care fosters improved communication between health care providers and their patients—at the moments that matter most. Learn more about this exclusive approach to point of care *and beyond* at: [poc@webmd.net](mailto:poc@webmd.net).

- Includes in-office, hospital, and critical care settings and in and around POC locations (mobile only—smart geofencing approach).

## NEW QUESTIONS POSTER

- **QUESTIONS** is a WebMD exclusive exam room poster designed to **overcome communication barriers** and **facilitate mutual discovery**.
- The content helps the patient focus on **key questions to ask** and enables the care team to **work together with the patient for diagnosis and treatment**.



## NEW INSIDE THE BODY

- **INSIDE THE BODY** is a WebMD exclusive exam room poster designed to enhance understanding and awareness of body functions through a clear **anatomical visual illustration** and **custom 3D video**.

## NEW ADD ON CAREGIVER CONNECT

- Caregiver Connect is a WebMD exclusive: a hybrid guide/workbook compatible with all point-of-care programs.
- **Add on** to a condition guide program and/or exam room poster.



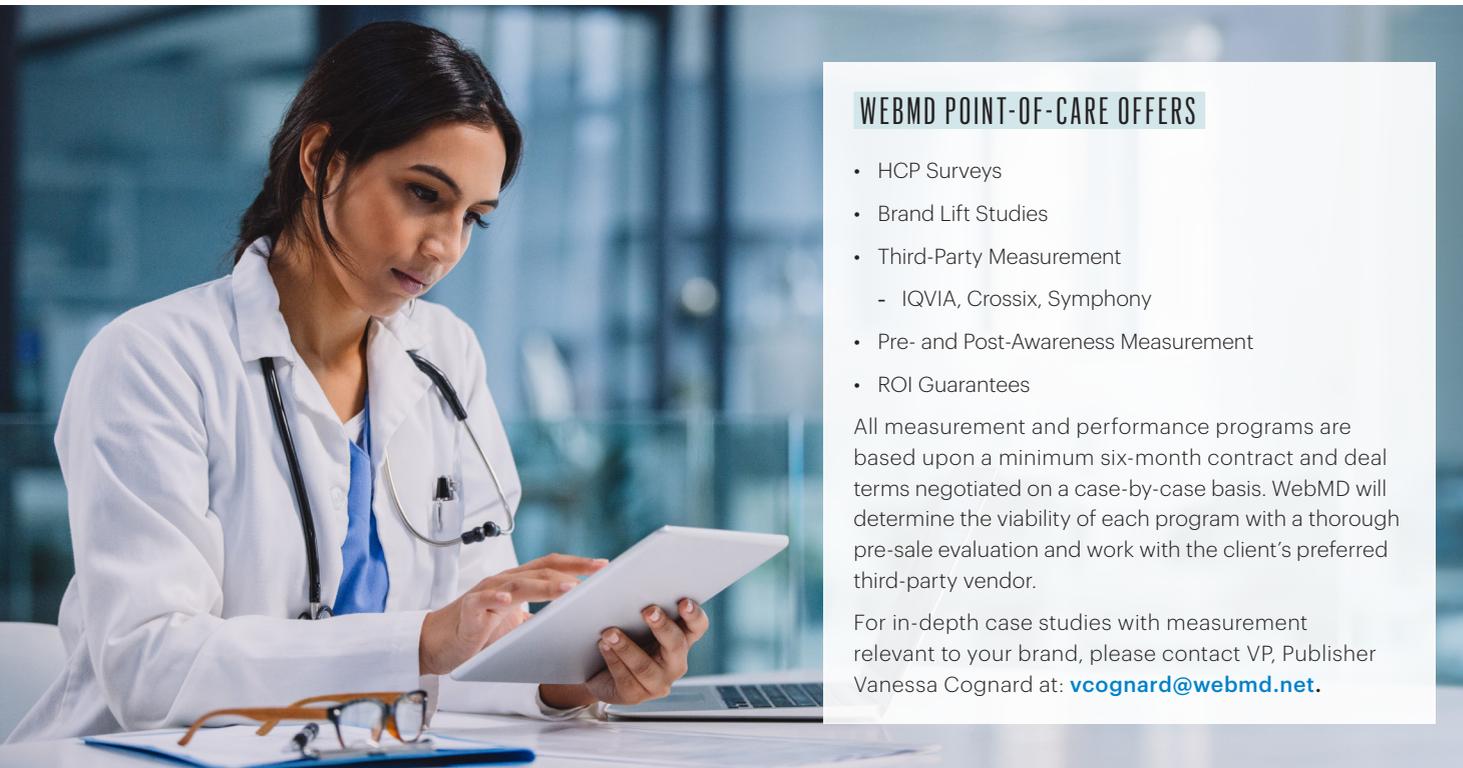
## NEW ADD ON WEBMD HEALTH HANDBOOK

- This is an exclusive WebMD resource for patients and families needing **comprehensive information** on newly diagnosed conditions.
- The WebMD Health Handbook offers **in-depth information to guide patients from diagnosis to treatment and beyond**.

# 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- and 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

---

**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.