

Reaching Your Audience Through Health Care Providers

**All programs are subject to approval of the Doctor's Offices.*

Medical Office Wallboard Advertising

The program includes placement of wallboards in individual medical offices, nationwide.

The wallboards are 2' x 3' in size, framed and wall mounted in the office. Evolution will secure the offices of your choice, in the markets you select.

- Design, content, aesthetic, advertiser participation and messaging are client's responsibility.
- The amount of space allocated to participating advertisers is up to client. Client will provide wallboard content.
- The program investment includes:
 - Securing medical offices for the program.
 - Printing a common wallboard for all locations, supplying the frame and mounting the framed poster in the offices.
 - Wallboard program utilizes an option for rack card size take-away brochures. Packs of 100 per brochure are recommended, with a number of back up brochure packs to be provided to the office contacts for replenishment as needed.



Wallboards will remain in the offices for a 6-month or 12-month period. Client is to provide content for the wallboard advertisement (that meets approved FDA truth in advertising standards) via disk. Evolution will print the wallboard inserts. Wallboard artwork is due from client, 12 weeks prior to placement date.

Types of Doctor's Offices

- Dermatologists
- Cardiologists
- Primary Care Physician (PCP)
- Allergists
- Otolaryngology's (ENT)
- Endocrinologists
- Family Practice/GP/IN
- Pediatricians
- Pulmonologists
- Neurologists
- Gynecologists (OBGYN)

160 Commerce Drive Rochester, NY 14623

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- Family Dentistry

Mobile Video Option - Medical Office Wallboard Advertising

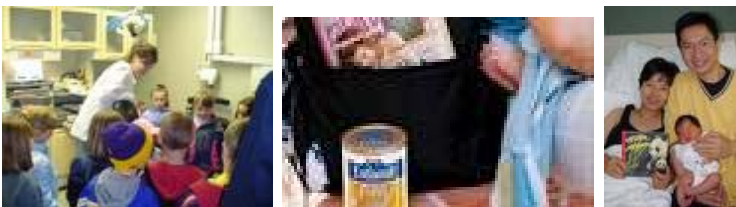


- On the wallboard advertisement discussed above, Evolution provides a 2d tag for placement on the advertisement.
- The 2d tag allows those patients with mobile Smartphones to scan the tag and watch a video, read additional information, or apply to have additional information sent to them.
- Evolution can provide URL platform in mobile friendly format to allow for proper viewing.
- The latest technology affords you the opportunity to blend with tried and true placement in the medical offices.

Medical Office Sampling Programs

**Prescription drugs and over the counter drugs are not permitted*

- Just as in the *Medical Office Wallboard* programs, Evolution reaches doctor's offices across the country.
- Your product is delivered to the doctor's office, ready to be distributed.
- Typical distribution is in the customer area or handed out by staff.
- Typical display is a wicker basket with counter card "take one" displayed.
- The same mobile option described above for the wallboard can be applied to the counter card.



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